

## Weekly Power News Network E-Newsletters

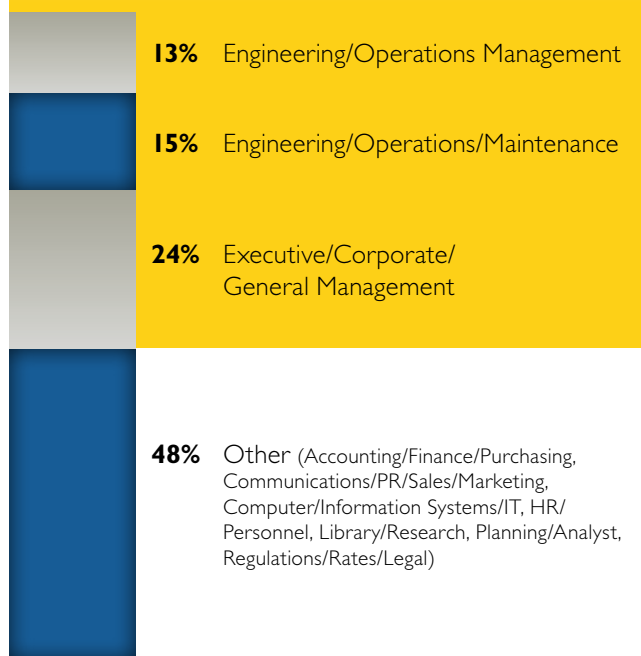
Reach out to your target markets with the industry's first and largest free e-publication.

Every week, more than 50,000 professionals open up Energy Central Weekly, the industry's first and largest free e-publication, for their dose of information, news and events pertaining to the power industry. And you can put your brand in front of these interested audiences with ease with a custom advertising and marketing program from Energy Central. Plus, you can extend your reach with by promoting your company in Energy Pulse Weekly, which offers special insights, analysis and commentary on the issues facing the energy sector today. Together, these two weekly e-newsletters can deliver a large and well-targeted audience right to your doorstep.

- » Communicate with **84,000 opt-in subscribers** each week.
  - **Energy Central Weekly:** 40,000 opt-in recipients, sent each Friday.
  - **EnergyPulse Weekly:** 44,000 opt-in recipients, sent each Tuesday.
- » **Detailed monthly reporting** to help you track your advertising investment.

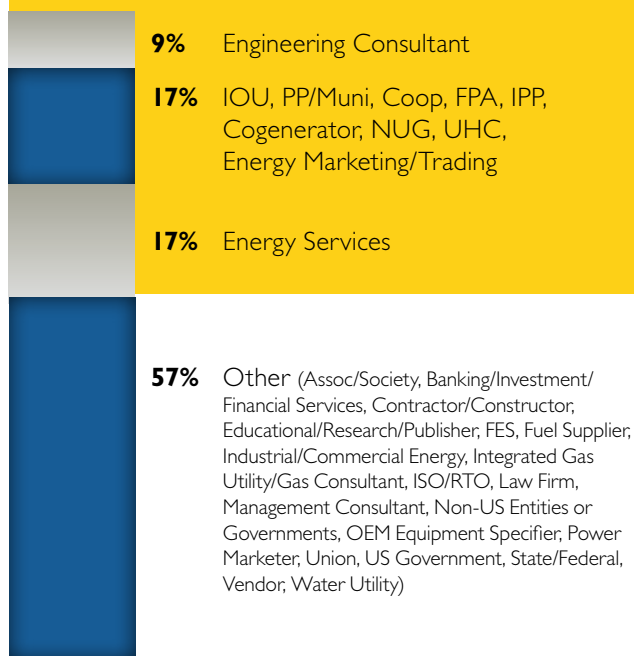
### Job Type

Target high-level decision makers, as **nearly 25% of recipients** are executive, corporate and general management.



### Company Type

**43% are energy providers, energy services, or engineering consultants** — key purchasers of vendors services and products.



## Weekly Power News Network E-Newsletters cont.

Sample



### Leaderboard Ad

728 pixels wide by 90 pixels high  
Format: jpg or gif  
Max File Size: 30K

### Sponsorboard Ad

Maximum of 3  
180 pixels wide by 150 pixels high  
Format: jpg or gif  
Max File Size: 20K

### Newsletter Sponsor

Text only  
4 lines – 70 characters per line  
Format: txt

### Wide Billboard Ad

500 pixels wide by 175 pixels high  
Format: jpg or gif  
Max File Size: 35K

### Skyscraper Ad

160 pixels wide by 600 pixels high  
Format: jpg or gif  
Max File Size: 30K

For rate information contact an Energy Central Account Executive.  
Telephone: 800.459.2233 or 303.782.5510  
E-Mail: [sales@energycentral.com](mailto:sales@energycentral.com)  
Online: [www.energycentral.com/rates.cfm](http://www.energycentral.com/rates.cfm)

### Graphic Ads

No Flash permitted. This includes GIF and JPG formats.  
Please specify the URL link and alternate text. If alternate text is not specified, the company name will be used.

### Text Ads

All text ads must be submitted in a plain text format.  
No graphics are permitted in any of the text ads.

### Online Frequency Discount

Placements Contracted*	4	12	24	48	96+
Discount	5%	7%	10%	12%	15%

\*All website & e-newsletter placements (except PowerAds) contracted at the same time can be combined for frequency volume rates.  
All prices subject to change without prior notice.