



# Rate Card

## **YOUR MESSAGE GETS SEEN BY THE RIGHT AUDIENCE**

Do you have a product or service you want to tell utilities, co-ops, munis and regulatory agencies, as well as energy consultants and suppliers all about? Place an announcement in AESP media. It's a highly cost effective way to deliver your message to the people you want to reach.

## **JOB POSTING**

List your job for 4 weeks in the AESP website and 4 issues of What's New.

Cost: \$200 or 1 point.  
Contact [Claudia@aesp.org](mailto:Claudia@aesp.org)

## **WHAT'S NEW**

Thousands of energy professionals open and read What's New every week. Why is the open rate higher than average? Because What's New delivers the right information that energy professionals need now – learning opportunities, job openings, RFPs and more. Your banner will appear for 4 consecutive issues and create about 32,000 impressions in total.

*Format: E-newsletter*  
*Frequency: Weekly, every Wednesday*  
*Reach: approximately 10,000 energy professionals*  
*Material deadline: FRIDAY of the week before the first insertion.*  
*Duration: 4 consecutive issues*

**Masthead Banner (640 x 114 pixels)**  
Cost: \$1200 or 8 points (AES.P member) for 4 issues  
\$1395 non-member (includes 1 year individual membership)

**RFP or Job Section Banner (400 x 70 pixels)**  
Cost: \$600 or 4 points (AES.P member) for 4 ads  
\$795 non-member (includes 1 year individual membership)

## **STRATEGIES**

Only dues-paying AES.P members receive Strategies. For this reason, its readers register high in interest, commitment and click-through for the newsletter and its in-depth content. For a low cost, you are able to reach an audience that is highly receptive to your message.

*Format: E-magazine*  
*Frequency: Monthly*  
*Reach: approximately 2000 AES.P members*  
*Material deadline: The 15<sup>th</sup> of the month before publication*

**Masthead Banner (660 x 90 pixels) - \$450 or 3 points**

**Inside Banner (660 x 90 pixels) - \$300 or 2 points**

## **ARTWORK**

*Email artwork in a .jpg file, with URL for linking to [adeline@aesp.org](mailto:adeline@aesp.org)*

The Association of Energy Services Professionals provides professional development programs, networking and promotes the transfer of knowledge and experience. Our members work in the energy services industry and represent electric and natural gas utilities, public benefits associations, regulatory and non-profit entities, vendors, manufacturers and consulting firms.

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**START CLICKING WITH YOUR FUTURE CUSTOMERS!  
FOR MORE INFORMATION  
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