

Lead Generation

PennEnergy Buyers Guide

The PennEnergy Buyers Guide allows users worldwide to gain targeted, timely and valuable information through real-time comparisons of products, online interaction with suppliers and peers plus access to relevant content from industry brands. Unlike broad search engines or other websites, the PennEnergy Buyers Guide is specifically designed to enhance, expedite and complete the buying process while providing users with indispensable user comments, industry news and analysis.

Three package options are available giving everyone an option for meeting their budget and marketing objectives. Our most comprehensive option, the All-Access package, offers your company its own microsite, or mini-website.

	Select	Select Plus	All Access
Package Pricing	\$495	\$995	\$5,995*
Company Listing (no email address)	✓		
Company Listing (with email capability)		✓	✓
Company Description (# of words)	30	30	Unlimited
Categories	5	7	10
Company Logo	✓	✓	✓
Email Lead Generation & Reporting		✓	✓
Featured Listing in Search Returns	✓	✓	✓
Product Listings (model name, etc.)	5	7	10
Product Description (# of words)	30	30	100
Product Photos	✓	✓	✓
Product Downloadable Files			5
Product Videos			5
Product Comparison Feature	✓	✓	✓
Additional Product Cost	\$99	\$99	\$99
Company-Branded Expanded Profile			✓
Event Listings			5
Press Releases			5
Downloadable Files (white papers, etc.)			5
Videos			5

All advertising rates are published as gross rates.

Webcasts

- Vendor Sponsored
- Continuing Education / Certification
- Editorial

Generate sales leads and raise awareness with an audience that registers to participate in an educational industry event. Sponsor an event or create your own, leveraging PowerPoint and/or Video, plus a testing and certification option. Webcasting products are highly interactive with global reach, a twelve-month archive, and 24/7 access to a complete registrant report.

SINGLE SPONSORSHIP **\$15,000 - \$18,000**

MULTI-SPONSORED **\$5,885 - \$8,885**

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.

\$425/thousand for current advertisers

\$525/thousand for non-advertisers

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 AND 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 **\$1,000/mo**

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.

Pay for Performance Campaigns

Pay only for the leads generated through PennEnergy promotion of your white paper, case study, etc. Rate is dependent upon the criteria for lead qualification.

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