2021 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.
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

<table>
<thead>
<tr>
<th>Certification</th>
<th>ESMS, FMI, EEMI &amp; CWEEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approx. 17,000</td>
<td>Approx. 600 – 700 (CWEEL 300) - Very Focused Audience</td>
</tr>
<tr>
<td>3/year</td>
<td>3/year Each</td>
</tr>
<tr>
<td>Certified Individuals</td>
<td>DIVISION MEMBERS</td>
</tr>
</tbody>
</table>

**FIRST FOLD AD, SINGLE BANNER ADVERT SIZED 600 X 150 PIXELS**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>First Fold Advert</td>
<td>Placed after the first article</td>
</tr>
<tr>
<td>$695</td>
<td>$395</td>
</tr>
</tbody>
</table>

**FOOTER AD(s), SINGLE BANNER ADVERT SIZED 600 X 150 PIXELS/ or THREE BUTTON ADS x 200x150 Pixels (3 Insert min.)**

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Footer Advert</td>
<td>Placed before the footer</td>
</tr>
<tr>
<td>$350/$250</td>
<td>$250/200</td>
</tr>
</tbody>
</table>

19% Recorded Open Rates*  
23 - 29% Recorded Open Rates*  

*Does not include client side opens
aeecenter.org Website

- Limited to two page insertions
  - Home - One Banner or up to 4 Buttons
  - Certification - One Button Only

<table>
<thead>
<tr>
<th>Homepage</th>
<th>Certification</th>
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</thead>
<tbody>
<tr>
<td>Button Ads</td>
<td>Button Ads</td>
</tr>
<tr>
<td>350x315 Pixels</td>
<td>350x315 Pixels</td>
</tr>
<tr>
<td>$400 per month</td>
<td>$350 per month</td>
</tr>
<tr>
<td></td>
<td>Discounts available for multiple months</td>
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</tbody>
</table>

Banner ad stretches across page width.

Button Advert Shown

Placed after the AEE Events
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)

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<tbody>
<tr>
<td>Approx. 18,000</td>
<td>Approx. 600</td>
<td>Approx. 18,000</td>
</tr>
<tr>
<td>AEE MEMBERS</td>
<td>DIVISION MEMBERS</td>
<td></td>
</tr>
<tr>
<td>1 Insertion</td>
<td>2-3 Insertion</td>
<td>4+ Insertion</td>
</tr>
<tr>
<td>$995 per</td>
<td>$695</td>
<td>$995</td>
</tr>
</tbody>
</table>

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.
• 2020 Deadlines
  • 1st day of April, June, & Sept.
• Multiple Ad sizes
  • Business Card - $300
  • Quarter Page - $700
  • Half Page - $1,300
  • Full Page - $2,500
• Specification
  • Adobe PDF Preferred Preset PDFX-4:2008
  • Email for ad sizes
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