

# 2013 MEDIA PLANNING GUIDE



*The utility publication  
that reaches the  
corner office.*

# Reach Utility Executives Electronically

## ***Public Utilities Fortnightly* continues to develop online content and tools targeting utility professionals**

*Public Utilities Fortnightly* continues developing online content and tools only available on *Fortnightly.com*. These online assets are created with the same integrity and authority for which Fortnightly is known. Users will find commentary and analysis of important issues, exclusive databases, and unique multimedia offerings. Learn how these valuable online assets can help raise your company's profile and reach among thousands of industry decision makers.

## **What's on *Fortnightly.com***

### **Database of Articles**

*Fortnightly.com* contains the most valuable collection of articles focused on the utility marketplace. Created as a searchable database, this archive contains all *Public Utilities Fortnightly* articles that have been published during the past 15 years. It is a must for those doing research on the industry or those looking for industry trends.

### **Interactive Databases**

Several interactive databases are found on the site. Our *ROE Database* provides more than a dozen years of ratecase and return-on-equity decision data, and our easy-to-use *Utility Finance database* delivers detailed information about individual capital market issues and M&A transactions.

*Fortnightly.com* delivers these resources for free, attracting high-value readers who return frequently to use our exclusive tools. Please contact your account executive for details about database sponsorships that promote your products and services to this discriminating audience.





## Fortnightly's Spark

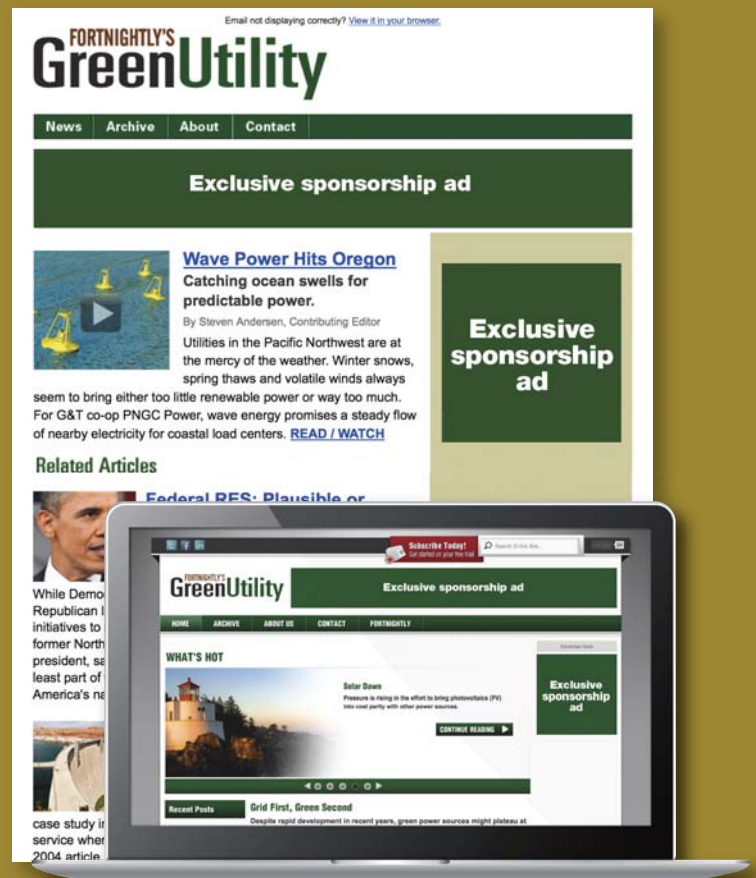
Now in its 10th year of publication, *Fortnightly's Spark*, is a monthly e-newsletter for *Fortnightly* subscribers and others who have requested this valuable publication. *Fortnightly's Spark* complements the coverage in *Public Utilities Fortnightly* by addressing ideas, topics, people and companies from additional angles. *Fortnightly's Spark* is written and edited with utility managers in mind. **PLUS** *Spark's* new social network-optimized Web 2.0 format and dynamic page design will provide new and exciting opportunities for sponsors to reach *Spark's* large online readership.

## Fortnightly's Leadership Resource Sponsorships

### Fortnightly's GreenUtility & Fortnightly's SmartGrid

*Fortnightly's GreenUtility* and *Fortnightly's SmartGrid* are two of our most recent additions under the *Fortnightly.com* umbrella. These resources offer dedicated multimedia coverage to topics of particular interest to our readers — alternative generation and smart grid initiatives.

The main features of these resources will be content developed by *Public Utilities Fortnightly* editors focusing on technology strategies, plans and projects at investor-owned electric and gas T&D companies in the United States and Canada. Sponsor's online assets, including thought leadership and promotional materials, will be delivered throughout the site and via our reader-outreach efforts, multiplying the value of this unique sponsorship opportunity. Contact your account representative for complete details.



# More online options...

**Banner/e-newsletter ads:** Traditional banner ads on *Fortnightly.com* continue to work well as a branding tool and to drive traffic to our online advertisers' websites. Companies who advertise on *Fortnightly.com* receive added exposure by being included in the *Fortnightly's Spark* e-newsletter. We have four online units to choose from and space is limited, so reserve your positions soon!



**Leaderboard Ad** – One Leaderboard ad position is available on *Fortnightly.com* each month. This unit is 728 x 90 and can be animated. This desirable unit is located in the upper, right-hand corner of the page frame and runs on all *Fortnightly.com* standard content pages.

**Site Sponsor Ad** – Six site sponsor ads run each month, appearing on the right-hand column of the *Fortnightly.com* page frame. These 180x180 units are static units on all *Fortnightly.com* standard content pages and also appear in that month's issues of *Fortnightly's Spark*.

**Content Channel Ad** – One 300 x 250 slot is available each month under each topical section. This static ad will appear within each article under the sponsored topical section of *Fortnightly.com*. Use this option to target specific readers with a high-visibility ad.

**Site Intro Ad** – One site intro ad is available each month on *Fortnightly.com*. This is a special popup ad runs when the user enters any *Fortnightly.com* page. It is the most prominent ad as it forces action by the user to dismiss it. It has a variable size from 250 x 250 to 500 x 500 and can be animated.

**White Papers:** Demonstrate thought leadership and make the business case for your product or service.

*Fortnightly.com White Papers* position your company's marketing copy within our premier content environment. This is a great way to educate *Fortnightly* readers about your company's offerings.

**Multimedia Webcasts:** Our premium-level sponsors will have the opportunity to partner with *Fortnightly's* editorial and marketing staff to develop topic-specific webcasts and multimedia projects. Please contact your advertising contact at *Fortnightly* to discuss these opportunities in detail.