

Colorado **Energy News**

Powering Growth

2012 **MEDIA KIT**



Introduction

Colorado Energy News is the acknowledged leader when it comes to news reporting, insight and analysis of both traditional and clean energy developments. In 2012, we provide an unmatched total solutions platform for your marketing efforts—online, in e-newsletters, at conferences and via custom digital corporate publications. Our products and services include the region’s leading energy-related website, subscription-driven e-publications covering renewable energy, oil and gas, funding and capital, energy efficiency and the western slope. In addition, readers can now follow us on Facebook at [Facebook.com/ColoradoEnergyNews](https://www.facebook.com/ColoradoEnergyNews), Twitter at [Twitter.com/CoEnergyNews](https://twitter.com/CoEnergyNews) and [LinkedIn.com/ColoradoEnergyNews](https://www.linkedin.com/company/ColoradoEnergyNews).

We look forward to partnering with you in 2012.

David A. Hill, Executive Editor

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Advertising Rates

ColoradoEnergyNews.com

Pricing based on minimum three-month duration

Banner Ads

68 x 468 mini-leaderboard	3 rotations	\$ 225/month
160 x 570 skyscraper	3 rotations	\$ 350/month
300 x 250 rectangle slot 1	3 rotations	\$ 375/month
300 x 250 rectangle slot 2	3 rotations	\$ 345/month
300 x 250 rectangle slot 3	3 rotations	\$ 330/month

Content Category Sponsorship Consult your account executive or publisher

Featured Text Links \$ 65/month (minimum 3 months)

E-Newsletters

Pricing based on minimum four-month placement

Renewable Energy	Monthly	\$ 375
Oil and Gas	Monthly	\$ 375
Energy Headlines	Monthly	\$ 345
Efficiency Tracks	Monthly	\$ 300
Funding and Capital Report	Bi-monthly	\$ 300
Western Slope Report	Monthly	\$ 275

Custom Corporate E-Magazines

Contact David Hill for more information:

editor@coloradoenergynews.com (720) 536-5253

2012 Combo Marketing Packages

These versatile programs deliver maximum profile for your organization, enabling you to reach and influence customers and business partners across multiple digital platforms.

They're also the best bang for your buck, incorporating everything from company news announcements, banner advertising and newsletter sponsorships to feature articles and case study reports. What's more, we can adjust any program on the fly should your marketing direction change.

Contact Gerry Kuhel to discuss a Combo Marketing Package that meets your needs.

GKuhel@ColoradoEnergyNews.com or (303) 907-4009.

Silver Package

- ▶ Three-month placement of banner ad on Colorado Energy News (space permitting)
- ▶ E-Newsletter sponsorship banner in edition of your choice (space permitting)
- ▶ Two news features for your organization published on CEN
- ▶ **Price: \$995 Net Complete** (purchased individually—\$1,500)

Gold Package

- ▶ Four-month placement of banner ad on Colorado Energy News (space permitting)
- ▶ E-Newsletter sponsorship banner in three editions of your choice (space permitting)
- ▶ Three news/PR features for your organization published on CEN
- ▶ Text links to your website positioned on CEN content relevant to your products/services
- ▶ **Price: \$1,700 Net Complete** (purchased individually—\$2,735)

Platinum Package

- ▶ Six-month placement of 300 x 250 banner ad on Colorado Energy News (space permitting)
- ▶ E-Newsletter sponsorship banner in six editions of your choice (space permitting)
- ▶ Three news/PR announcements for your organization published on CEN
- ▶ Case study report created by our staff for your use and published on CEN
- ▶ Text links to your website positioned on CEN content relevant to your products/services
- ▶ **Price: \$3,795 Net Complete** (purchased individually—\$4,750)

Monthly E-Newsletter Editions

A limited number of banner sponsorship ads are available for our digital newsletters. Each publication provides an affordable, effective way to deliver your message to a highly qualified audience of opt-in subscribers representing energy stakeholders and savvy end users. Available editions include *Renewable Energy*, *Oil and Gas*, *Efficiency Tracks*, *Funding and Capital Report*, and *Energy Headlines*.

Contact Business Development Manager, Gerry Kuhel, to learn how you can profit by advertising in these targeted publications.

GKuhel@ColoradoEnergyNews.com or (303) 907-4009.

Social Media

FACEBOOK

Facebook.com/ColoradoEnergyNews

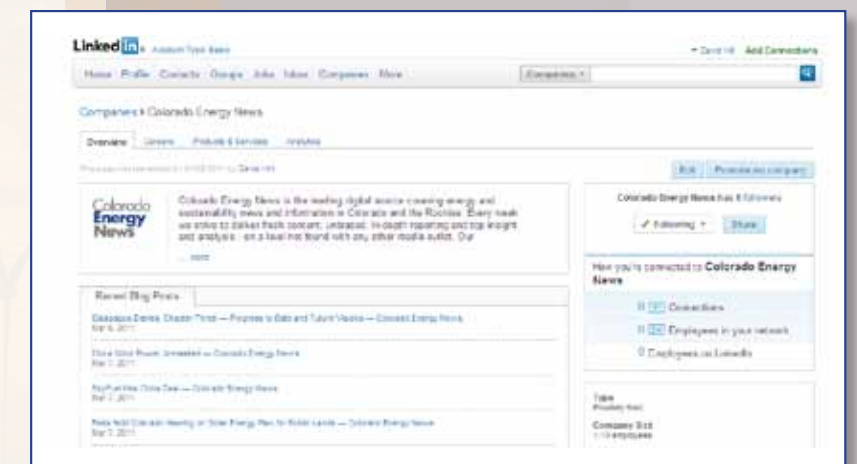
Since its launch in January of this year, Colorado Energy News' Facebook page has generated more than 13,000 post views and a 420% increase in post feedback. From the latest company and policy news to interviews with your key executives and technology updates, advertisers who partner with us on Colorado Energy News will also receive benefit from exposure on our Facebook page.



LINKEDIN

Linkedin.com/ColoradoEnergyNews

Colorado Energy News is front and center with LinkedIn.com, one of the fastest growing social media platforms for businesses. We'll make sure your company's key announcements are highlighted on LinkedIn.com/ColoradoEnergyNews, and invite you and your colleagues to join our LinkedIn group.



E-Magazines

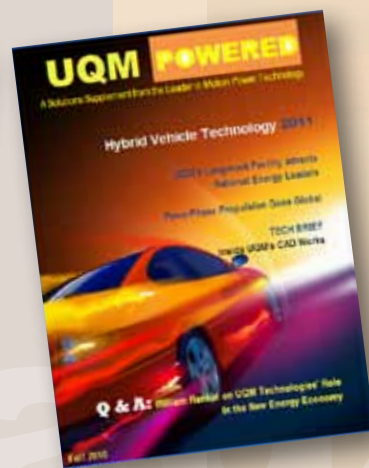
RM Media Group

Digital Solutions for Your Energy World

Custom Digital Solutions for Your Business

The Media World has become increasingly crowded and dominated by Internet-based information sources as new apps like the smart phone and I-Pad gain in popularity. Today, if you're not reaching out to your customers and partners with a fresh, innovative message capable of being shared across the full spectrum of digital platforms, you're falling behind.

RM Media Group can put your corporate communications message on a higher plane with your organization's very own custom E-magazine. We specialize in creating branded publications for energy and sustainability businesses that excel in today's digital media world. Our clients include some of the nation's leaders in renewable energy, clean technology and natural gas.



Just a Few of the Benefits of Our E-Magazine Platform

- Separate your brand from the competition—quickly and dramatically
- Reach out to customers and prospects with a unique digital platform
- Reduce printing and business costs
- Drive traffic to your website
- Increase your digital profile using a fully searchable edition



[CLICK HERE to view this E-magazine](#)



GOOGLE Search Engine Optimization

With our digital E-magazine interface, your publication will be optimized so that Google's crawler knows when your publication is ready. Any word that is searchable in your publication is searchable on Google as well.

Our Statistics Tool

Includes advanced functions that give you the ability to track your readers. Every "click" is registered and recorded, and gives you the opportunity to see what is being focused on. In addition, our geographic statistics tool lets you know where your readers come from, sectioned into country, region and city.



Sample user interface screen shot



Here are just some of the reasons why partnering with **RM Media Group** for your E-magazine solutions is a savvy digital move.

Features	Benefits	FREE
The Familiarity of a Hard Copy	The realistic flipping action gives the readers a sense of familiarity and ease	✓
Instant Access From Any Browser	Our E-Mag program requires no software downloads and works on any computer with a web browser connection	✓
Customized Viewer	Fully customized viewer, allows you to change background and toolbar colors, add or remove graphics and features	✓
Direct Links	Embed internal and/ or external links into your edition	✓
Text Recognitions/ OCR	Advanced software enables recognition of any text, including text which is embedded in images, therefore, making it fully searchable	✓
Live Managed Service	Our team will handle all aspects of digital publishing for you, from processing and setting up your digital editions, to fully customizing it to your specifications	✓
Buttons Scroll	This Feature lets readers easily navigate through your digital edition	✓
Mini Flipper	Send your readers a "mini-flipper" version of your edition via email to inform them of new editions and breaking news	✓
iPhone, iPod & i-Pad	Enables your audiences to view your digital edition using these specialized devices	✓
Search	Your readers can search for specific content within the edition, and archived editions	✓
Thumbnail Browser	Instant overview of the whole edition using small images. Allows readers to find a specific page fast and easily	✓
Infinite Zoom	Interface provides your readers the ability to read clearly and easily any part of the edition at any magnification level	✓
Download and Save PDF	Download any parts of the edition or the entire edition as a PDF file. This gives readers the option to go back for later viewing and reference, with no browser connection. (feature can be omitted)	✓
Bookmark & Printing	Readers can add bookmarks to your edition for easy reference and return to a specific page, and can print any portion or all of your publication	✓
Send as e-mail	You and your readers can e-mail the digital edition to friends, customers and business associates	✓
Customize Links	Embed ANY number of internal and/ or external links into your edition	FEE
Statistics	Gives you the ability to track how many customers viewed your digital edition, which pages, ads, and links were "clicked" on the most. This statistical information can give you insight to the viewing patterns and interests of your customers	FEE
Streaming Video	Interface allows you to embed streaming video and audio directly into your digital edition	FEE
CD Version	Mail your digital edition on a CD/ DVD for your customers viewing and reference	FEE



Showcase Your Brand

and corporate message in a platform exclusively designed to take advantage of today's digital platforms. It's easy and economical when you let RM Media Group's publishing team handle all aspects of your E-magazine, from processing and setting up your digital editions, to fully customizing to your specifications.



OUR DIGITAL PRODUCTIONS

- Custom Digital Publications
- ColoradoEnergyNews.com
- WyomingEnergyNews.com
- MichiganEnergyNews.com
- Energy Efficiency-Newsletter
- Efficiency Tracks E-Newsletter
- Renewable Energy E-Newsletter
- Oil & Gas E-Newsletter
- Colorado Energy Directory

"RM MEDIA GROUP is a great partner for us in creating and publishing an informative, eye-catching online publication that provides a powerful venue for telling our story."

Doug Hock
Director of Community & Public Relations
EnCana Oil & Gas (USA) Inc.

RMMediaGroup

Digital Solutions for Your Energy World

PO Box 372431
Denver, CO 80237
Tel: 720-536-5253
Fax: 866-896-8629

Audience

Delivering an Audience of *Who's Who* in Energy and Public Policy for Colorado and the Rockies

Random sampling of subscriber organizations

GOVERNMENT AND POLICY

Arapahoe County Government
Arapahoe Public Works
City and County of Denver
Colorado Division of Wildlife
Colorado Governor's Energy Office
Colorado Department of Public Health & Environment
Colorado Department of Natural Resources
Colorado Oil and Gas Conservation Commission
Colorado Legislative Council Staff
Colorado Public Utilities Commission
Colorado General Assembly
Boulder Chamber of Commerce
City of Montrose
Johnstown Town Government
City of Thornton Business Development
Delta County Economic Development
Denver Office of Economic Development
Metro Denver Economic Development Corp
Boulder Chamber of Commerce
Commerce City Chamber
Department of Regulatory Agencies
Garfield County Government
San Miguel County
Pitkin County Government
Senator Mark Udall Office
State Representative Gail Schwartz Office
State of Colorado Government
US Geological Survey
Jefferson County Economic Council
Ouray County Government
US Department of Energy
Adams County Housing Authority
Bureau of Land Management
US Environmental Protection Agency
EPA-Region 10
Mesa County Assessor
Town of Meeker Chamber of Commerce
South Central Council of Governments
Park County Government
Grand County Government
Denver Workforce Board
Washington County Government

ORGANIZATIONS

Alliance for Sustainable Colorado
Colorado Solar Energy Industries Association
Colorado Oil and Gas Association
Veteran Green Jobs
CORE
Renewable and Sustainable Energy Institute/CU
Colorado Geo Energy Heat Pump Association
Colorado Wyoming Petroleum Marketers Association
Rocky Mountain Institute
Pikes Peak Workforce Center
Colorado Renewable Energy Society
Boulder Green Building Guild
Energy Outreach Colorado
Western Colorado Congress
American Energy Alliance
Center for Resource Conservation
American Wind Energy Association
Independent Petroleum Association of Mountain States
Denver Scholarship Foundation
Center for Women Entrepreneurs
American Solar Energy Society
Smart Energy Living Alliance
Living City Block
Energy Efficiency Business Coalition
Rocky Mountain Farmers Union
French American Chamber of Congress
Telluride Foundation
Center for American Progress
International Brotherhood of Electrical Workers
CleanLaunch
Trout Unlimited
Renewable Energy Initiative
Clean Energy Economy for the Region
Western Business Roundtable

RENEWABLE ENERGY

Vestas Nacelles
Solsource
SunSense Solar
Renewable Energy Systems Americas
Clean Energy Collective

REC Solar
CoorsTek
SolarCity
Vestas Wind Systems
RES Americas
RePower
SunDrop Fuels
North Wind
Boulder Wind
Aspen Grove Energy
Don Quixote Green Energy LLC
Nickel Steel
Microgy
CRL Associates
Ottertail Environmental
Bella Energy
Beaver Solar
Buys & Associates
Worley Parsons
Castle Systems LLC
CCIA
Kemergi
Oblique Design
Specialized Electric
E Light Wind & Solar, Inc
Elements Marketing LLC
Denver Sun Sponge
Sustainable Business Group
Solatube International
Vista Geoscience
Advanced Power Products
Metro Denver EDC
Metro Solar
Fagen Inc
Spirae Inc
Ecosure Inc
Univ Colorado/Deming School of Entrepreneurship
Lucid Information Technologies
Avanis Advanced Solar Power
Ernst & Young
Valerus Compression
Ascent Solar
Abound Solar

Lucas Group
SMC Electrical

OIL AND GAS

Anadarko Petroleum Company
Encana Oil & Gas (USA)
Banko Petroleum
Bill Barrett Corporation
Pynergy Petroleum Company
American Shale Oil, LLC
Williams Production RMT
ExxonMobil
Arista Midstream
Sage Petroleum
ACS Energy
PFC Energy
El Paso Corporation
Ra Global Services
Beabout Company
BP America
Trihydro Corp
Pioneer Natural Resources
Rosetta Resources
Colorado Petroleum
Chevron
Siegel Oil
Production Control Services
Colorado Interstate Gas
Shell Oil
Petroleum Field Services
Ayers Associates
Patton Energy Services
Whiting Petroleum
Mesa Energy Partners
Earthstream Global
Plains All American Pipeline LP
Energy Field Specialties
Rocky Mountain Oil & Gas Research
Rex Energy
Texaco
Integrated Production Services
Global Energy Management

Audience

Random sampling of subscriber organizations (continued)

RA Global Services
Weir SPM
PDC Energy
RLP Field Services
EnerGas Resources

POWER GENERATION

Xcel Energy
Next Energy
Tri State Generation & Transmission
Holy Cross Energy
City of Fort Collins
Colorado Springs Utilities
Intermountain Rural Electric
Association
Poudre Valley Electric
Southwest Generation
Colorado Rural Electric Association
Platte River Power Authority
Colorado Springs Utility
RLH Energy

A/E FIRMS

E-Wind & Solar
URS Corporation
Booz Allen Hamilton
Merrick & Company
Ameresco
Story & Welch
Burns & McDonnell
Larson Consulting
Duke Consulting
Power Engineers
The Neenan Company
Tetra Tech
Stantec Consulting
The Energy Consulting Group
AG Construction
TSS Consultants
CRL Associates
WorleyParsons

REAL ESTATE

Eikenhorst & Associates LLC
Realtec
The Broe Group
Bray & Co Real Estate
SDS Real Estate
Commercial Niche Real Estate
Colorado Energy Real Estate Resources LLC
Stonebridge Companies
Century 21 Homestead Realty
Land Development Consultants Inc
Faulkner Land Company

DESIGN & CONSTRUCTION

Mark Young Construction
Gray Construction
Industrial Constructors/Managers Inc
Whitestone Construction
NRG Concrete Placement
Mazzotta Builders LLC
Architectural Energy Corporation
Elk Horn Construction
DCB Construction
Farr Construction
AG Construction
Berry Brothers General Contractors
Milco Constructors
Empire Construction
Western Refractory Construction Inc
Western Foundation Company
Intercon Construction
DCB Construction
NRE Excavating Inc.
AG Construction
Interstate Construction Services

ENERGY LAW

Hogan & Hartson
Beatty & Wozniak PC
Holland & Hart LLP

Faegre & Benson LLP
Shoemaker Ghiselli & Schwartz LLC
Baird Hanson Williams LLP
Alpern Myers Stuart LLC
Davis Graham & Stubbs LLP
Ducker Montgomery Aronstein & Bess PC
Polsinelli Shughart
Shepherd Law Group
Venture Law Advisors LLC
Perkins Energy Law

VENTURE CAPITAL AND FINANCE

Vectra Bank of Colorado
Bank of Colorado
Access Venture Partners
Rain Forest Capital
Wells Fargo Bank
Crestone Funding
Applied Business Capital Group
First Citizens Bank
Cimarron Capital Partners
Smith Barney
Hein & Associates LLP
First Citizens Bank
Home Loan & Investment Co
Capitva Resources
Goldman Sachs

EDUCATION/TRAINING/CAREERS

SOS Staffing Services
University of Colorado/Deming School of Entrepreneurship
University of Colorado/Global Energy Management Program
Colorado State University
University of Colorado at Boulder
Colorado School of Mines
CareerUSA
Ecotech Institute
Workplace Resource
University of Denver
Renewable and Sustainable Energy Institute
Trinidad State Junior College

Western State College
Lincoln College of Technology
Redstone College
Denver Public Schools
Pueblo Community College
Veterans Green Jobs
Front Range Community College
Professional Employment Group
Colorado Workforce Center
Goodwill Industries of Denver
Pikes Peak Community College
Denver Workforce Board
Colorado Mountain College
CSU Extension
Laramie County Community College

CONSULTING

Walsh Environmental
TSS Consultants
CRL Associates
Ottetail Environmental
Natural Resource Group
HRL Compliance Solutions Inc
Suiter & Associates
Element Markets LLC
Sustainable Business Group
A&R Edelman
JPM Consulting
Paricio Specialty Consulting
Alliance Resource Consultants
KVNNow Consulting
Electric Utility Consultants Inc
Terracon Consultants
Brooks Consulting
Stantec Consulting
Navigant Consulting
CPI Consulting Inc
Clark Strategic Marketing
Schmitz Consulting LLC
Duke Consulting
Entente Consulting
Colleran Consulting

Demographics

Make your mark with the industry leader.

Colorado Energy News reaches the broadest audience in the state's energy sector, spanning all stakeholder groups, including traditional oil and natural gas to renewables, efficiency and power generation. Led by a unique mix of compelling and independent journalism, along with new media savvy, CEN has quickly become the largest media platform covering the energy and sustainability markets in Colorado and the Rockies.

Our online readership represents a compelling audience for any industry advertising message,

offering a mix of decision makers that is far more engaged than with other energy media outlets.

If you're looking to reach real decision-makers in this industry, there simply isn't a better choice than Colorado Energy News.

RM Media Group

Digital Solutions for Your Energy World

