



The **Energy e-Newsletter** provides information on the energy market and advice on ways to track, manage and reduce consumption.

For facilities professionals who consistently rank energy management as a top priority, this monthly e-Newsletter is a must-read. The publication date is the third Wednesday of the month.

WHAT'S INCLUDED IN A SPONSORSHIP?

Sponsorship of the *Energy e-Newsletter*, sent monthly to over 60,000 facilities professionals*, includes your message prominently displayed within the e-Newsletter.

Reports are provided on the number of e-newsletters sent, percentage opened and the click-thru rate from your banner to your Web site.

WHAT SPONSORSHIPS ARE AVAILABLE?

Three types of sponsorships are available for the *Energy e-Newsletter* (relating to the image, on right).

- 1** Leaderboard
- 2** Skycraper
- 3** Text Advert

The screenshot shows the BUILDINGS Energy e-Newsletter interface. At the top, there's a 'Power of Innovation' banner with a '1' in a yellow circle, advertising AERCO with benefits like 'Up to 99% efficiency' and 'Feed-forward sensing and unmatched turndowns'. Below this is the main header with 'BUILDINGS Energy' and navigation links. The main content area features an article titled 'How to Implement a Demand Response Plan' with a '3' in a yellow circle. To the right of the article is a 'FREE Preview' banner for 'BUILDINGS presents... the brand-new 2011 BNi Facilities Manager's Handbook' with a '2' in a yellow circle. Below the article is a 'RELATED STORIES' section with links to 'Selling Energy Efficiency to your CFO', 'Save Money on The Smart Grid', and 'The Benefits of Demand Response'. At the bottom, there's another 'Featured Sponsor' section for 'smart' with a '3' in a yellow circle.

AD #	AD TYPE	AD POSITION		AD SIZE
1	Leaderboard	Above e-Newsletter		728 x 90 pixels
2	Skyscraper	On right side within body of e-Newsletter		160 x 600 pixels
3	Text Advert	Position 1	Between feature article and industry news	130 x 130 pixels plus 75 words including headline
		Position 2	Between industry news and related stories	130 x 130 pixels plus 75 words including headline
		Position 3	Between related stories and past issues	130 x 130 pixels plus 75 words including headline

AD SIZE	1X	3X	6X	9X	12X	18X	24X
Leaderboard	\$4,165	\$4,045	\$3,925	\$3,810	\$3,700	\$3,590	\$3,480
Skyscraper	\$4,165	\$4,045	\$3,925	\$3,810	\$3,700	\$3,590	\$3,480
Text - Position 1	\$4,165	\$4,045	\$3,925	\$3,810	\$3,700	\$3,590	\$3,480
Text - Position 2	\$2,980	\$2,895	\$2,810	\$2,730	\$2,650	\$2,570	\$2,495
Text - Position 3	\$1,805	\$1,750	\$1,700	\$1,650	\$1,600	\$1,550	\$1,505



Launch Date (Space & Materials Date)

ENERGY ISSUES E-NEWSLETTER	
JANUARY	Benchmarking 1/18 (1/4/12)
FEBRUARY	Energy Math 2/15 (2/1/12)
MARCH	Practices 3/21 (3/7/12)
APRIL	Benchmarking 4/18 (4/4/12)
MAY	Energy Math 5/16 (5/2/12)
JUNE	Practices 6/20 (6/6/12)
JULY	Benchmarking 7/18 (7/5/12)
AUGUST	Energy Math 8/15 (8/1/12)
SEPTEMBER	Practices 9/19 (9/5/12)
OCTOBER	Benchmarking 10/17 (10/3/12)
NOVEMBER	Energy Math 11/21 (11/7/12)
DECEMBER	Practices 12/19 (12/5/12)

BUILDINGS

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 Ph: 800-553-8878 Fax: 319-364-4278

Advertiser:	Agency:
Contact:	Contact:
Address:	Address:
City: State: Zip:	City: State: Zip:
Phone Number:	Phone Number:
Email:	Email:
Fax Number:	Fax Number:

ADVERTISING	RUN DATES	GROSS	NET
Energy e-Newsletter sponsorship			
TOTAL			

E-Newsletter Sponsorship Specifications

Leaderboard Banner 728 x 90 pixels
Skyscraper Banner 160 x 600 pixels
Text Sponsorship with Image..... Provide 75-words including headline and linking text.
 Image dimensions are 130 x 130 pixels
 Maximum file size is 30k, 72 dpi. Please also provide the URL to be linked to. Please submit images as a static JPEG or GIF format only.

Submission Guidelines

Submit materials using the *BUILDINGS* file transfer site. Please use the following steps to ensure proper file transfer to our secure and easy-to-use site. If you have questions or problems connecting or transferring, please contact Megan Kommes at: megan.kommess@stamats.com or 800-553-8878, ext. 5062.

1. Type (<http://transfer.buildings.com>) in your Internet browser.
2. Login as follows: Username: **Buildings** [case sensitive]
 Password: **Transfer** [case sensitive]
3. Select the "Buildings" folder in the folder list on the left and drag and drop your files onto the site.
4. Notify Megan Kommes (megan.kommess@stamats.com) when the file transfer has been completed. In your e-mail, provide the file name of the digital image and/or word document that was uploaded, and provide your contact

 Accepted for Publisher

 Sales Rep

 Date

 Authorized Signature

 Name (Print)

 Date