

# SMART GRID NEWSLETTER

## Plug-in to the Power of Smart Grid News - And Deliver Your Message

### Smart Grid News is First in Google Search!

**Over 35,000+ subscribers and growing**  
**The only publication targeted to the grid.**

The screenshot displays the Smart Grid News website interface. At the top, it features the 'SMART GRID NEWSLETTER' logo and navigation tabs for 'HOME', 'BLOGGING THE GRID', 'INDUSTRY NEWS', 'GRID AUTOMATION', 'GRID RESEARCH', and 'RESOURCES'. The main content area is titled 'In This Issue' and includes a featured article 'LA Times Screw Up Illustrates Pending Public Relations Challenge'. Below this, there are sections for 'Spotlight' and 'News & Projects', each with a featured article. A 'Latest Headlines' section at the bottom provides a grid of recent news items. The right sidebar contains a 'REGISTER NOW!' button, a 'Smart Grid News BLOG Buzz' section, and a 'FOUNDING SPONSORS' section featuring 'GRIDWISE' and 'SMART ENERGY MIDWEST'. The footer includes copyright information for © 2008 SmartGridNews.

### ▶ **Smart Grid™ Newsletter (SGN)**

is the insider's guide to this rapidly growing market -- the digitization of the electric grid.

▶ **The Ongoing Blog** includes regular commentary from SGN editors and analysts, plus comments and additions from readers. The **RSS Feed** makes it easy for readers to receive instant notification of new stories and blog entries.

▶ **SGN** is the only publication **targeted** directly at the **grid of the future**, providing an "early warning system" of new trends, technologies and business opportunities.

▶ **Twice monthly email newsletter** - is sent every two weeks to more than 35,000 executives and professionals from the following areas:

- Utilities
- Grid infrastructure vendors
- Researchers and scientists
- Regulators and policymakers

▶ **The Web version** is always live and available at any time. Readers can find past articles by browsing SGN's topic areas

### **SGN has three important components:**

▶ **SGN "Quick Scan" Email.** SGN's email newsletter is a 60-second scan, with links to full details for those who need them. Topics include breaking news, case studies, just-released research, trend pieces and opinion articles that relate to the commercial success of this sector.

▶ **SGN Web Site.** The companion SGN Website at [www.smartgridnews.com](http://www.smartgridnews.com) archives case histories, market research, resources and in-depth industry information. **Includes** an active and ongoing **blog** for the grid community.

▶ **SGN Reference Library.** A library of in-depth examples, best practices, technical specs and business case information. These project profiles are published both on the Web, and in an easy-to-share PDF format that makes them ideal for education and outreach.

### For Advertising Opportunities & Space Reservation

Contact: Skip Clemens at (425) 246-2970  
by email: [skip.clemens@smartgridnews.com](mailto:skip.clemens@smartgridnews.com)



## Plug-in to the Power of the Internet with SGN - And Deliver Your Message

*The Only Publication Targeted to the Grid*

▶ SGN Advertising Rates ◀

**IMPACT BANNER AD** 578 x 60

**Power Box #1** 162 x 120

**Power Box #2** 162 x 120

**Power Box #3** 162 x 120

**Power Box #4** 162 x 120

**Power Box #5** 162 x 120

**Power Box #6** 162 x 120

**The Jolt #1** 60 x 162

**The Jolt #2** 60 x 162

**The Jolt #3** 60 x 162

**The Jolt #4** 60 x 162

**Latest Headlines**

**SGN Subscribers Are Your Target Audience!**

### IMPACT BANNER

Run of site as available\*  
578 X 60 pixels, 35K max file size.  
Format in jif or jpg, animation ok.  
Price: \$1,750 per month  
Max 3 rotating advertisers per month

### IMPACT BANNER *Plus*

Run of site as available\*  
578 X 60 pixels, 35K max file size.  
**Plus Power Box** 162 X 162 pixels,  
Format in jif or jpg, animation ok.  
Price: \$2,500 per month - **Savings!**  
Max 3 rotating advertisers per month

### POWER BOX

Run of site as available\*  
162 X 162 pixels, 35K max file size.  
Format in jif or jpg, animation ok.  
Max 3 rotating advertisers per month

- Price & Placement:
- Position 1 & 2 \$1,500
- Position 3 - 6 \$1,200

### LATEST HEADLINES SPONSOR The JOLT

Run of site as available\*  
81 X 162 pixels  
Format in jif or jpg, animation ok.  
Max 3 rotating advertisers per month  
Price & Position:

- Price & Placement:
- Position 1 & 2 \$850
- Position 3 to 6 \$750

\*Run of site is any web page wherein a sponsor has not chosen to exclusively sponsor that page or section.

\*\*Minimum 3 month commitment required

**Smart Grid™ Newsletter** - sponsored in part by the Department of Energy, the NETL Modern Grid Strategy, and other Smart Grid thought leaders. Join us as a sponsor, and grab the power of Smart Grid News.

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## Plug-in to the Power of SGN Email - And Deliver Your Message

**Smart Grid News is First in Google Search!**

► SGN Advertising Rates ◀

### SMART GRID NEWSLETTER

The Smart Grid -- the application of digital technology to the electric

#### Industry News

##### **LA Times Screw Up Illustrates Smart Grid's PR Challenge**

A botched column in the L.A. Times points out a painful reality -- one of the toughest hurdles to the Smart Grid may be the job of explaining it to the public. That job is made even more difficult by the "guilty until proven innocent" attitude of many self-proclaimed consumer advocates. Will your utility face similar wrong-headed attacks? Click for the details. More>>

##### **Smart Grid News RSS News Feed Now Online!**

*Sure email is fast, but RSS is faster.* Get the Smart Grid News you need the day it is posted on our web site. Sign up for our RSS News feed with just two simple clicks. When you do you will be notified the instant we post important and industry changing stories. Sign Up Today >>

#### Spotlight

##### **How the Smart Grid Is Opening Up Latin American Opportunities**

Vendor and investor alert: Smart Grid technologies are unlocking opportunities previously unavailable to foreign firms. Click to read how. More>>

##### **Do you know the future of Smart Energy?**

Global Smart does. We look forward, scanning the horizon for the drivers of demand, the disruptive technologies and the 'inflection points' that can spin a market in new directions. We can provide you this forward thinking through strategic consulting or smart research. Learn More! >>

#### News & Projects

##### **Why We Are Halfway Home to a Crucial Smart Grid Demonstration**

### EMAIL NEWSLETTER

#### Text Ads

Title 4-6 Words, 3 lines of text  
Link to URL of sponsor's choice  
210 characters (including spaces)  
Highlighted yellow background

- Position 1 - \$500
- Position 2 - \$400
- Position 3 - \$250

### OTHER OPPORTUNITIES

#### **Commercial Sponsors**

Contact Smart Grid News for Pricing

- Sponsor a *Smart Grid News Editor* presentation at an industry or customer event.
- Sponsor *Utility Senior Executive Surveys* using the Rand Corporation Delphi Survey Methodology
- Sponsor *Erich Gunther's Smart Grid Score Card* column where Smart Grid vendors get scored on interoperability and other relevant metrics.
- Sponsor *Smart Grid News* – current commentary on Smart Grid developments.
- Sponsor a *Dedicated Smart Grid News* edition, focusing on your industry segment and solutions
- Sponsor
  - Smart Grid Case Study* – 2500 word re-usable analysis of a client's Smart Grid success story
  - Smart Grid White Paper* – research and analysis from Smart Grid experts on a topic of your choice

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