2024 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 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 Audience

**Breakdown by Industry Sector**
- 22% Industrial and Manufacturing
- 18% Municipal & Government
- 16% Commercial
- 14% Energy Services
- 12% Institutional & Education
- 9% Utility
- 7% End User
- 5% Other

**Breakdown by Decision Maker’s Position**
- 43% Energy Manager or Energy Engineer
- 18% Executive, President, VP or Owner
- 13% Facilities Manager, Building Operator
- 9% Government, Federal Energy or Facilities Manager
- 7% Sustainable or Renewable Manager
- 6% Utilities or ESCO Manager
- 4% Other
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)
Weekly Email Newsletter

62,000+ highly segmented subscribers worldwide

Subscribers include AEE members, certified professionals, event attendees, and industry contacts.

Members: 39% open rate - 5% click-through rate
Nonmembers: 26% open rate – 4% click-through rate

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AEE Launches Global Mentorship Program

On March 1st, we launched AEE’s Mentorship Program, uniting 20 mentor/mentee pairs from across the globe representing 15 countries and 13 U.S. states. This initiative marks AEE’s commitment to fostering the next generation of energy and sustainability professionals. Through this program, we aim to provide guidance and support to emerging talents, connecting them with industry leaders to catalyze their career growth and development for an enriching 6-month journey. We are thrilled to be shaping a brighter future for the energy community worldwide.

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Master Energy Auditing with CEA Training

The Certified Energy Auditor Training Program offers a comprehensive and technical exploration of energy auditing, with a special focus on water usage within facilities. Email now to secure your spot.
Weekly Email Newsletter

Ad Space Information

Ad Banner

Banner space, prominently displayed in the main content of the newsletter with a link to a landing page of choice.

<table>
<thead>
<tr>
<th>Insertions/Weeks</th>
<th>Price</th>
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<tbody>
<tr>
<td>1</td>
<td>$1,800</td>
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<tr>
<td>3+</td>
<td>$1,500 / each</td>
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Specs:
1200px x 500 px (.PNG or .JPG files)

Materials Deadline:
Friday previous week to publication (upon availability)
Weekly Email Newsletter

Ad Space Information

Advertorial

Advertising feature in news section bottom right space. Includes feature image, write-up and link to landing page of choice.

- Feature will be labeled as paid advertising space.

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<thead>
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<th>Insertions/Weeks</th>
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<tr>
<td>3+</td>
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(*) Repeated insertions of same content must be at least 6 weeks apart.

Specs:
- Image: 500px x 850 px (.PNG or .JPG files)
- Copy: 450 characters -with spaces- max.
- Link: Provide landing URL

Materials Deadline:
Friday previous week to publication (upon availability)
Member Journals
A Trusted Source for Technical Information

AEE members receive complimentary subscriptions to these leading edge professional online publications:

- International Journal of Energy Management
- International Journal of Strategic Energy & Environmental Planning
- Alternative Energy & Distributed Generational Journal

✓ Members consider Journals the second most valuable benefit.
✓ Members receive a dedicated email alerting them when each journal has been published.
✓ Emails have a 57% open rate and 22% click through rate.

- Optional hardcopy versions available to members when requested for an additional fee.
Member Journals

Ad Space Information

• Limited to three Full-Page insertions per edition.

Ad Specs
Page size: 6” x 9” No Bleed
Ad size: 5.5” x 8.5”
File: Adobe Print Quality PDF Preferred

Note: Hardcopy journals are printed in grayscale (B&W)

Closing deadline:
4 (four) weeks prior to publish date

Materials Deadline:
2 (two) weeks prior to publish date

* See publish dates for each journal on next page

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<td>Jan, Mar, May, Jul, Sept, Nov</td>
<td>Mar, Jun, Sep, Dec</td>
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<tr>
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<td>AEE MEMBERS</td>
<td>DIVISION MEMBERS</td>
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## Member Journals

### Publish Dates for 2024

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<td>December 23</td>
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AEE Events

Our globally recognized events serve as premier platforms for sponsors and exhibitors to showcase innovations, connect with industry leaders, and engage with an influential audience.

Why Partner with AEE?

**Targeted Exposure:** Position your brand in front of a dedicated, global audience of energy professionals eager for solutions and partnerships.

**Strategic Connections:** Network with industry leaders, potential clients, and partners in an environment ripe for collaboration and business growth.

**Leadership Spotlight:** Demonstrate your industry leadership and commitment to sustainable energy solutions on a global stage.

Learn more about AEE Events:
Contact Information

Quotes & Availability
Diane McCullum: diane@aeecenter.org

Specifications & Materials
Rachel Hobson: rachel@aeecenter.org

Main AEE Contact Info
3168 Mercer University Drive, Atlanta GA 30341
770-447-5083 l info@aeecenter.org