

EfficientEnergy.net

Media Guide

EfficientEnergy.net enables you to position your advertising, press releases, technical articles and application stories in front of decision makers in industrial, commercial and public sector organisations.



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Online energy-saving resources

Our strengths

Page design: Our web pages are optimised to perform well with internet search engines, yet they are designed primarily to work for advertisers, suppliers of news and articles, and site visitors.

Choice of advertising banners or buttons	✓
Editorial photographs and other graphics	✓
Uncluttered page layout	✓
One-click links to suppliers' websites	✓
Links to product pages or landing pages on suppliers' websites	✓
Companies and stories assigned multiple product categories	✓
Videos	✓

Callback and literature requests: An inline action form can be added to editorial items, enabling readers to request a callback or an item of literature. These sales leads are emailed directly to the supplier's nominated email address and are qualified as 'Urgent', 'For use within 3 months' or 'For general interest'.

Editor: EfficientEnergy.net is edited by David Keighley, an experienced newspaper journalist specialising in industrial and business matters. He has also worked as Deputy Editor of *Industrial Purchasing News*, Assistant Editor of *The Engineer* and Editor of *What's New in Industry*. During his time with *What's New in Industry*, David became increasingly aware of the need for energy efficiency as a way to combat rising energy costs and the threat of climate change.

Marketing: EfficientEnergy.net's promotional strategy includes:

- Search engine optimisation
- User-friendly pages encourage regular users of search engines to click on pages from EfficientEnergy.net rather than pages from other news-based sites
- Companies with news on EfficientEnergy.net are encouraged to provide links to EfficientEnergy.net from their own websites
- Guest editorials can be written for email newsletters sent by companies with news on EfficientEnergy.net
- Contra deals are offered to companies with news on EfficientEnergy.net so that, for example, a prompt to register for the newsletter is included in those companies' own newsletters or online surveys
- EfficientEnergy.net will shortly publish a *Guide to Energy-Efficient Machine Design*. Further guides are planned



Email newsletter

Monthly email newsletters provide an opportunity to publish an advertorial with a link to the story on the website, or display a static button. We can also provide the email addresses associated with click-throughs.

Readership: managers, engineers, specifiers, consultants and other professionals in industrial, commercial and public sector organisations.



Submitting editorial

Company news, product announcements, application stories (case studies), technical articles and opinion pieces should be sent to editor@efficientenergy.net as soon as they are available, and they are usually published straight away.

There is no need to pre-register, but please include the company's contact details for publication on the website. There is also no need to format the material in any special way, as the editor can accept most word processor and graphics file formats.



Features

EfficientEnergy.net covers components, equipment, materials and services that will help professionals to save money through efficient use of energy in industrial, commercial and public sector organisations.

Advertising can be booked against the following categories:

Components and materials for plant and equipment

- Drives
- Electrical equipment
- Fans and blowers
- Fluid handling
- Hydraulics
- Materials
- Motors
- Pneumatics
- Process and equipment control
- Sensors and instrumentation

Energy Management

- Carbon offsetting
- Consultancy
- Energy assessments and surveys
- Energy management software
- Energy monitoring and metering
- Energy supply, purchasing and brokerage
- Power management

Events and education

- Books, literature and online resources
- Exhibitions, conferences and seminars
- Training, courses and workshops

Finance and funding

- Grants
- Funding
- Incentives
- Carbon trading

Industry news

- Awards
- Company news
- Market reports

Legislation, regulations and standards

- Legislation, regulations and standards (UK)
- Legislation, regulations and standards (Europe)
- Legislation, regulations and standards (USA)
- Legislation, regulations and standards (other countries)
- Legislation, regulations and standards (international)

Micro-generation

- Biomass
- Combined heat and power (CHP)
- Energy harvesting
- Heat pumps
- Hydro-electric
- Solar (photovoltaic)
- Solar (thermal)
- Wind

Plant and equipment for manufacturing and processing

- Compressed air systems
- Condition monitoring and maintenance
- Heat recovery systems
- Plant and equipment maintenance
- Process equipment
- Production machinery
- Water treatment and management
- Waste treatment and management

Premises and services

- Buildings
- Building materials and products
- Insulation
- Premises maintenance
- Waste management
- Water management
- HVAC
- Lighting
- Occupancy switches, timers and controls
- Catering
- Refrigeration
- Cleaning
- Security

Vehicles, transport and logistics

- Energy-efficient vehicles
- Energy-efficient transportation

Increasing response

Banner advertising: A leaderboard banner (728 x 90 pixels) can be purchased against a particular category (see page 4) for display above any story for which this is the primary category. Stories can be assigned an unlimited number of secondary categories, so banners purchased against these other categories may also be displayed if the story's primary category is unsold. Assigning multiple categories therefore increases the chance of a banner being viewed.

Premium banner positions are also available on the Home page, Index pages, Directory pages and the Brochure Request page. Details can be provided on request.

Buttons: Purchasing a button (120 x 60 pixels or 120 x 90 pixels) guarantees Home page coverage. In addition, buttons are displayed in random rotation on pages for which the banner category is unsold. Further options are a guaranteed top-five position and the prominent position beneath the menu on the left-hand side.

Logo on company index pages: A logo beneath the company name is a cost-effective way to increase visibility and click-throughs to the company's profile page, and the logo provides an additional click-through route to the company's own website.

Lead generation: Any editorial item can have an inline action form added so that readers can request a callback or an item of literature without leaving the page.

Enhanced company profiles: All companies on the site are given a profile page for free, with their full contact details, a link to their website and an outline of the products/services offered. Company profile pages can be enhanced to include a logo, photographs and additional text.

Videos: A video is often the best way to explain something. Videos can be placed on news, products, technical articles, application stories or company profile pages, and optionally promoted from the Home page as Movie of the Month.

Editorial graphics: Photographs, diagrams and graphs help to catch the reader's eye and are very effective at conveying information. While there is no charge for publishing relevant editorial text on EfficientEnergy.net, and every company is given one free editorial graphic, subsequent graphics are chargeable.

Newsletters: Our monthly email newsletter provides an opportunity to publish an advertorial – with a link to a longer story on the website – or to display a button advertisement (120 x 60 or 120 x 90 pixels).

Performance tracking

Monthly reports: Advertisers receive reports showing the following statistics for the preceding calendar month:

- Page views for the company profile, index and story pages
- Page views for the banners, buttons and brochures
- Click-throughs to the company's website and landing pages

Rate card

Banners (Leaderboard size at 728 x 90 pixels)

	1 month	3 months	6 months	12 months
Home page	£500	-	-	-
Index pages	£375	£340 per month	-	-
Category	£200	£180 per month	£165 per month	£150 per month

Buttons (displayed in random order on the Home page and all other pages where no banner has been sold; a 'top five' position can be guaranteed for an **additional £75 per month**)

	1 month	3 months	6 months	12 months
120 x 60	£150	£135 per month	£120 per month	£110 per month
120 x 90	£180	£165 per month	£150 per month	£135 per month

Left-hand advertisement (displayed beneath the menu on the left-hand side of the page)

	120 x 60 pixels	120 x 90 pixels	120 x 240 pixels
One month	£450	£600	£750

Logo on company index pages (maximum 56 pixels high)

	1 month	3 months	6 months	12 months
Positioned beneath company's name	£100	£90 per month	£80 per month	£75 per month

Inline action form (callback and information requests sent directly to a nominated email address; contact us for prices if the form is only required on one page)

	1 month	3 months	6 months	12 months
All pages	-	£60 per month	£55 per month	£50 per month

Company profiles

	1 month	3 months	6 months	12 months
Bronze	Free	Free	Free	Free
Silver + Logo	£100	£90 per month	£80 per month	£75 per month
Gold + Logo + 75 words + image	-	£180 per month	£165 per month	£150 per month
Platinum + Logo +250 words + up to 3 images	-	-	£475 per month	£450 per month

Videos

Videos or animations can be placed in the copy on news, products, technical articles, application stories or company profiles: **£175 per month**. Home page 'Movie of the month' promotion: **+ £125 per month**. Contact us for our movie specifications.

Editorial graphics

£250 paid in advance for 12 months of unlimited editorial graphics. This charge is waived if the value of an advertising package exceeds £100 per month.

Email newsletter

Advertorial	£300 per insertion
Static button (120 x 60 pixels)	£145 per insertion
Static button (120 x 90 pixels)	£175 per insertion
Click-through email addresses	£2.50 per email address

Packages

Packages are tailored to suit advertisers' requirements and budgets. See the two examples below.

Example package 1

6-month package comprising:

- Banner (one category) - price £165/month
- Button (120x60 pixels, random position) - price £120/month
- Newsletter button (120x60 pixels, one entry) - price £145
- Editorial graphics - free of charge with advertising worth over £100/month

Total ratecard price £1855, package discounted to £1410 or **£235/month**

Example package 2

12-month package comprising:

- Banners (three categories) - price £150/month
- Button (120x60 pixels, top-five position) - price £185/month
- Platinum company profile (logo + 250 words + 3 images) - price £450/month
- Newsletter advertorial (three entries) - price £300 each
- Editorial graphics - free of charge with advertising worth over £100/month

Total ratecard price £13,920, package discounted to £10,080 or **£840/month**

All prices are in Pounds Sterling and exclusive of VAT. Prices in US Dollars and Euros on request.

Contact details

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www.efficientenergy.net