



2022 Media Kit

Creating marketing opportunities
to increase your reach and
amplify your brand message

Why AEE?

- Our opportunities provide access to a growing network of professionals in the dynamic fields of energy engineering and energy management, renewable and alternative energy, power generation, energy services, sustainability, and all related areas.
- We limit options to provide a greater benefit for the marketer and also reduce noise to our member base.
- Many of these opportunities are delivered on an opt in basis, enabling you to reach a highly targeted and open audience.
- AEE advertising is very effective based on cost vs reach.

Active Membership

18,000 Energy
Industry Professionals

Current Certifications

30,000 Certified
Industry Professionals

Global Presence

105 Countries

Local Level Commitment

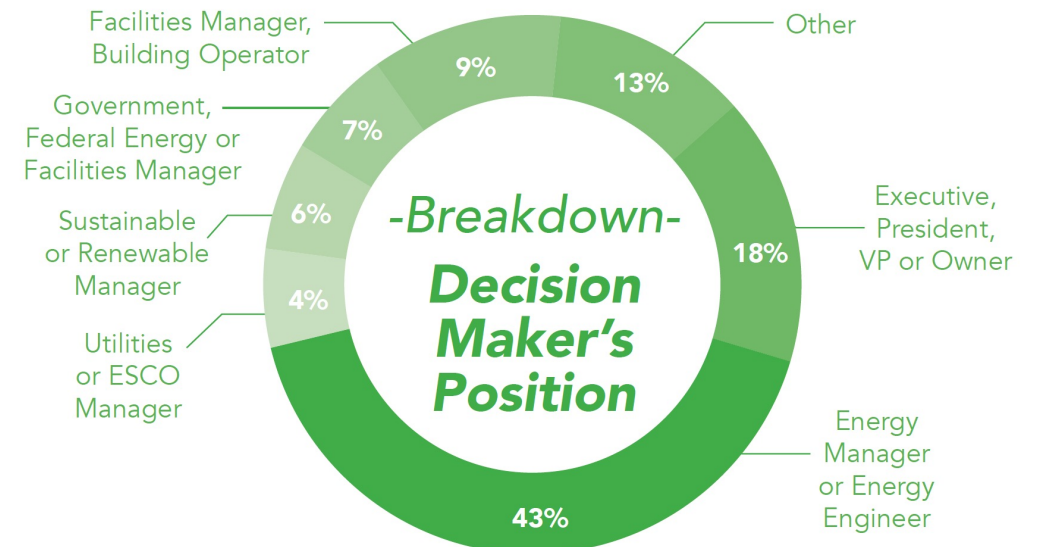
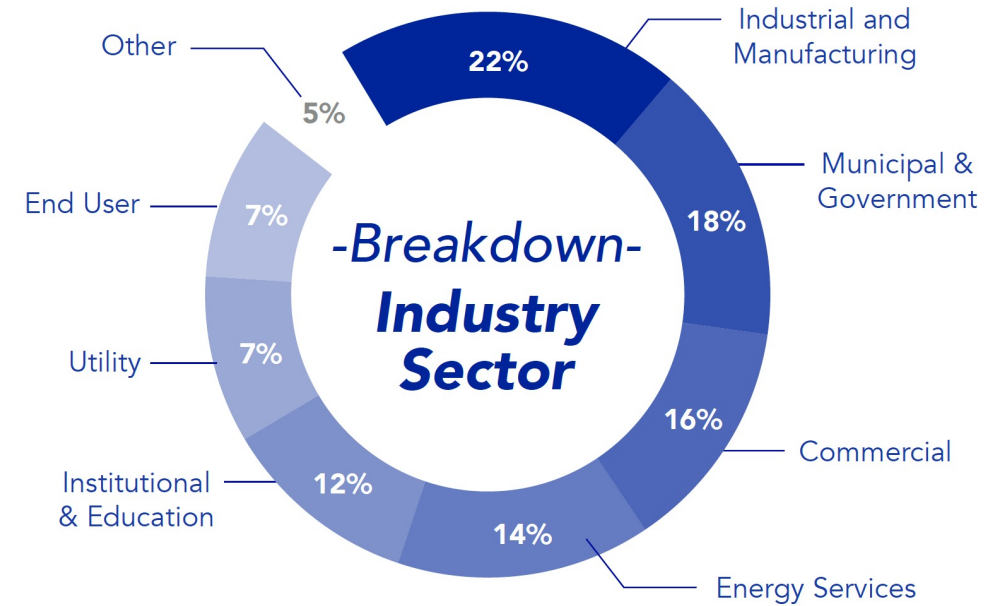
98 Chapters

Growing Base

27 Student Chapters

AEE Statistics

- Fully Segmented Databases
 - Email 48k+ contacts (Opt In)
 - US and International
 - Mail contacts 82k+ Contacts
 - US Only
- **aeecenter.org**
 - 30k+ Active users per month
 - 40k+ Sessions
 - Top Pages
 - Homepage
 - Certifications



Examples of Title/Position/Interest

- Association of Energy Engineers (AEE) Members
- Certified Energy Managers (CEMs)
- Executives (CEO, CFO, COO)
- Energy Engineers
- Building Managers
- Facility Managers
- Utility Accountants
- Energy Service Performance Managers
- Energy Efficiency Consultants
- Project Engineers
- Resource Efficiency Managers (REMs)
- Plant Engineers, Managers & Administrators
- End Users
- Maintenance Managers
- Boiler Owners & Operators
- Corporate Planners
- Electrical, Mechanical & Process Engineers
- Energy Procurement Professionals
- Environmental Engineers & Managers
- Health Care Facility Administrators
- HVAC Contractors
- LDC and Municipality Representatives
- Utility Facility Managers & Account Managers
- Researchers in Public Institutions
- Certified Energy Auditors (CEAs)
- Certified Building Commissioning Professionals (CBCPs)
- Certified Lighting Efficiency Professionals (CLEPs)
- Certified Sustainable Development Professionals (CSDPs)
- Certified Carbon Reduction Managers (CRMs)
- Certified Energy Procurement Professionals (CEPs)

Email Newsletters

Certification	ESMS, FMI, EEMI & CWEEL
Approx. 17,000	Approx. 600 – 700 (CWEEL 300) - Very Focused Audience
3/year	3/year Each
Certified Individuals	DIVISION MEMBERS
FIRST FOLD AD, SINGLE BANNER ADVERT SIZED 600 X 150 PIXELS	
\$745	\$445
FOOTER AD(s), SINGLE BANNER ADVERT SIZED 600 X 150 PIXELS/ or THREE BUTTON ADS x 200x150 Pixels (3 Insert min.)	
\$350/\$250	\$250/200
19% Recorded Open Rates*	23 - 29% Recorded Open Rates*

NEWSLETTER
ENERGY SERVICES MARKETING SOCIETY

Featured Columnists

You Cannot Understand Utility Usage Without Looking at Weather (Part 2)

Just by looking at a set utility bills, you can identify changes in energy usage patterns. You can even estimate when the change occurred, and what type of change occurred. This may seem like an unreasonable claim. But I will prove it here and now, if you let me.

In my last column, I demonstrated how just from graphing utility bills versus weather, we were able to determine whether the meter followed normal consumption patterns, and whether it had outlier bills. If you didn't read that column, I strongly suggest you do before proceeding, as I will be building on from there.

[Read Full Article](#)

Building Simulation Myths... is it really? (Part 1 of 3)

As I have observed in more than three decades of practical experience in the field of energy savings performance contracting, there are a few basic fundamentals that must be addressed if one is to do a performance contract successfully. By practical experience, I mean conceiving programs from their inception (such as the very-successful Fortune-500 we put into the business in the early 1980's), implementing the design, construction,

First Fold Advert
Placed after the first article

...ts for the buildings and
...energy-saving property
... that will reduce electricity use by 47%.

In addition to decreasing utility costs, upgraded lighting in the parking lot will improve security for members by illuminating the perimeter of the property.

Over the 22-year life of the loan, energy-efficient features will generate more than \$3 million in savings and a CO2 reduction of more than 68 million pounds.

WORLD September 25-27, 2019 Washington, DC
[world.aeecenter.org](#)

East April 21-22, 2020 Cincinnati, OH
[east.aeecenter.org](#)

West June 24-25, 2020 Seattle, WA
[west.aeecenter.org](#)

Association of Energy Engineers
3168 Mercer University Drive, Atlanta, GA 30341 USA

You are receiving this email because you have expressed an interest in the Association of Energy Engineers.

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Footer Advert
Placed before the footer

*Does not include client side opens

CERTIFICATION NEWS
RISE TO THE TOP OF THE ENERGY MANAGEMENT PROFESSION

Welcome to the 2019 summer edition of AEE's certification news. AEE is the global leader for energy certifications, with over 30,000 active certified professionals. AEE delivers training and certification programs in 9 languages around the world. Your certifications are valued and recognized by countries, companies, and cities. A comprehensive list is available on the [AEE website](#).

For those of you who are AEE members, we're offering numerous new member benefits to provide more technical content as a valuable part of your membership. Examples include monthly webinars, conference proceedings and video recordings from AEE conferences, and significant savings on AEE conferences, all included with your membership. If you're not a member, I encourage you to [become part of the global energy family](#).

Featured Certification
Certified Energy Manager (CEM)

NEWSLETTER
ENERGY SERVICES MARKETING SOCIETY

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[Read Full Article](#)

Building Simulation Myths... is it really? (Part 1 of 3)

NEWSLETTER
FACILITY MANAGERS INSTITUTE

MAKING YOUR SYSTEMS BETTER - CONTINUALLY

Having spent a substantial portion of my professional career as the owner of a design-build-service contractor, it is my observation that a few opportunities always seem to slip away in the day to day operational needs of just keeping things running.

[Continue Reading](#)

Featured Articles

How Utilities can Better Engage Hard-to-Reach C&I Customers
By Noel Chambers, CEM, CMVP, CDSM, Consultant, Energy Efficiency, Eversource Energy

Encouraging small, business customers to participate in energy efficiency programs can be difficult due to their distributed nature within utility service territories. The top-down engagement model is an innovative and effective method to engage small businesses in a way that addresses barriers unique to their business model, capitalizes on the inherent marketing efficiencies associated with a brand or community network, and utilizes a scalable approach to common energy measures.

NEWSLETTER
ENVIRONMENTAL ENGINEERS & MANAGERS INSTITUTE

Sustainability Rating Savings: Mitigating Climate Change and Reducing GHG

Human populations are living in large cities or migrating towards large cities in order to secure better services, find better jobs, and opportunities. Meanwhile, cities are causing a "heat island effect," which raises the need for more mechanical cooling and energy use to provide the necessary indoor thermal comfort. At the same time, global temperature is increasing due to climate change caused by Green House Gases (GHG) generated from human activities. Mitigating climate change through implementation of local and international sustainability rating systems is one of the solutions that must be adopted by engineers worldwide.

[Read Full Article](#)

Featured Articles

Integrating Solar Power with Thermal Storage at the Thomas E. Creek VA Medical Center
By Tomasz Czekaj, PE, CEM, CEMVP, CDSM, Consultant, Thomas E. Creek Medical Center



aeecenter.org Website

- Limited insertions
 - Details to be announced

Online Member Journals

A Trusted Source for Technical Information

- AEE members receive complimentary subscriptions to leading edge professional online publications
 - International Journal of Energy Management
 - International Journal of Strategic Energy & Environmental Planning
 - Alternative Energy & Distributed Generational Journal
- Optional hardcopy versions available to members when requested for an additional fee



Online Member Journals

- Limited to three Full page insertions per edition.
- Advert Specifications
 - Page size 6" x 9" No Bleed
 - Ad size 5.5" x 8.5"
 - Adobe PDF Preferred
 - Preset PDFX-4:2008
 - Note! Hardcopy journals are printed in grayscale (B&W)

<i>International Journal of Energy Management</i>	<i>Alternative Energy & Distributed Generation Journal</i>	<i>International Journal of Strategic & Environmental Planning</i>
Approx. 18,000	Approx. 600	Approx. 18,000
Feb, Apr, Jun, Aug, Oct, Dec	Feb, May, Aug, Nov.	Jan, Mar, May, Jul, Sept, Nov.
AEE MEMBERS	DIVISION MEMBERS	
1 Insertion	2-3 Insertion	4+ Insertion
\$995 per	\$695	\$995
Order deadline 1 month prior to publish date Material deadline 3 weeks prior to publish date Email for exact dates.		

Expo Literature Display

- Three Events Annually
 - Placed in high traffic areas
 - Get your document directly in the hands of active professionals
 - Recommended 300-600 copies (depending on event)
 - Advertiser responsible for shipping to the event
 - \$495 per display



Expo Directory

- Three Events Annually
 - Provided to all attendees upon registration
 - Reserved for exhibitors only. AEE will consider non-exhibitor advertising on a case-by-case basis.
 - 2022 Deadlines
 - Feb 25, May 20 Aug 26.
 - Multiple Ad sizes (wxh")
 - Business Card - \$300 – 3x2.25"
 - Quarter Page - \$700 - 4x5"
 - Half Page - \$1,300 - 7.5x 4.5" or 4x10.75"
 - Full Page - \$2,500 – 8.75.x11.25" (incl Bleed)
 - Specification
 - Adobe PDF Preferred Preset PDFX-4:2008
 - Email for actual ad sizes





EFFICIENCY

AEE Member Magazine

- Published twice per year
- 52+ Pages Full Color
- US Delivery – 25k Members & Certified Professionals
- International Delivery – 2.5k Hardcopies to all international Chapters for Personal Distribution
- Electronic Distribution – E-magazine delivery via email and available from AEE Website.

Content & Focus - The publication will focus on stories for energy engineers and sustainability professionals, with over 1/3 of the content dedicated to technical articles. The remaining content will focus on news from the AEE organization, membership base, and industry-certified professionals.

Available Ad Sizes and Costs

- Inside Cover Full Page 8.5x11” full Bleed - \$1,800
- Full Page 8.5x11” full Bleed - \$1,200
- Half Page 8.5 x5.5” Three sides Bleed - \$600
- Half Page Island 7.5x 4.5” No Bleed - \$500
- Inside back Cover Full Page 8.5x11” full Bleed - \$1,500
- Other sizes and formats are available upon request. Discounts available for multiple insertions.

Please Contact

- Quotes & Availability

- General Advertising

- Michael Hewson
 - michael@aeecenter.org

- Sponsors

- Lauren Lake
 - lauren@aeecenter.org

- Exhibitors

- Diane McCullen
 - diane@aeecenter.org

- Specifications & Materials

- Michael Hewson
 - michael@aeecenter.org