



<http://utilityproducts.com>

DIGITAL OPPORTUNITIES

Enhance your marketing package with a customized online marketing program. Online advertising places your marketing message adjacent to powerful online editorial content. A dynamic Web presence offers searchable archives, daily editorial with online exclusives, up-to-the-minute energy news and more. Visited by thousands of industry professionals each month.

Topic Center Sponsorship

Exclusive Sponsorship Opportunities with Savings up to 20 percent

The *Utility Products* website features even more valuable energy-centric content including easier navigation, videos and more. The new navigation organizes content by topic centers which provides users with easy access to in-depth knowledge on a wide variety of industry products and topics and gives you, the advertiser, targeted sponsorship opportunities.

TOPIC CENTERS

The new site is organized into the following topic centers, making it easier for users to find the information they need quickly and giving you targeted advertising opportunities by niche markets within the industry.

- * Line Construction & Maintenance
- * Test & Measurement
- * Vehicles & Accessories
- * Transmission & Distribution
- * Safety
- * Tools & Supplies

EXCLUSIVE TOPIC CENTER SPONSORSHIP — \$1,000 GROSS PER MONTH INCLUDES:

- * Leaderboard 728x90, 40K (top and bottom)
- * 300x600, 40K (or two 300x250, 40K and one 300x100, 40K with optional text links)
- * Up to five white paper postings

Bonus Opportunities with the purchase of a Topic Center Sponsorship

VIDEO SPONSORSHIP — \$500 GROSS PER MONTH

Topic center sponsors can use video position on <http://utilityproducts.com> to showcase their companies' product announcements, press releases, etc.



Metrics provided for opens, closes, clicks and replays

PRICING DISCOUNTS

Receive discounts for locking in your sponsorship today!

- * Contract for six months, receive 5 percent off
- * Contract for 12 months, receive 10 percent off
- * Three month minimum contract required

Banner Ads

Available Advertising Positions and Rates:

PAGE PEEL \$2,500

Only one available!

Exclusive interactive media ad position on <http://utilityproducts.com> home page. Metrics provided for opens, closes, clicks and replays.

- * **Dog Ear:** Animated logo displayed in upper-right corner
- * **Page Peel:** Expands to reveal sponsor's site content

LEADERBOARD AND ANCHOR \$1,200

Position: Top and bottom of page on utilityproducts.com home page. Two available positions on rotation. Dimensions: 728x90, Size 40K

RECTANGLE ADS (RATES BELOW)

Position: Right column, top and middle of page

- * Site Sponsor 1, 180x150, 40K, \$1,000
- * Site Sponsor 2, 180x600, 40K (skyscraper), \$1,000
- * Site Sponsor 3, 180x150, 40K, \$750
- * Site Sponsor 4, 180x150, 40K, \$750

BANNER ADVERTISING PRICING DISCOUNTS

Receive discounts for locking in your sponsorship:

- * Contract for six months, receive 5 percent off
- * Contract for 12 months, receive 10 percent off
- * Three month minimum contract required

Formats: Banners must be a .gif (animated or static) or .jpg format. Available sizes comply with IAB standards. Additional sizes may be available.



CONTACT INFORMATION

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