

# Pennwell's Global Energy Group Online



## PRODUCTS

### Website Banner Advertising

Associate your company or product with an industry leading media brand and generate traffic to your website. Website banner advertising offers standardized large format ad positions including the PagePeel, Leaderboard, and Sky Scraper. Most rich media ad formats accepted.

### Webcasting

- Vendor Sponsored
- Editorial
- Continuing Education/Certification

Generate sales leads and raise awareness with an audience that registers to participate in an educational industry event. Sponsor an event or create your own, leveraging PowerPoint and/or Video. Webcasting products are highly interactive with global reach, a twelve-month archive, and 24/7 access to a complete registrant report.

### Sponsored or Submitted Content

- Podcasting
- Video streaming
- White Papers

Generate sales leads and raise awareness with an audience that registers to download or view an educational audio, video, or technical document. Sponsor content or submit your company's content. Website Content products are educational and engaging and include 24/7 access to a complete registrant report.

### Sponsored Content & Microsites

High quality branding and awareness opportunity through a microsite or a sponsored vertical content section created for your company. Both solutions are available on a custom basis and run for either six or twelve months.

### Direct Marketing

- Cover Exclusive (digital magazine replica)
- E-Newsletters
- E-Mail List Rental

*Three direct marketing opportunities for reaching global and targeted brand audiences:*

- 1.) Digital Magazine Cover Sponsorship offers a high branding opportunity through an exclusive placement adjacent to the cover on all digitally delivered magazines.
- 2.) E-mail newsletters offer a combination of branding and direct response through advertisement placement and in association with e-mailed editorial content.
- 3.) List Rental – E-mail your message to qualified professionals. Electronic messaging offers a quick response at low costs and can be sent to a targeted, specified audience. E-mail list rentals are ideal for promoting trade show participation, a new product announcement, upcoming seminars and much more. E-mail list rentals are also available for conducting industry surveys.

### Benefits

- Lower Costs (no production, printing or postal costs)
- Speed (quick output and quick response for lead generation)
- Selections (E-Mail list has the same selections as the direct mail list).

### Buyers Guide

- Print Replica

High quality views of your product and company information by website visitors searching for solutions. Advertising in the Buyers Guide returns your company and product first in search results and serves your banner in context with search and browse results.

## PRICING & SPECIFICATIONS

### Power Engineering/ Power Engineering International

BANNERS	2007 Rates
Page Peel	\$3,125
PGI Page Peel	\$1,875
Leaderboard #1	\$1,875
Leaderboard #2	\$1,875
Site Sponsor #1	\$1,500
Site Sponsor #2	\$1,400
Site Sponsor #3	\$1,250
Skyscraper #1	\$1,875
Article Sponsor	\$2,188
Article Toolbar	\$625

### eNEWSLETTER

#### PE

Top	\$1,500
Middle 1	\$1,250
Middle 2	\$1,000
Anchor	\$750
Skyscraper	\$1,250

#### PEI

Top	\$2,000
Middle 1	\$1,750
Middle 2	\$1,500
Anchor	\$1,250
Skyscraper	\$1,750

### WHITE PAPERS

#### NEW

1-5	\$300
6-10	\$500
11-15	\$750
Premium Sponsorship	\$500

### EMAIL LIST RENTALS

\$425 per thousand

### DIGITAL EDITION

Cover	\$1,050
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### Utility Automation Engineering T&D/ Electric Light & Power

BANNERS	2007 Rates
Page Peel	\$2,250
Leaderboard #1	\$1,700
Leaderboard #2	\$1,700
Site Sponsor #1	\$1,400
Site Sponsor #2	\$1,200
Site Sponsor #3	\$1,000
Skyscraper #1	\$1,700
Skyscraper #2	\$1,700
Article Sponsor	\$1,700
Article Toolbar Sponsor	\$500
Financial Index Sponsor	\$500

### eNEWSLETTERS

- General News
- AMR & Metering
- CIS & Customer Service
- T&D Technology
- Securing the Power Grid
- Utility Worker Safety

Top	\$1,250
Middle 1	\$1,000
Middle 2	\$750
Anchor	\$500
Skyscraper	\$1,000

### eNEWSLETTER - Electric Light & Power Executive Digest (Executive & management level recipients)

Top	\$1,500
Middle 1	\$1,250
Anchor	\$750
Skyscraper	\$1,000

### WHITE PAPERS

1-5	\$300
6-10	\$500
11-15	\$750
Premium Sponsorship	\$500

eLIST RENTALS \$425 per thousand

### DIGITAL EDITION

ELP Cover	\$1,200
UA Cover	\$850

### WEBCASTING

(from \$15,000 to \$25,000 per event)

- Vendor Sponsored
- Editorial
- Continuing Education/Certification

### SPONSORED OR SUBMITTED CONTENT

(from \$200 to \$5,000 per content segment)

- Podcasting
- Video Streaming
- White Papers

### SPONSORED CONTENT & MICROSITES

(from \$25,000 to \$75,000 annual sponsorship)

- Company Microsites
- Custom Vertical Content Section