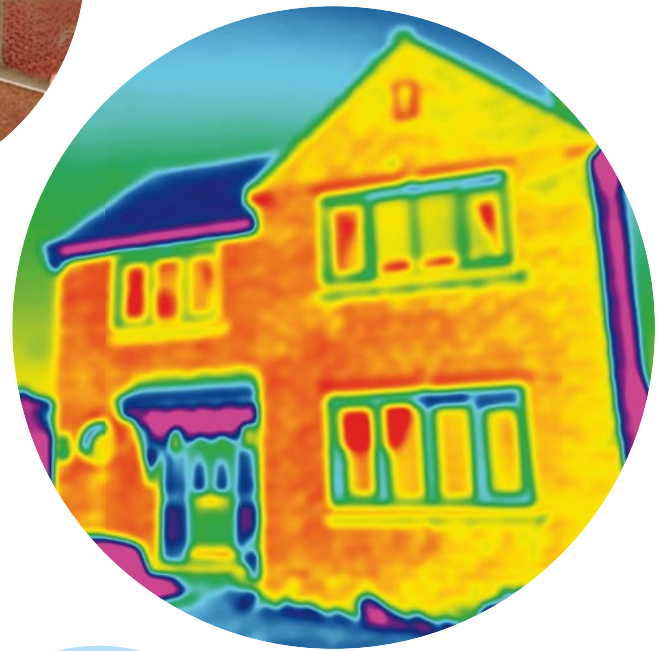
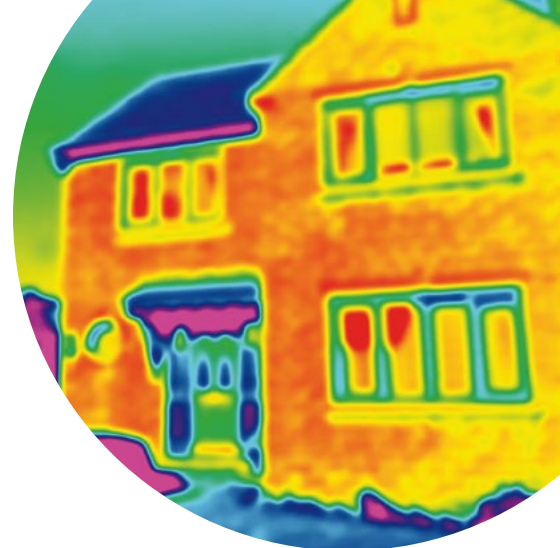


# Energy *news* Efficiency



ADVERTISING INFORMATION



## A new resource in energy efficiency

*Energy Efficiency News* is the daily news website covering the latest developments and trends in all aspects of energy efficiency.

Increasing demands for energy usage, together with environmental concerns, has made energy one of the world's most pressing challenges. Energy efficiency – the reduction of energy usage or demand requirements without reducing end-user benefits – is one of the key aspects of both current and future energy management.

With an emphasis on global policy-driven initiatives that have a major impact on the global use of energy, *Energy Efficiency News* covers all the important trends and developments in this fast-moving sector with its free-to-access mix of daily news, monthly features and regular newsletters.

*Energy Efficiency News* supports five key areas covering all aspects of power generation, transportation, building design and maintenance and global policy which in turn drill down to sub-sections providing editorial coverage across a wide range of topics.

With a comprehensive Company Directory, Events Listing and Resource Centre, *Energy Efficiency News* comprehensively covers the field.

*Energy Efficiency News* provides advertisers with an excellent range of cost-effective opportunities to target end-users seeking energy-efficient products and services.

### Feature List 2008

Issue	Topic
May	Nuclear power generation: future challenges
June	Zero-carbon homes
July	Transport: the biofuels debate
August	Hydrogen and fuel cells
September	Energy efficiency and IT
October	Efficient water management
November	Solar power
December	US policy

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## Introductory rate card

High profile advertising and sponsorship opportunities

### Site Sponsor

- Secure maximum brand awareness with the highest profile location on the site.
- Large top banner position on all pages, plus full company profile in directory. (Maximum of 4 sponsors)
- £1500/quarter

### Section Homepage banners

- Raise the profile of your company in your target market.
- Top banner on our section home pages (Maximum of 4 sponsors)
- £1000/quarter

### Homepage Plus

- Increase your impact still further, by including your banner at the top of all subsection home pages (Maximum of 4 sponsors).
- £1200/quarter

### Homepage or Section page button ads

- Secure one of our prime position button ads (Maximum of 4 companies per position).
- £900/quarter

### Homepage Plus buttons

- Ensure exclusivity by upgrading to sole button sponsor
- £1100/quarter

### Story-embedded ads

- Generate high-visibility coverage for your company with our story-embedded ads
- Your ad will appear whenever a reader clicks through to the full text of an article, giving you maximum coverage (Maximum of 6 companies).
- £1200/quarter

### Directory Plus

- Upgrade your company's profile in our comprehensive directory.
- Link to your company logo, website, extended profile and full contact details, plus a link to your profile whenever your company is mentioned in a news story.
- £250/year

*(Basic listings – company name and web address are free)*

### E-Newsletters

- Deliver your message in the newsletters your customers read (Five newsletters covering, general news, power generation, transport, building & design and policy will be sent out every fortnight).

*Main Sponsor: top banner – £250/issue (distributed weekly)*

*Newsletter sponsor: bottom banner – £195/issue*

*ALL PRICES ARE EXCLUSIVE OF VAT*

For further information contact:

e: [p.chattin@energyefficiencynews.com](mailto:p.chattin@energyefficiencynews.com)

t: +44 (0) 1322 663006

### Mechanical Specifications

#### Specifications

All banner ads	468x60
Button ads	180x150 IMU
Story-embedded ads	250x250 IMU

#### Acceptable formats

Standard html or flash advertisements are acceptable, with a maximum file size of 100K and a resolution of 72dpi. Other formats may be acceptable – please call to discuss.



# RESERVATION FORM

**FAX BACK TO +44 (0) 1322 615868**

**Please enter your requirements below** (Please refer to rate card for details)

	Section	Duration	Net Cost*
Site Sponsor			
Section Homepage banners			
Homepage Plus			
Homepage or Section page button ads			
Homepage Plus buttons			
Story-embedded ads			
Directory Plus			
E-Newsletters			
<b>Total</b>			

\* Please note that VAT at 17.5% will be charged.

### Client Details:

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Post / ZIP Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

### Advertising Enquiries:

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 Tel: +44 (0) 1322 663006; Fax: +44 (0) 1322 615868; Email: [p.chattin@energyefficiencynews.com](mailto:p.chattin@energyefficiencynews.com)

*Terms and Conditions Apply – please see website for details*