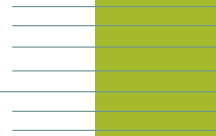




Energy Efficiency & Technology

Media Guide



REACH

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ENGAGE



ACHIEVE

Energy Efficiency & Technology



2012 Editorial Calendar

Issue Date	Tech Coverage	Industry Focus	Design Focus	Show Highlights
January/February	EV technology	Consumer electronics	Motor drives	APEC 2012 - Feb 2-5, Orlando Electric West - Feb 22-23, Las Vegas
March/April	Embedded systems	Appliance technology	Solid state lighting	Lightfair International - May 9-11, Las Vegas
May/June	Energy harvesting Smart grid	Alternative energy	Battery management	Windpower - June 3-6, Atlanta Intersolar - July 10-12, San Francisco
July/August	Energy management systems	Energy-efficient manufacturing	Power supplies	IMTS - Sept 10-15, Chicago Pack Expo - Oct 28-31, Chicago
September/October	Power semiconductor update	Building systems	Simulation Energy efficient light drivers	Electronica - Nov 13-16, Germany
November/December	Energy-efficient heating/ cooling technology	Energy innovations	New developments in ENERGY STAR®	

AIM READERSHIP STUDIES: JANUARY/FEBRUARY, MAY/JUNE, SEPTEMBER/OCTOBER

REACH

Energy Efficiency & Technology reaches more than **25,000** energy-efficiency experts who are the engineers tasked with devising strategies for efficiency/productivity efforts and bringing clean, reliable, and affordable energy technologies to market. Their primary job functions are:

- Engineering Management
- Technical Staff
- Corporate Management
- Test Engineer

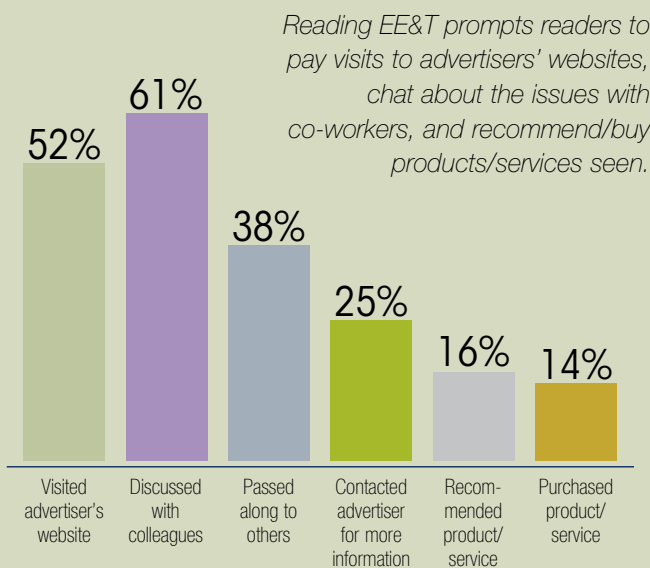
93% are involved in design projects (on average, three annually) where the goal is energy efficiency. **95%** anticipate more projects directed at energy-efficient design in the future.



ENGAGE

Energy engineers spend an average of **30 minutes** with each issue of EE&T and pass their issues along to at least one other person in their companies. They are experienced engineers, having been involved in the engineering community for an average of **16-20 years**.

Actions taken as a result of reading EE&T



Reading EE&T prompts readers to pay visits to advertisers' websites, chat about the issues with co-workers, and recommend/buy products/services seen.

ACHIEVE

Energy Efficiency & Technology has responded to new technology demands and has been accepted as the industry resource to provide hard-hitting editorial content with scope and depth that will aid engineers in creating energy-efficient products and operations. This content includes technical

articles written by practicing professionals and edited by engineers; overviews describing the latest industry developments; tutorials that cover wide-ranging energy topics; showcases of new technologies and products; and updates on relevant legislation and standards.

Editorial Excellence

Realizing that this new and exciting market is developing and changing constantly, our editors have solicited the expertise of 18 major OEM and OEM company technologists for our editorial advisory board to meet the critical need for different and expanded perspectives. EE&T editors are experts in their field and can present the in-depth energy-efficiency information engineers demand.



Leland Teschler
Editor

Lee has been writing and editing technical information for more than 33 years for Machine Design and Electronic Design magazines. Prior to his years in media, he worked as a communications design engineer for the U.S. government.

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Vince Biancomano
Contributing Editor

With a background in electrical engineering and meteorology, Vince began his editorial career in 1977. Over the past 32 years, he's worked at virtually every editorial level, from components editor to contributing editor for power to managing editor.

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Roger Allan
Contributing Editor

Roger is a 43-year electronics journalism veteran and served as Electronic Design's Executive Editor for 15 of those years. His specialties include MEMS and nanoelectronics technologies.

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Steve Mraz
Editor

Steve has 22 years of technical writing experience. He holds a B.S. in Biomedical Engineering from Case Western Reserve University and was a flight officer for the U.S. Navy.

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Francis Richards
Editor

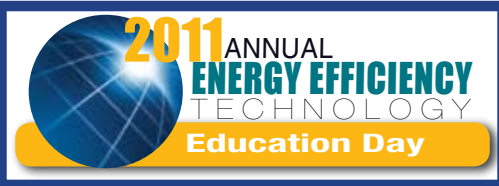
Frances is a senior editor for both EE&T magazine and Motion System Design magazine. She holds a B.A. in English, and her award-winning Design by Objective series publishes regularly.

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"The magazine is very useful and I look forward to reading it every time it comes in. I look for new products and enjoy articles within the magazine."

Education Day

The Energy Efficiency Technology Conference and Expo is a one-day event featuring technical sessions aimed at engineers and technologists engaged in projects involving energy-efficient products and processes. Typical sessions will cover topics in LED lighting, energy-efficient motor and drive technology, energy monitoring, smart grid applications, energy-efficient power supplies, legislated energy mandates, and related subjects. The EET Conference is one of the few venues focusing strictly on technology and innovations related to energy efficiency. There will be educational, product exhibition, and networking opportunities throughout the day.



Ancillary Products



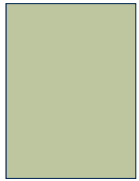
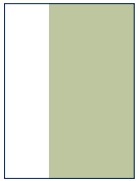
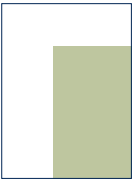
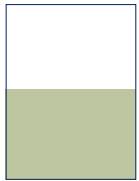
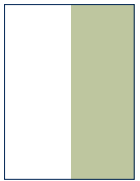
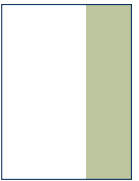
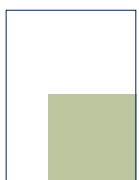
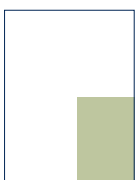
ENERGY PROFILE ads alert engineers to your company's mission and goals. A full-page unit includes Headline, Energy Initiatives copy, Benefits to Engineers, Energy Highlights, and full contact information. Four color logo and photo included. Artwork can be provided or can be prepared by EE&T.

ENERGY SMART ads are 1/8th page, color display units. They can feature your company catalog or product photo, along with a description, and include your company name, city, state, phone, fax and web address.



You may submit prepared artwork (3.375 x 2.25). Or digital format/ e-mail a high-resolution image of your product, software or the cover of the catalog you wish to publicize, along with a Word document containing a 24-character headline and body copy consisting of approximately 50 words and contact information.

Mechanical Specs & Rates

		
1 Page Dimensions: 7.0 x 9.75 Bleed: 7.875 x 10.75	2/3 Page Dimensions: 4.5 x 9.75 Bleed: 5.125 x 10.75	Island Half Dimensions: 4.5 x 7.375 Bleed: 5.125 x 8.0
		
1/2 Page Horizontal Dimensions: 6.875 x 4.625 Bleed: 7.875 x 5.375	1/2 Page Vertical Dimensions: 3.25 x 9.75 Bleed: 3.875 x 10.75	1/3 Page Vertical Dimensions: 2.125 x 9.75 Bleed: 2.625 x 10.75
		Spread Trim Size: 15.25 x 9.75 in Spread with Bleed: 15.5 x 10.75 in
1/3 Page Square Dimensions: 4.5 x 4.625	1/4 Page Vertical Dimensions: 3.25 x 4.625	

Print Rates

Black & White		Black & White	
Full Page	\$4,975	1/2 Page	\$2,835
2/3 Page	\$3,730	1/3 Page	\$1,990
1/2 Page Island	\$3,480	1/4 Page	\$1,490
Profile Page	\$3,100	Energy Smart	\$500

Frequency rates are available. Contact your EE&T representative for details.

Color

Color	Per Page
Standard	\$600
Matched Color	\$925
3&4 Color Process	\$1,250

For mechanical and space information or to upload your ad, go to:

www.pentondigitalads.com

Online Advertising

Energy Efficiency & Technology's website at www.eetweb.com showcases the latest energy-efficiency information and suppliers. Connect with this unique community on the only website specifically for energy-efficiency decision-makers.

Leaderboard

Leaderboard ads appear in a high-profile location at the top of the page and directly within the user's view. These run-of-site banners are an excellent choice for both branding and direct response campaigns.

Boombboxes

Located within highly desirable editorial articles throughout the site, these run-of-site ads offer large real estate, drawing attention to your message and giving your ad creative center stage. Boombox ads are ideal for rich media expandable or video ads.

Large Buttons

Integrated within the site's main navigation, the large button allows for a premium placement. Run of site.

Buttons

A cost-effective alternative to run-of-site advertising on eetweb.com. These button ads are great for brand awareness.

Run of Site Specs & Rates		
	RATES	SPECS
Leaderboard Ad	\$2,500 gross/month	728 x 90 pixels
Boombox Ad	\$2,000 gross/month	300 x 250 pixels
Large Button Ad	\$1,000 gross/month	180 x 150 pixels
Button Ads	\$ 700 gross/month	125 x 125 pixels

*All rates are gross.

Specifications:
GIF, Animated GIF,
JPG and Rich Media.
39k maximum
Run of site



EE&T eNewsletters

Energy Efficiency & Technology publishes an eNewsletter for energy efficiency engineers and managers. Sent twice a month, each issue contains relevant editorial content to help meet the information needs of this important function. * ALL RATES ARE GROSS

Position 1	\$2,000	Position 4	\$500
Position 2	\$1,100	Featured Links:	\$150 each
Position 3	\$800		

Specs: Please choose from one of the following.

- 468 x 60 banner (GIF, JPG, animated GIF)
- Text ad with image (up to 80 words of text, plus image no wider than 180 pixels, JPG or GIF) and click-through URL. Max file size: 30k.

Roadblock Ad

Roadblock ads are featured in the "can't be missed" position PRIOR to the visitor's first sight of the home page. Seen for a maximum of 20 seconds, they offer a unique platform to capture audience attention. Home page only.

Rate: \$1,300 gross/ 2 weeks

Specs: 640w x 480h pixels. GIF, JPG and Rich Media accepted. 50 k max file size.

LED eNewsletter

Energy Efficiency & Technology has become the engineer's go-to source for all things energy efficiency. Our issues, websites and eNewsletters all generate tremendous exposure for marketers. We are pleased to launch the EE&T LED eNewsletter to be sent to 22,300 energy-efficiency engineers. Be there, every month, as these engineers look for solutions to their LED challenges.

Rates:

Position 1	\$3,200	Position 4	\$1,100
Position 2	\$2,500	Featured Links:	\$175 each
Position 3	\$1,800		

Specs: Please choose from one of the following.

- 468 x 60 banner (GIF, JPG, animated GIF)
- Text ad with image (up to 80 words of text, plus image no wider than 180 pixels, JPG or GIF) and click-through URL. Max file size: 30k.

eBlast

EE&T now offers our advertisers the perfect way to reach targeted prospects. Direct email marketing is a quick and direct way to target today's design engineers. This personalized, single-sponsored message will be emailed to our available subscribers.

Rate: \$1,700 gross per blast

Specs: 600w x 400h pixels. GIF, JPG (Because this product is emailed, we are not accepting rich media), 50k max file size.

"Trade magazines are very important. Hot new products are presented in a format that I can review at my leisure. I can then follow up with internet research at a later time."

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