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

- **aee-center.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>
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<tbody>
<tr>
<td>Approx. 17,000</td>
<td>Approx. 600 – 700 (CWEEL 300) - Very Focused Audience</td>
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<tr>
<td>3/year</td>
<td>3/year Each</td>
</tr>
<tr>
<td>Certified Individuals</td>
<td>DIVISION MEMBERS</td>
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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*
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)

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<td>AEE MEMBERS</td>
<td>DIVISION MEMBERS</td>
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<tr>
<td>1 Insertion</td>
<td>2-3 Insertion</td>
<td>4+ Insertion</td>
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<tr>
<td>$995 per</td>
<td>$695</td>
<td>$995</td>
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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
• 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” (incls Bleed)
• Specification
  • Adobe PDF Preferred Preset PDFX-4:2008
  • Email for actual ad sizes
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