

**Reach the readers who  
make the buying decisions.**

# DISTRIBUTED ENERGY



THE JOURNAL OF ENERGY EFFICIENCY & RELIABILITY

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**INTEGRATED MEDIA KIT 2012 PRINT, DIGITAL, WEB**

# MARKET PROFILE 2012

## Our Readers, Your Customers: You Deserve the Real Thing

We don't make fancy promises. We rest our case on one solid premise: give our readers what they need to know to become more efficient, to integrate the latest technologies, and encourage innovation in their organizations. In issue after issue of *Distributed Energy* we deliver original content with relevance and immediacy.

## We Begin the Story—You Complete It

Our loyal readers are your receptive audience for long-term branding and lead generation. We tell our readers why they need you and your products and services. Your ad campaign tells them where and how to get it.

## Sharpen Your Competitive Edge With Our Multi-Channel Exposure Opportunities

*Distributed Energy's* bold and innovative design excels in print, extends your reach with direct link functionality in our digital magazine, and provides powerful Web and e-newsletter opportunities. And, last but not least, you can stimulate the buying process with video, creating a powerful bond in the mind of your best prospects, a strategy proven to lead to further purchases.

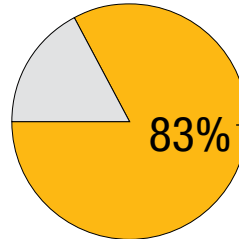
## New Webinar Opportunities

Take advantage of the long-term, in-depth branding and lead generation provided by webinars. What better way to build brand loyalty than to have the opportunity to teach your prospects the advantages of using your product and services?

## We Make You Look Good

Need help designing print ads, Web and e-newsletter ads, or videos? Call us. We can help.

Distributed Energy readers are a highly influential group. Make sure your message is seen repeatedly by this audience.



Distributed Energy readers involved in purchasing products, services, and equipment

Distributed Energy readers are an engaged and substantial audience:

**67%** have read 3 out of the last 4 issues

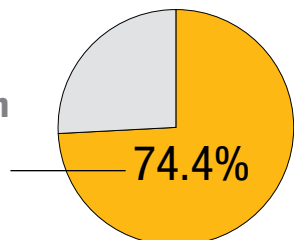
**18** average subscriber's years of industry experience

**52** minutes: average time spent with each issue

**2\*** readers per issue

**42,600** total readership  
**plus**

Distributed Energy readers that have taken action after seeing an ad in DE magazine



Distributed Energy is BPA-audited. 100% of the recipients have asked to receive the publication.

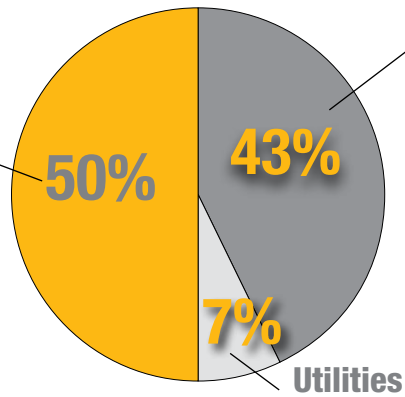


\*Each issue is passed on to 2 others. 2 x 21,000 (June 2011 circulation statement) = 42,000 readers who see each issue of *Distributed Energy* magazine. (*Distributed Energy* National Survey of Readers, June 2011.)

# THE DISTRIBUTED ENERGY READER

## Energy/Electrical Specifiers

- architects
- electrical contractors
- energy consulting/engineering firms
- energy systems integrators/VARs
- manufacturers/resellers



## Energy Users

- airports/transportation hubs
- apartments/housing
- campus/schools
- correctional facilities
- data centers
- factories
- government complexes
- hospital/medical facilities
- hotels/resorts
- military bases
- office buildings/complexes
- power generation plants
- shopping centers
- water/waste water treatment facilities

## Top energy efficiency purchases planned for the next year:

- Building envelope related
- CCHP (combined chilling, heating, power)
- CHP (combined heat, power)
- Energy audits
- Energy management systems/technology
- Energy-efficient windows
- HVAC
- Lighting & lighting retrofitting
- Solar

## Top energy generation/storage purchases planned for the next year:

- Backup/standby generation
- Emissions control products
- Fuel cells
- Fuel storage tanks
- Load banks
- Microturbines
- Peak shaving
- Prime power generation
- Turbines
- UPS

## Top areas of interest for Distributed Energy readers:

- Alternative energy systems/sources
- Backup/standby generation/loadbanks
- Building automation and controls
- CCHP (combined chilling, heating, power)
- CHP (combined heat, power)
- Emissions control solutions
- Energy audits
- Energy management systems/technology
- Energy-efficient windows/building envelopes
- Fuel cells
- HVAC equipment/systems
- Lighting
- Microturbines
- Outsourcing distributed energy
- Peak shaving
- Prime power generation (continuous)
- Sound attenuation solutions
- Turbine maintenance
- Turbines
- Uninterruptable power supplies (UPS)

## DE readers' 10 most common certifications:

- BEP - Certified Business Energy Professional
- CEA - Certified Energy Auditor
- CEM - Certified Energy Manager
- CLEP - Certified Lighting Efficiency Professional
- CSDP - Certified Sustainable Development Professional
- DGCP - Distributed Generation Certified Professional
- GBE - Green Building Engineer
- LEED Accredited Professional
- PE - Professional Engineer
- REP - Certified Renewable Energy Professional

**75% of Distributed Energy readers thought DE was better or much better than competing industry magazines:**

“ Good resource, timely, concise—wide perspective of topics covered. ”



# DISTRIBUTED ENERGY EDITORIAL CALENDAR 2012 7 Ground-Breaking Issues

## JANUARY/FEBRUARY **1**

### DEADLINES

Ad Closing: 11/21/2011  
Materials: 11/30/2011

### FEATURES

- Lighting: Outdoors
- HVAC: Technology overview
- Facilities focus: Government complexes
- Demand response: Smart grid & peak shaving
- Integrating Renewables

### BONUS DISTRIBUTION

GlobalCon • AHR Expo  
Renewable

## MARCH/APRIL **2**

### DEADLINES

Ad Closing: 1/23/2012  
Materials: 1/30/2012

### FEATURES

- Lighting: Offices
- CHP & CCHP
- Facilities focus: Campus/schools
- Energy audits & energy management systems
- Generation: Emergency & disaster backup—sizing, preparation, & testing

## MAY **3**

### DEADLINES

Ad Closing: 3/14/2012  
Materials: 3/21/2012

### FEATURES

- Lighting technology overview
- Power quality & testing
- Facilities focus: Data centers
- Energy storage solutions—UPS
- Generation: Internal combustion engines

### BONUS DISTRIBUTION

Lightfair  
West Coast Management Conf.

## JUNE Energy Efficiency Issue **4**

### DEADLINES

Ad Closing: 4/24/2012  
Materials: 5/1/2012

### FEATURES

- Lighting • HVAC • Power generation & energy storage • Energy management solutions
- Windows & building envelopes

## JULY/AUGUST **5**

### DEADLINES

Ad Closing: 6/6/2012  
Materials: 6/13/2012

### FEATURES

- Energy audits
- Fuel cells/uninterruptable power supplies
- Facilities focus: Office buildings/complexes
- Demand response & the smart grid
- Generation: steam power & large scale generation

### BONUS DISTRIBUTION

Autovation

## SEPTEMBER/OCTOBER **6**

### DEADLINES

Ad Closing: 7/30/2012  
Materials: 8/6/2012

### FEATURES

- Lighting: Audits, control systems, & management
- Heat & energy recovery
- Facilities focus: Industrial/manufacturing
- Energy efficient windows
- Generation & backup generation including loadbanks, fuel storage, sound, & emissions

### BONUS DISTRIBUTION

World Energy Engineering Conf.

## NOVEMBER/DECEMBER **7**

### DEADLINES

Ad Closing: 10/9/2012  
Materials: 10/16/2012

### FEATURES

- Lighting: Warehouses & distribution centers
- Portable power: up to 1MW
- Facilities focus: mission-critical facilities/data centers
- Energy management solutions
- Generation: Turbines from 30 kW to 100 MW+

### BONUS DISTRIBUTION

Power-Gen

# DISTRIBUTED ENERGY ADVERTISING RATES 2012 PRINT & DIGITAL

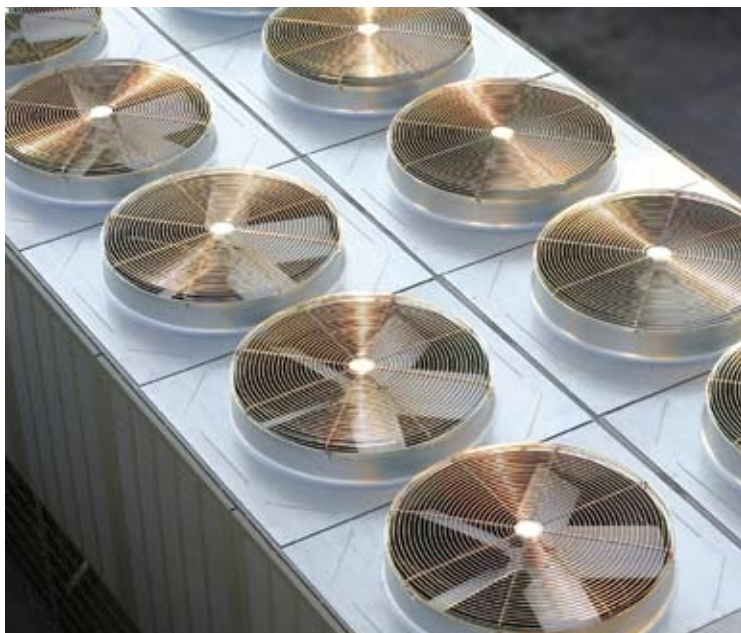
## Rate Card #10

Display Advertising Rates (Four Color)					
	1X	3X	6X	12X	18X
Full Page	\$5,010	\$4,960	\$4,905	\$4,850	\$4,775
2/3 Page	\$4,435	\$4,390	\$4,340	\$4,280	\$4,215
1/2 Page Island	\$3,985	\$3,940	\$3,885	\$3,825	\$3,765
1/2 Page	\$3,645	\$3,590	\$3,545	\$3,485	\$3,435
1/3 Page	\$3,415	\$3,370	\$3,315	\$3,210	\$3,200
1/4 Page	\$3,295	\$3,255	\$3,225	\$3,195	\$3,160

Display Advertising Rates (Black and White)					
	1X	3X	6X	12X	18X
Full Page	\$3,815	\$3,765	\$3,710	\$3,655	\$3,580
2/3 Page	\$3,240	\$3,195	\$3,145	\$3,085	\$3,020
1/2 Page Island	\$2,790	\$2,745	\$2,690	\$2,630	\$2,570
1/2 Page	\$2,450	\$2,395	\$2,350	\$2,290	\$2,240
1/3 Page	\$2,220	\$2,175	\$2,120	\$2,015	\$2,005
1/4 Page	\$2,100	\$2,060	\$2,030	\$2,000	\$1,965

Color Rates (Add to Black and White Rates)	
2nd Color	\$765
Metallic Colors	\$1,155
Position Rates	
Preferred Positions	\$390 additional per page
Inside Covers	\$670 additional per page (4-color only)
Back Cover	\$790 additional per page (4-color only)
Bleed	additional 10% of space only
Postcard Insert: 2/1, 6" x 4"	
\$2,790 + noncommissionable binding charge of \$585	

Rates are based on insertions placed during advertiser's contract within a 12-month period.



©ISTOCKPHOTO.COM/GHOI

### Issuance and Closing Dates

Published seven times annually. Advertising closing dates are published on the Editorial Calendar. All materials are due five (5) working days later. Cancellations are not accepted after closing date. When new copy is not furnished on or before the closing date for advertising forms, *Distributed Energy* is authorized to repeat the advertisement that last appeared or, in the event of no prior ad or no on-hand material, to print advertiser's name, address, and phone number. Fast-Close Availabilities: Up until 10 days before publication date, *Distributed Energy* may offer a fast-close service; however, service is not available for all issues. Contact publisher to confirm fast-close availabilities for specific issue date. If no fast-close is available and late ad copy must be inserted after deadline, a noncommissionable payment of \$120.00 additional is required. Cover schedules can be cancelled only on a 90-day notice before closing date.

### Inserts Supplied by Advertiser

Standard, multifold, and die-cut inserts accepted. Backup charge for single-sheet insert: \$1,925 plus binding charge (contact publisher for rates). Publisher should be supplied with sample insert four weeks prior to publication date in order to determine exact production requirements and costs. All inserts to be shipped prepaid.

### Commission

Agency commissions: 15% of gross to recognized agencies on space, color, bleed, and position only if total amount due is paid in full within 30 days from invoice date. Finance charge of 1.5% monthly will be assessed on all overdue accounts.

### Payment Policy

Invoices are rendered at date of publication and are due 30 days following publication. Prepayment is required for advertisers without established credit. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising that the advertiser or its agent ordered and which was published.

### Production Charges

Production charges, including layout, design, and copy changes, are \$125 per hour (noncommissionable), with a quarter-hour minimum. Advertiser will be advised of estimated charges if changes have to be made to digital files because production specs are not met.

### General

All advertisements are accepted and published by the publisher on the representation that the agency and/or the advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in the consideration of the publication of advertisements, the advertiser and/or agency will indemnify and save the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, liability for use of classified material, and any other claims based on the contents or subject matter of such advertisements. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

### Digital Ads

Every one of your ads in our print edition will also appear in our digital edition, with your ad linked to your website. Options for digital ads include embedded video and audio. Please contact us for details.

### Video

To place a video within your ad in the digital edition, call us for a quote.

# DISTRIBUTED ENERGY WEBSITE, E-NEWSLETTERS, & WEBINARS

## ADVERTISING RATES 2012

Maximum-exposure Cross-site 7-banner Package			
12-month	6-month	3-month	1-month
\$7,700	\$5,100	\$3,200	\$1,300
Exclusive Home-page Video			
12-month	6-month	3-month	1-month
\$13,000	\$8,500	\$5,200	\$2,100
E-mail Opt-in Newsletter Ads			
12-week	6-week	3-week	1-week
\$4,100	\$2,700	\$1,700	\$700
Exclusive Article/Feature "Tool Bar" Sponsorship			
12-month			
\$900			

Web and E-mail Ad Package			
Cross-site 7-banner Maximum-exposure Package With One Newsletter per Month			
12-month	6-month	3-month	1-month
\$9,500	\$6,300	\$3,950	\$1,600

Webinars
Call us for pricing

## WEBINARS

We can host and promote your webinar or provide turnkey webinars. Options include: speakers, moderators, content including decks, and extensive advertising (including print, digital, Web ads, and e-mail blasts). We also have sponsorship opportunities for Forester Media webinars. Call for details and pricing.

## PRODUCTION SPECIFICATIONS

Web Site Ad Unit Dimensions & Max File Size:				
Ad Size		Width	Depth	Size
1.	Custom Lead Banner:	990px.	36px.	(20k)
2.	Half Banner:	234px.	60px.	(12k)
3.	Large Rectangle:	336px.	280px.	(30k)
4.	Rectangle:	180px.	150px.	(16k)
5.	Skyscraper:	300px.	600px.	(40k)
6.	Medium Rectangle:	300px.	250px.	(30k)
7.	Full Banner:	468px.	60px.	(24k)

E-mail Ad Unit Dimensions & Max File Size:				
Ad Size		Width	Depth	Size
8.	Half Banner:	234px.	60px.	(12k)
9.	Vertical Banner:	120px.	240px.	(24k)

### File Formats

Files are accepted in any of the following formats: GIF, JPEG, or SWF.

Note: Flash advertising is not available in e-newsletters

### Delivery & Implementation

All banners that are submitted to Forester Media via e-mail must be in compatible formats and uncompressed (not zipped). Indicate the URL to which the banner should link.

### Design Specs

All Web ads must be sized at 72-dpi resolution. Ads with a white background must include a 1-pixel-wide border. All ads must meet the maximum file-size limitation. All banners and advertising, when clicked, will launch the linked site in a new browser window. Send all banners at one time.

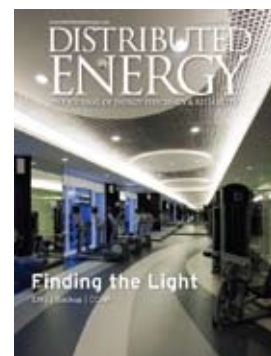
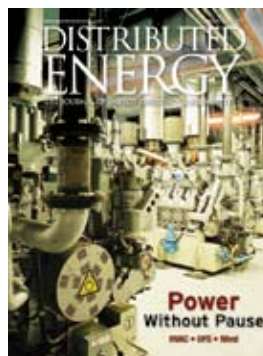
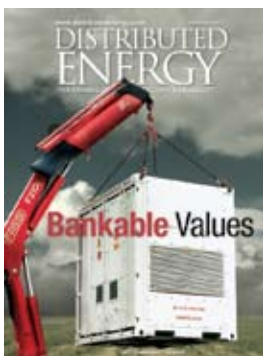
### Rich Media/Animation

Flash is preferred. Flash animation should last no longer than 15 seconds and loop a maximum of three times. See complete specifications for all formats on the Web:

[www.forester.net/specs](http://www.forester.net/specs)

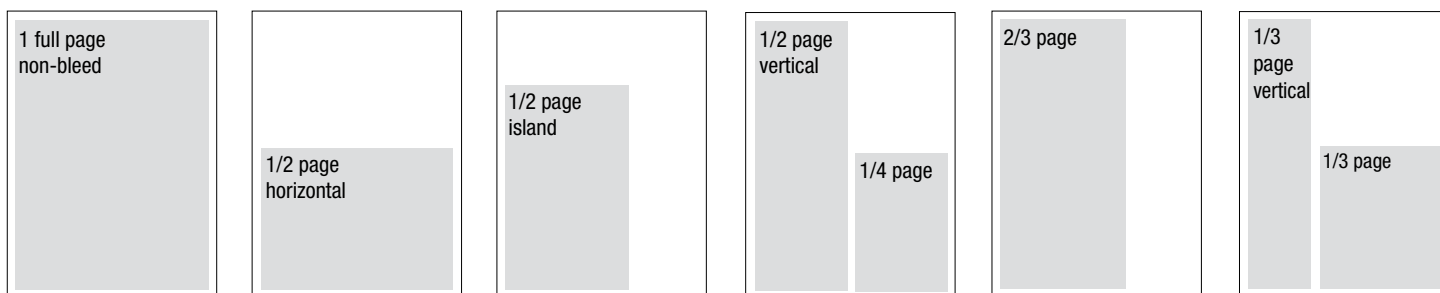
### Forester Media Design Services

If you would like your banners to be created by Forester Media, please contact your ad sales representative. We will be glad to help you out.



# DISTRIBUTED ENERGY **PRINT** PRODUCTION SPECIFICATIONS

Mechanical Requirements						
Ad Size		Width	Depth		Width	Depth
Full Page, Live Area, Nonbleed		7-5/8"	10-3/8"			
Full Page, Bleed		8-1/4"	11-1/8"	Trim	8-1/8"	10-7/8"
2/3 Page		4-7/8"	9-7/8"			
1/2 Page Island		4-7/8"	7-3/8"			
1/2 Page	Horizontal	7-1/2"	4-7/8"	Vertical	3-1/2"	9-7/8"
1/3 Page	Vertical	2-5/16"	9-7/8"	Square	4-7/8"	4-7/8"
1/4 Page	Vertical	3-1/2"	4-7/8"			



**Bleed Size:** 8-1/4" x 11-1/8" • **Trim Size:** 8-1/8" x 10-7/8"

**Live Area:** 7-5/8" x 10-3/8" (1/4" from trim, 3/8" from bleed)

**Two-Page Spread Bleed Size:** 16-1/2" x 11-1/8" • **Trim Size:** 16-1/4" x 10-7/8"

**Half-Page Spread Bleed Size:** 16-1/2" x 5-3/4" • **Trim Size:** 16-1/4" x 5-5/8"

For spreads keep crucial live matter 3/8 inches from gutter. Avoid running type through the gutter.

**Questions?** Call our Production Department at 805-682-1300 or e-mail [production@forester.net](mailto:production@forester.net).

## Media

DVD or CD. We use MAC format.

## Collected File Formats

Adobe InDesign is preferred, but we will also accept Adobe Photoshop, and Adobe Illustrator. No Word or Publisher files. Do not send multiple files. Send one file only, the one from which you want us to print.

## Windows File Submission

Submit as a high-resolution cmyk PDF or TIFF, or Adobe Illustrator with fonts outlined. No windows-based page layout programs, please.

## PDF Submission

300 dpi for image resolution. Embed all fonts. Do not compress images. Downsample at 600 dpi. You may e-mail a PDF file (identify your materials!) or upload to the Forester ftp site, but you should send a hard copy proof via mail. If file is too large to send via e-mail or ftp, you may compress using Stuffit. E-mail [production@forester.net](mailto:production@forester.net) to request ftp upload information.

## Element Formats

High-resolution TIFF, EPS, or JPEG (at least 300 dpi at the final size used).

## Fonts

High-resolution PDF with all fonts embedded is preferred. However, if you are submitting your ad in a page layout program such as Adobe InDesign, include all fonts and images used in the job. Mac OS fonts only: OpenType, TrueType, or postscript. Please note that we can only accept Mac OS-based page layout programs.

## Build Ad to Bleed Size, Use Live Area

For a full-page, nonbleed ad, float it on the page and place crop marks at bleed size. Do not place type or nonbleed items closer than 1/4 inch to trim, or 3/8 inches to bleed.

## Content and Position Proofs

Supply hard-copy proofs printed from the digital file submitted. Black and white for 1-color ads, 4-color for color ads; we accept color lasers for content comparison, but cannot match color unless you supply us with an Iris or other high-quality proof.

## Label Your Materials

We publish six different magazines, so please indicate in which magazine and issue you would like your ad placed. If e-mailing your ad, include this information in the subject line. List contact e-mail address and phone number of file preparer. CDs and proofs will not be returned.

## Inserts

Approval of insert content and printing specifications is required prior to acceptance.

## Printing

Web offset. Computer-to-plate. Binding: Saddle stitch. AAAA/MPA/ASP Offset Standards apply. Four-color solids should not exceed SWOP intensity of 300%.

# DISTRIBUTED ENERGY

THE JOURNAL OF ENERGY EFFICIENCY & RELIABILITY

**Distributed Energy** readers like what they see:

““ *The articles are progressive and innovative.* ””

““ *It's quick and easy to digest the information.* ””

““ *One thing I like about Distributed Energy is that it provides the overall aspects of a project: both things that went well and things that didn't work so well. Readers learn just as much from the shortcomings of projects.* ””

#### **Distributed Energy**

- 21,000 circulation
- Most relevant content, most engaged audience
- More than 9 years of continuous publishing by Forester Media

#### **Media**

- Print and digital editions
- *Distributed Energy* website [www.DistributedEnergy.com](http://www.DistributedEnergy.com)
- E-mail newsletters

#### **Available**

- Inserts and other print options
- Turnkey ad design services
- Reprints

#### **Other Forester Media publications you might be interested in...**

**Grading & Excavation Contractor**, The Authority for Earth-Moving Professionals, reaches 86,800 readers with more than 31,000 subscribers. [www.GradingAndExcavation.com](http://www.GradingAndExcavation.com)

**MSW Management**, The Journal for Solid Waste Professionals, reaches 64,000 readers with 25,164 subscribers. [www.MSWManagement.com](http://www.MSWManagement.com)

**Water Efficiency**, The Journal for Water Resource Management, reaches 52,000 readers with more than 26,000 subscribers. [www.WaterEfficiency.net](http://www.WaterEfficiency.net)

#### **FOR IDEAS OR MORE INFORMATION**

805-679-7600 • [AdSales@Forester.net](mailto:AdSales@Forester.net)