



ELECTRONIC MEDIA INFORMATION

energy-online.net



Unique Electronic Portfolio

We are all aware that the demand for sourcing products & suppliers online is growing rapidly. Fast and efficient electronic procurement, 365 days of the year, is a demand that Progressive Media has responded to with a completely unique website.

In 2004, Tri-Media Direct (the digital arm of Progressive Media) created a website to support its successful magazine:

WEE: Water Energy & Environment www.energy-online.net

For over 3 years Progressive Media has been leading the market in delivering unique combinations of journal + web site + monthly email newsletter to energy users in the industrial, commercial and public sectors. The results have been exceptional and we now receive support from 100's of regular electronic advertisers.

Are you taking advantage of thousands of visitors?

A 4 year archive of the highest quality, professionally approved, editorial and features available on the site guarantees the visitor access to the very best advice, products and solutions. Progressive Media's significant online investment can guarantee exposure for your message to thousands of qualified buyers every day.

Our comprehensive range of online advertisement packages can be tailored to deliver real results, whatever your budget. Our unique portfolio of traditional and bespoke online advertising is detailed in this document and supported by a dedicated team of in-house developers.

Why should I get involved with email newsletters?

To ensure the highest quality and relevance of visitor to our site we deliver a dedicated monthly e-newsletter. As a publisher, readership is our most valuable asset and we have enhanced our offer to the reader by providing the newsletter service in addition to a copy of Water Energy & Environment.

Through continuous telephone, post, fax and now email communication with our readers we have generated significant email audiences. Each newsletter is written to the highest editorial standards by a dedicated editor and includes the very latest product, service and industry news. Uniquely we hold full demographic data on email readers, including job title, industry type and company size which enables our editor to deliver only the most relevant and pertinent articles.

e:news circulation 12,500 individual named and requested readers

What feedback will I get?

Statistics

- General site statistics (*what's being looked at where and when*)
- Your advertising links (*how many are being clicked*)
- Editorial Content (*how many people have viewed your articles*)

Direct Sales Enquires

- By e-mail (*enquirer name, company name and contact details*)
- Archived also for reference

Homepage banners



Homepage banner

Please call to check availability of sites main sponsor and related costs.

Homepage tile banners

Your tile banner would be permanently displayed on the homepage.

Section banners



Section banner

There are several options on all sites with a section heading that will suit your product / service.

Your banner would be the only header banner, permanently visible throughout the section.

magazines, website

Section tile banners



Section tile banner

Your tile banner would be permanently within this section. It will also be displayed on an editorial viewed or found within this section.

Keyword sponsors



Keyword sponsors

You can choose to sponsor a number of keywords / phrases.

As soon as a user types in your keyword or phrase, your tile banner will appear on the right hand side, next to the search results.

e.g. typing in the keyword 'Training' displays the results as shown

s and e-newsletters

Enhanced company profile



Every company has the opportunity to enhance their own profile page.

What advantages are there?

- Your own banner with link.
- 500 word product / company overview with pictures & links.
- PDF downloads e.g. catalogues / sales literature.
- Menu driven editorial archive.
- Priority listing within search results.
- Enhanced entry within 'Companies' section.

All click reports can be generated to view number of views to this page and number of reads your articles have had.

e-newsletter packages



Header sponsor & tile banner

Take advantage of sponsoring an e-newsletter with maximum exposure, by taking the e-news header banner or tile banners.

All sponsor click activity will be reported.

e-news article

Supply us with around 250 words and a colour picture and we will send this in HTML and plain text formats to the e-news circulation.

You will be supplied with all click statistics and enquiries on email.





DATA

Homepage Sponsor – Section Banner

Banners should be supplied in JPEG, GIF or SWF formats, 468x60 at 72dpi.

Section Tile Banner

Banners should be supplied in JPEG, GIF or SWF formats, 170x65 at 72dpi.

Keyword / phrase Sponsor Banner

Banners should be supplied in JPEG, GIF or SWF formats, 170x65 at 72dpi.

Animated GIFs should be a maximum of 12fps, please try to keep the file size as small as possible. You will also need to provide a URL to which the user is taken when clicking on the banner. If supplying SWF, please provide full source FLA and follow instructions on energy-online.net/advertisersarea to ensure click tracking is handled correctly.

Enhanced Company Profile

Content for your enhanced entry should be a combination of approximately 500 words plus images/photos and should be supplied in one of the following formats:

- HTML (Zipped with images or references to absolute URLs)
- Word (Linked to hi-res images, please remember to include)
- If any images or text should be links please specify in brief.

E-newsletters

- **Header Sponsor Banner** – Banners should be supplied in JPEG or GIF format, 450x90 at 72dpi, with the file size as small as possible. You will need to provide a URL to which the user is taken when clicking on the banner.
- **Tile Banner** – Banners should be supplied in JPEG or GIF format, 145x55 at 72dpi, with the file size as small as possible. You will need to provide a URL to which the user is taken when clicking on the banner.
- **Sponsored Advertorial Stories** – Please supply digital image as either EPS, TIFF or JPEG – CMYK at 300 dpi. Please also supply 250 words of text. This will be edited for the e-mail newsletter and attached to your profile on our website. If a different URL is required for readers to be directed to, please add the address on your order confirmation. *All copy should be e-mailed to sales@western-bp.co.uk no later than 10 days prior to publishing.*

**Note – Any banner supplied for e-newsletters will also need to be accompanied by a small text based message for reiterating the same advertisement for PLAIN TEXT version*



RATES

Premium package	<ul style="list-style-type: none">• Homepage banner• Enhanced company profile• 20 keyword sponsors• 3 e-news articles including enquiry service• Full statistic / client reports	Annual Rate £9,500
Standard package	<ul style="list-style-type: none">• Section banner• Enhanced company profile• 15 keyword sponsors• 3 e-news articles including enquiry service• Full statistic / client reports	Annual Rate £6,500
Value package	<ul style="list-style-type: none">• Section tile banner• Enhanced company profile• 10 keyword sponsors• 2 e-news articles including enquiry service• Full statistic / client reports	Annual Rate £3,500
Starter package	<ul style="list-style-type: none">• Enhanced company profile• 5 keyword sponsors• 1 e-news article including enquiry service• Full statistic / client reports	Annual Rate £1,500
e-news sponsorship	<ul style="list-style-type: none">• Header sponsor banner• 1 e-news article including enquiry service• Click tracker service• Email enquiry service	Single Entry £2000
e-news banner entry	<ul style="list-style-type: none">• 1 tile banner• Click tracker service	Single Entry £1000
e-news entry	<ul style="list-style-type: none">• 1 e-news article including enquiry service• Email enquiry service	Single Entry £1000



CONTACTS

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