

# PennEnergy®

Your Source for Energy News, Research, and Insight.



## 2010 Media Information

[www.PennEnergy.com](http://www.PennEnergy.com)



# PennEnergy®

Your Source for Energy News, Research, and Insight.

Since 1910, The PennWell Petroleum Group has been the leader for coverage of and service to the worldwide petroleum and power industries. PennWell created PennEnergy.com to serve as the broadest and most complete source of energy-related news, research, and insight for global energy professionals.

Nowhere else will you find this much energy-related information in one location. It is a complete source of information for energy professionals as well as a comprehensive and cost-effective vehicle for advertisers to reach targeted market segments in the energy industry.

## PennEnergy.com includes:

- Coverage of both the Oil & Gas and the Power Industries
- Variety of Topic Centers to allow advertisers to target a specific audience
- Content provided by top energy publications like *Oil & Gas Journal*, *Power Engineering*, and *Renewable Energy World*
- Readers have the ability to rate, comment on, and submit articles
- Over 1,800 research and data products
- Access to over 50,000 book titles related to the energy industry
- Job postings and career advice for job seekers
- Recruiting solutions for employers and recruiters
- Latest news and information delivered directly to site users through e-newsletters
- Blogs from experienced industry journalists and industry experts
- Information on the newest products and services from *Oil, Gas & Petrochem Equipment*



PennEnergy.com is the meeting place for advertisers and industry decision makers. Contact your Brand Manager today and let them create the mix of advertising products and options that will help you reach your objectives.

OIL & GAS  
JOURNAL

POWER  
Engineering

RENEWABLE  
ENERGY  
WORLD  
MAGAZINE  
NORTH AMERICA

Oil, Gas & Petrochem Equipment®

POWERGRID  
INTERNATIONAL  
THE POWER DELIVERY MEDIA SOURCE

www.PennEnergy.com

# Online Advertising

*PennEnergy offers a variety of advertising options allowing you to target your most qualified prospects or spread your message to the broad spectrum of the energy industry.*

## TOPIC CENTER SPONSORSHIP

The energy industry encompasses a variety of existing and developing technologies. PennEnergy developed Topic Centers with this in mind. With Topic Centers covering the broad spectrum of today's energy industry, you can reach the best qualified prospects for your market. Divided into Industry Segments, a Topic Center Sponsorship allows a company to "own" a content area and establish your company as a market leader.

## INDUSTRY SEGMENT HOMEPAGES

### INDUSTRY SEGMENTS

- Petroleum
- Power
- Energy Issues & Solutions

**INCLUDES:** **\$2,000/MO**  
 Leaderboard 728x90 (Top & Bottom)  
 300x600 or 300x250 ad(s) and text links  
 Up to Five White Paper Postings

**INDUSTRY SEGMENT PAGE PEEL** **\$2,500/MO**

## TOPIC CENTERS

Contact your Brand Manager for a complete list of available Topic Centers.

**Petroleum** – Examples of Topic Centers include Exploration & Production, Finance & Investing, and Offshore

**Power** – Examples of Topic Centers include Gas-Fueled Generation, Smart Grid, and Renewable Energy

**Energy Issues & Solutions** – Examples of Topic Centers include Health, Safety, Security and Environmental, Technology Solutions, and Regulatory and Legal

**TOPIC CENTER LANDING PAGE** **\$2,000/MO**

**INCLUDES:**  
 Leaderboard 728x90 (Top & Bottom)  
 300x600 or 300x250 ad(s) and text links  
 Up to Five White Paper Postings

The screenshot displays the PennEnergy website interface. At the top, a 'Leaderboard' ad is visible. Below it, the PennEnergy logo and navigation menu are present. The main content area is divided into several sections: 'Energy News', 'Market Watch', 'Energy Issues', and 'Utility'. The 'Utility' section is highlighted, showing articles such as 'A Look Back Creates Optimism for the Future', 'PacifiCorp Industry Focus on New Power Video', and 'Power 2.0: Building Smarter Utilities'. A sidebar on the right contains 'Most Recommended Articles' and 'Published Publications'. At the bottom of the page, another 'Leaderboard' ad is shown.

300 x 250  
or text links

300 x 250  
or text links

300 x 100  
or text links

# Online Advertising

## HOMEPAGE ADVERTISING

Page Peel	\$2,800/mo
Leaderboard 728x90 (Top & Bottom)	\$2,000/mo
300x250 (First Position)	\$1,750/mo
300x250 (Second Position)	\$1,500/mo
300x100 / Text Advertising	\$1,000/mo

## PENNENERGY PERSPECTIVES E-NEWSLETTER

Leaderboard 728x90 (Top & Bottom)	\$1,800
Sponsor 1 180x160	\$1,650
Sponsor 2 180x160	\$1,400
Skyscraper 160x600	\$1,575

Leaderboard

PennEnergy

Market Index

300 x 250

300 x 250

300 x 100

Leaderboard

PennEnergy Perspectives

Leaderboard

Sponsor 1

Sponsor 2

Skyscraper

Leaderboard

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Blog Leaderboard 728x90	\$1,000/mo
Classifieds Leaderboard 728x90	\$1,000/mo
Events Leaderboard 728x90	\$500/mo
Finance Leaderboard 728x90	\$2,000/mo
iPhone Application Sponsorship	\$1,000/mo
Publications Leaderboard 728x90	\$800/mo
Research & Data Leaderboard 728x90	\$1,800/mo
Search Leaderboard 728x90	\$1,500/mo
Weather Leaderboard 728x90	\$500/mo

Leaderboard positions include top and bottom.

## PRODUCTS / OIL, GAS & PETROCHEM EQUIPMENT

Oil, Gas & Petrochem Equipment's OGPE.com can now be found at PennEnergy.com. OG&PE helps you reach your target audience to sell your upstream, midstream, and downstream products and services.

Page Peel	\$2,000/mo
Leaderboard	\$1,600/mo
300x250 (or text links)	\$1,500/mo
300x250 (or text links)	\$1,350/mo
300x100 (or text links)	\$1,200/mo

# Lead Generation

## WEBCASTS

With reach to all areas of the energy industry, webcasts on PennEnergy.com provide qualified leads and position your company as a market leader. Sponsor an event or create your own, leveraging PowerPoint and/or video, plus a testing and certification option.

## LIVE EVENT OVERVIEW

---

- Up to 1 hour in length
- Live and interactive environment including Q&A
- Audience polling capabilities
- Unlimited audience size
- Personalized introduction and wrap-up message

## MARKETING & PROMOTION

---

- PennEnergy.com homepage promotion
- Email promotion to a targeted section of the email database
- Promotion in PennEnergy e-newsletter
- Reminder email messages sent to registrants 24 hours and 30 minutes in advance
- Print ad in relevant PennWell energy publications

## LEAD GENERATION & REPORTING

---

- Minimum 100 lead guarantee
- Full reporting on all registrants
- Breakdown of live attendees and on-demand users
- 24/7 protected access to registration database

## POST EVENT

---

- On-demand archive available within 24 hours of live event
- Event archived on PennEnergy.com for 12 months

<b>SINGLE SPONSORSHIP</b>	<b>\$15,000</b>
<b>MULTI-SPONSORED</b>	<b>\$5,000</b>

## WHITE PAPERS

Generate sales leads and raise awareness for your company with PennEnergy White Paper postings. You may sponsor content or submit your company's content and receive detailed reports about who reads them and how often. White Paper sponsorship also provides you additional exposure with search prioritization and logo recognition.

## REPORTING & LEAD GENERATION

---

- Prospective lead reports emailed monthly
- Full contact information for prospects including customer name, business title, email address, mailing address, and phone number

## SEARCH

---

- White Paper content, title, abstract and vendor information is completely searchable providing easy access and increased exposure to your paper. Search capabilities are available throughout PennEnergy.com.

**BASIC WHITE PAPER POSTING** **\$500/MO**  
Includes up to five White Papers

**PREMIUM WHITE PAPER SPONSORSHIP** **\$500/MO ADDITIONAL**

Includes up to five White Papers plus additional marketing support and exposure

- Receive maximum brand and White Paper recognition on PennEnergy.com for the duration of your contract through search prioritization, logo placement, leaderboard advertisements, company information including your email address and website links.

*Premium White Paper Sponsorship available as an add-on to the Basic White Paper Posting.*

# Online Advertising



## Video

Looking for a unique way to get your message out to customers? Consider video advertising. PennEnergy can arrange to have a full broadcast-quality video production crew onsite at a tradeshow or at a separate location of your choice. You can create a product demonstration or conduct a one-on-one interview with the editor of PennEnergy.com. The final video will be posted on PennEnergy.com giving you valuable exposure to qualified industry buyers. Also included in the video packages are additional marketing efforts to help you promote your video.

### **BASIC PACKAGE – SIX MONTH**

**\$500/MO**

Includes:

- Two to five-minute video taped by PennEnergy
- Final video production with DVD copy provided
- Video posted on PennEnergy.com for six months
- Targeted email promotion announcing the video to 2,500 qualified recipients

### **PREMIUM PACKAGE – 12 MONTH**

**\$500/MO**

Includes:

- All components of Basic Package
- Video posted on PennEnergy.com for an additional six months
- E-newsletter advertisement promoting video
- Banner ad in shared rotation on PennEnergy.com's video section for 12 months

Video production available by appointment only. For scheduling inquiries, contact your PennWell Sales Manager.

## Email List Rentals

Gain direct access to highly targeted prospects when you rent the PennEnergy email list. With email addresses from all segments of the industry, you can identify your best prospects and deliver your message directly to them.

**\$525/THOUSAND**



For more information about how PennEnergy can help you achieve your marketing objectives contact:

Candice Doctor  
*Sales Manager*

1421 S. Sheridan Rd.  
Tulsa, OK 74112  
Tel: 918-831-9884  
Mob: 918-688-7111  
candiced@pennwell.com

PennWell Headquarters

PennWell Corporation  
1421 S. Sheridan Rd.  
Tulsa, OK 74112  
Toll-Free: 1-800-331-4463

Stacey Schmidt  
*PennEnergy Web Publisher*

1421 S. Sheridan Rd.  
Tulsa, OK 74112  
Tel: 918-831-9499

[www.PennEnergy.com](http://www.PennEnergy.com)