

The Importance of Energy Efficiency & Technology to Our World's Future



EET

Energy Efficiency & Technology

THE ENERGY EFFICIENCY MARKET



Energy Efficiency & Technology was developed to address the needs of a new type of engineering expert, one who works in an emerging field of design and technology. In response to recent legislation, stricter industry standards, and customer demands that merchants and service providers reduce their energy consumption, manufacturers and suppliers are turning to groups of technologists increasingly known as energy efficiency engineers. These engineers' strategies for improving energy efficiency can impact product design, interactions with customers, and internal processes and procedures. In turn, such efforts can be motivated and also affected by the rapidly changing landscape of innovations and energy prices.

First published in July of 2008, EE&T has quickly generated attention and excitement in the engineering community. According to our recent Ad Impact Readership Study, engineers are spending 32 minutes reading each issue, and they are passing the magazine along to colleagues for a total circulation reach of 50,000.

Here's what readers had to say about EE&T:

"I think it's great. Conservation is pushed from every angle right now, and is seen as a competitive area. It's a great way to gain understanding and gain a competitive edge."

"Found publication interesting and informative. Our company is quoting projects related to EE&T."

"Good mag - conservation rules the future!"

"I think the pub will be a good resource to stay abreast of energy efficiency issues and solutions"

"Welcome addition to my technical reading as energy optimization is becoming more important in design considerations."

"An excellent compilation of information right at my finger tips."

"I am glad to see this focused magazine."

Recent research shows engineers are each engaged in an average of **3** energy efficiency projects, and **95%** anticipate more projects directed at energy efficient design in the next 6-24 months.

solar

Photovoltaic crystalline cells
Photovoltaic thin-film cells
Power conditioners
Inverters
Power line interface
Storage batteries
Solar manufacturing
Silicon ingot fabrication
Solar assembly automation
Cell cabling
Cell metering
Panel hardware
Panel mounting structures
Panel positioning equipment

wind

Stand-alone turbines
Generators
Gearboxes
Rotors
Rotor positioning systems
Power line conditioning systems
Power line interfaces
Towers
Structural hardware - tough
ened bolts, dampers, in-tower cranes
Nacelle controls
Breakers, lightning arrestors

scavenging

Regenerative brakes
Pressure & vibration transducers
Thermoelectric generators
Antenna systems
Pyroelectric generators
Variable capacitors, super
capacitors
Electroactive polymers
Hydroelectric (tide) generators

cogeneration

Trigeneration plants
Polygeneration plants
Grid management
electronics
Microturbines
Stirling engines, fuel cells
Biogas power generation
Organic rankine cycle engines



The goal of **Energy Efficiency & Technology** and **EE&Tweb.com** is 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. **Energy Efficiency & Technology** and **EE&Tweb.com** serve as a forum for information exchange and discussion of all aspects of the design, manufacture, and application of devices, circuits, and systems related to the efficient use of conversion of energy.

Regular features focus on in-depth developments connected with energy specific technologies and how they are likely to affect design-for-efficiency efforts. Technical overviews look inside mega-trends shaping the energy efficiency market, explain current developments, and layout where the technology is headed. Other items in every issue include the Invention of the Month, Viewpoint, Energy Shorts, New Energy Standards & Legislation, New Energy News, and energy products.



2010 EDITORIAL CALENDAR

Issue Date	Tech Overview	Design In-depth	Alternative Energy	Show Highlights
January/February <i>Ad Impact Survey</i>	Efficient Power Electronics	Efficiency in Pneumatics	Solar Power Management	APEC 2010
March/April	New Lighting Technology	Energy Efficient Motor Drives	Wind Turbine Power Train Technology	Electric West
EE&T Conference & Expo Special Issue	Special Issue	Special Issue	Special Issue	
May/June <i>Ad Impact Survey</i>	Energy Efficient Bearings	Lighting Power Electrics Legislative Update	Efficiency in Solar Manufacturing	Windpower 2010 Lightfair International
July/August	Motor Efficiency Update	Power Supply Design	Sensors	Intersolar
Spetember/October	Computer Aided Energy Efficiency Tools	Working with Batteries	Wind System Optimization	
November/December	Lighting Solutions	Efficiency & Power Monitoring	Power Trains	

Editorial Expertise . . . IN EVERY ISSUE!

Technical education, industrial experience, knowledge of the energy industry, and the ability to communicate combine to form a unique editorial staff at Energy Efficiency & Technology. EE&T, even though a new brand, has put together an extraordinary staff of editors with an average of more than 20 years of EEOM and OEM market experience.

Lee Teschler



executive editor of EE&T; has been writing and editing technical information for more than 30 years for Machine Design and Electronic Design

magazines. He holds a B.S. in Engineering from the University of Michigan and an MBA from Cleveland State University. Prior to his years in media, he worked as a communications design engineer for the U.S. government.

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Vince Biancomano



with a background in electrical engineering and meteorology, Vince started out at Bell Labs in the late 60s. He began

his editorial career in 1977. Over the past 30 years he's worked at virtually every editorial level, from components editor at Electronic Design magazine to contributing editor for power at CMP/EE Times to managing editor at IEEE to editor-in-chief at Fiberoptic Product News.

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Roger Allan



is a 40-year electronics journalism veteran, and served as Electronic Design's Executive Editor for 15 of those years. He has covered the spectrum

of technology. His specialties include MEMS and nanoelectronics technologies.

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Steve Mraz



Has 19 years of service technical writing experience. He holds a BS in Biomedical Engineering from Case Western Reserve University and was a flight officer for the U.S. Navy.

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Frances Richards



Is a senior editor for EE&T and Motion System Design. She holds a B.A. in English and her award-winning Design by Objective series still publishes regularly.

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Editorial Advisory Board

Our editors have solicited the expertise of the major EEOM and OEM company technologists. Realizing that this new and exciting market is developing and changing constantly, the need for new and expanded perspectives is imperative. Those already participating on our panel include:

Tony Armstrong
Director of Product Marketing for Power Products
Linear Technology

David Ballard
Corporate Manager, Engineering
and Marketing,
SEW-Eurodrive

Ronald D. Bullock, Chairman
CEO, Bison Gear and Engineering

Cary Eskow
Director, Solid state Lighting and
LED Business Unit,
Avnet Electronics Marketing

Howard Lind
Cicoil Corp.

Gary Malmberg
ON Semiconductor

John Malinowski
Product Manager
AC & DC Motors, Baldor Electric Co.

David Mayne
Director of Business Development
Digi International

Tom Morrow
Vice President, Global Expositions and Marketing
SEMI PV Manufacturing group

Kaveh Parsi
Intersil Corp.

Mark Price
Energy Business Unit Manager,
Fluke Corp.

Robbie Queen
Business Development Manager, Moog Components Group

Graham Robertson
International Rectifier

Albert Rooyackers
Business Development,
Maxim Integrated Products

Rajiv Salhotra
Idec Corp.

Aaron Thurlow
Global Sales Channel Manager, Renewable-energy
Segment,
National Semiconductor Corp.

Vestal Tutterow
Program Manager, Industrial Practice, Alliance to
Save Energy

If your company is an emerging "player" in this new category and you are interested in sharing your perspective and insight, please contact Lee Teschler, Editor at 216/931-9221 or leland.teschler@penton.com

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

A **Rectangle Ads**
 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. Rectangle ads are ideal for rich media expandable or video ads.
 Rate: \$1,725 gross per month
 Specs: 300 x 250 pixels; GIF, Animated GIF, JPG and Rich Media accepted.
 Max file size 39K. Run of site.

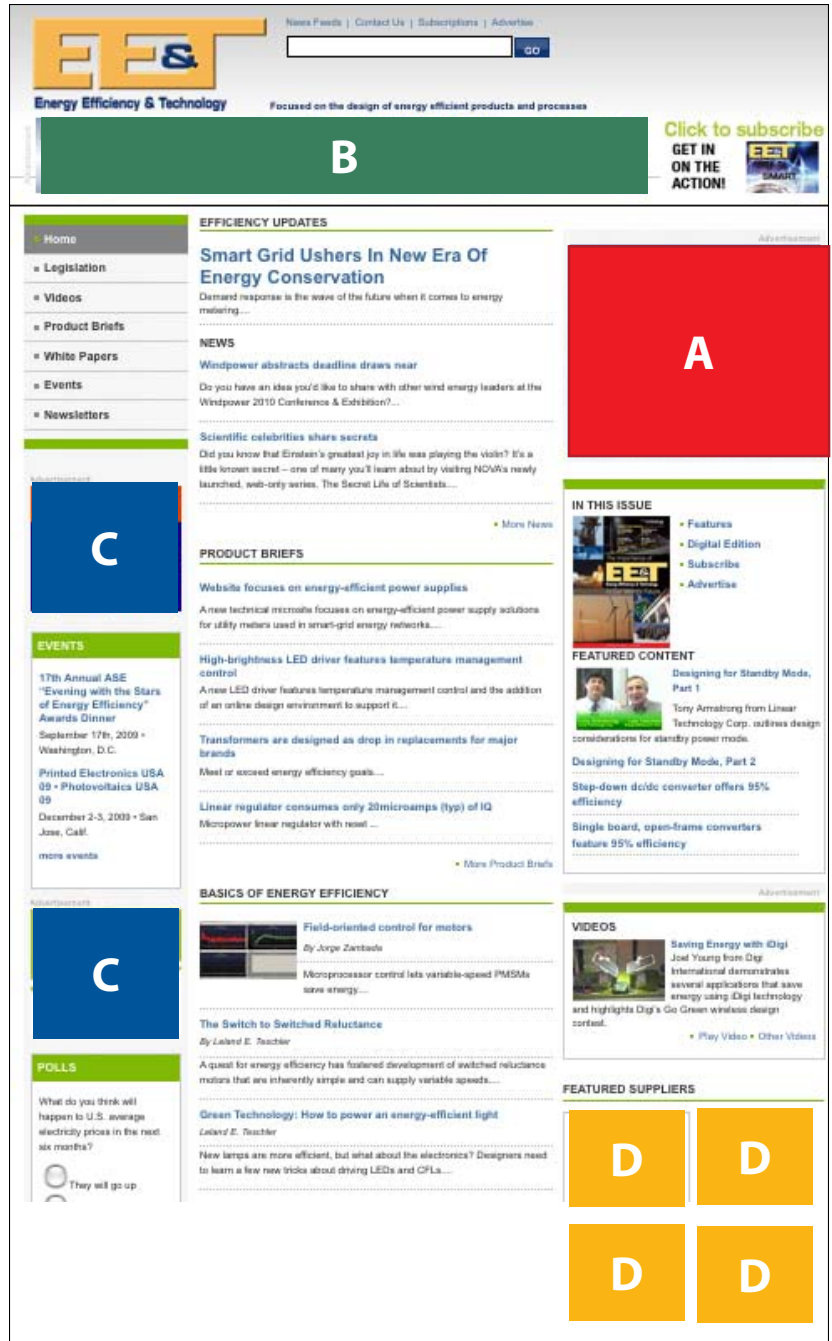
B **Leaderboard Ad**
 Leaderboard ads appear in a high-profile location at the top of the page and directly within the user's view. This run-of-site banner is an excellent choice for both branding and direct response campaigns.
 Rates: \$2,130 gross per month
 Specs: 728 x 90 pixels; GIF, Animated GIF, JPG and Rich Media accepted. Max file size 39K. Run of site.

C **Large Button Ad**
 Integrated within the site's main navigation, the large button allows for a premium placement.
 Rate \$865 gross per month
 Specs: 180 x 150 pixels; GIF, Animated GIF, JPG and Rich Media accepted. Max file size 39K. Run of site.

D **Button Ads**
 A cost-effective alternative to run-of-site advertising on EETWEB.COM. These spots are great for brand awareness.
 Rate: \$575 gross per month
 Specs: 125 x 125 pixels; GIF, Animated GIF, JPG and Rich Media accepted. Max file size 39K. Run of site.

Roadblocks (pre-site)

Roadblocks are pre-site, full-screen ads that intrigue the visitor and can't be ignored. Roadblocks tend to generate high response rates and are exclusive positions - only one advertiser per week.
 Rate: \$1,150 gross per week.
 Specs: 640 x 480 pixels; max file size 60k; GIF, Animated GIF, JPG and Rich Media accepted.



E-newsletters

Energy Efficiency & Technology publishes an e-newsletter 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.

Rates

Position 1	\$1,500 gross
Skyscraper with sponsor copy	
Position 2	\$1,100 gross
Position 3	\$ 800 gross
Position 4	\$ 500 gross
Feature Links:	\$ 150 gross each

The screenshot shows the top of the EE&T news e-newsletter. The header includes the logo 'EE&T news' and the subtitle 'Energy Efficiency & Technology'. Below the header, it states 'September 15, 2009 Issue:'. A list of featured articles is shown, including 'Efficiency measures pack more punch', 'Energy myths', 'Energy efficiency is a game changer', 'Made in the shade', 'Where does all the juice go?', 'Energy shorts', 'Free webinar: Mechanical optimization with simulation', and 'Motor reduces energy costs 80%'. To the right, there is a section for 'Today's Energy Efficiency News update brought to you by: Pioneer Magnetics'. Below that is the 'LATEST ISSUE' section, which mentions 'Energy Efficiency & Technology magazine is FREE to qualified subscribers. Subscribe now!'. There is also a 'VIDEO' section titled 'Go Green wireless' with a small video player showing two men, one of whom is identified as 'Joe Young from Digi International'. Below the video, it says 'Watch Video'. At the bottom of the screenshot, there is a 'FEATURED CONTENT' section titled 'Energy myths' with a 'Read more' link. To the right of this section is an advertisement for 'ENGINEERS NEED POWER' by Pioneer Magnetics, which includes the text 'ENGINEERS CHANGE OUR WORLD', 'PIONEER MAGNETICS EMPOWERS THEM', 'FOR REGENERATIVE ENERGY', 'UNLIMITED CHOICES', 'Power Supplies & Power Shelves', '10, 2U, 3U, 1kW to 10kW per Unit', 'Standards, Mods & Custom Products', and 'Fan Cooled or Liquid Cooled'.

The graphic features the text 'ENERGY BLOG' in large, white, stylized letters against a dark background with a grid pattern. Below the title, it says 'New in 2010, EE&T editors will be blogging with engineers on energy efficiency related topics!'.

In Person Event!



Held in Santa Clara, California, a hotbed of efficiency activity, this one-day event will educate engineers on the vital initiatives currently taking place. Two exciting tracks offer information on:

- LEDs
- Software for Energy Efficient Design
- Efficient Circuitry for Battery Operation
- Motors
- Energy Monitoring
- Power

[Sponsorship opportunities are available.](#)

Platinum - \$20,000

Session - 12,000

Tabletop - \$5,500

2010 Print Rates

Black & White		Color			
1 Page	\$4,975	1/2 Page	\$2,835	Standard	\$600
2/3 Page	\$3,730	1/3 Page	\$1,990	Matched	\$925
1/2 Page Island	\$3,480	1/4 Page	\$1,490	3 & 4	\$1,250
Profile Page	\$3,100	Energy Smart	\$ 550		

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

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 send/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.

*Note: All photos and catalog covers must be submitted in a digital format. E-mail your high-resolution (300 dpi) catalog image (.tif or .eps) to laurel.hirkala@penton.com. For further information or questions, please contact Laurel at 216.931-9602 or 800.862-4034.

Mechanical Specs

Ad Sizes	Wide x Deep	Ad Sizes	Wide x Deep
full page	7 x 9.75	1/3 vertical	2.125 x 9.75
full page w/bleed	7.875 x 10.75	1/3 square	4.5 x 4.625
2/3 page	4.5 x 9.75	1/3 square w/bleed	4.75 x 4.875
2/3 page w/bleed	4.75 x 10.50	1/4	3.25 x 4.625
1/2 island	4.5 x 7.375	Spread	15.25 x 9.75
1/2 horizontal	6.875 x 4.625	Spread w/bleed	15.5 x 10.75
1/2 vertical	3.25 x 9.75		

For mechanical and space information or to upload your ad, please go to www.pentondigitalads.com



For more information, contact your EE&T regional manager or sales director Jim Theriault at 408.857.0322 or jim.theriault@penton.com

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