



ENERGIZE WEEKLY

EUCI has been offering the Energize Weekly e-newsletter for the power industry since 2004. Providing up-to-date weekly news articles, news links, and blogs, as well as downloads to past presentation materials from our large selection of past conferences, Energize Weekly provides numerous resources for its readership.

With over 15,000 direct newsletter subscribers and an opt-in list of over 200,000 EUCI email subscribers, Energize Weekly reaches decision makers in all facets of the energy industry, including those in the areas of generation, renewable energy, energy efficiency/demand response, transmission, distribution, finance, lawyers, and consultants to name a few.

E-NEWSLETTER ADVERTIZING

Target your e-newsletter advertising to create and enhance brand awareness, drive activity and generate sales leads. Deliver your company's message in the Energize Weekly.

WHITE PAPER PROMOTION

Post your white paper on Energize Weekly to capture qualified leads.

MEASURABLE RESULTS

Regular reports on impressions and clicks, quick turn-around time and the ability to measure response rates make the Energize Weekly a great medium for your messages and offers to the industry and lets you know how your advertising is performing.

RATES*

	Weekly	Monthly	1 Quarter	6 Months
Leaderboard 1 (top of page)	\$ 495.00	\$ 1,695.00	\$ 3,585.00	\$ 6,800.00
Newsletter sponsorship	\$ 395.00	\$ 1,195.00	NA	NA
White paper promotion	\$ 395.00	\$ 1,195.00	\$ 2,500.00	NA
200 x 100 right column	\$ 295.00	\$ 1,095.00	\$ 1,695.00	\$ 3,390.00
Industry news banner	\$ 195.00	\$ 695.00	\$ 1,195.00	\$ 1,990.00
Sponsored story	\$ 2,500.00	NA	NA	NA

If interested in advertising for longer than 6 months, please call 720-988-1253

Advertise Today. Call Jim Vess at 720-988-1253 for More Information.



EUCI | 4601 DTC Blvd., Suite 800 | Denver, CO 80237
 www.euci.com | p: 303-770-8800 | f: 303-741-0849

BECOME A SPONSOR

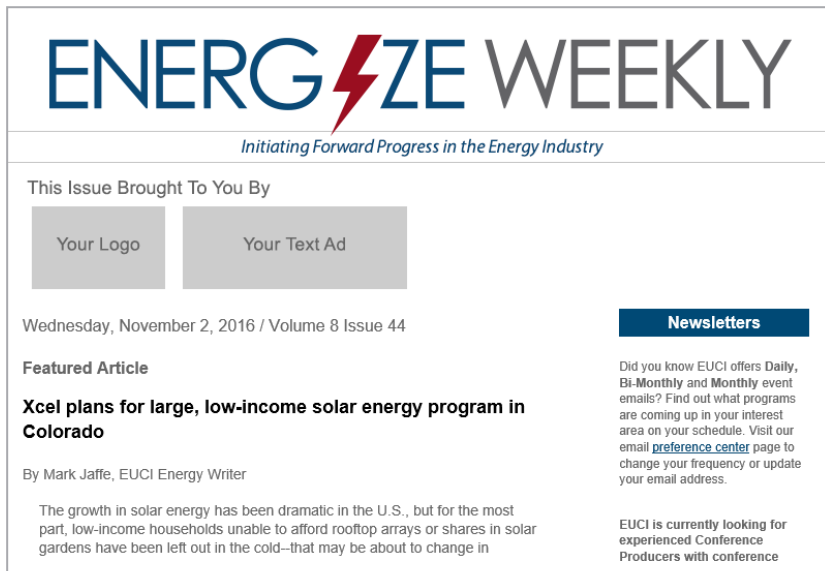
Align your content with EW and elevate your brand. For a flat low rate, you can become a sponsor of Energize Weekly and its content, with a linked text ad and logo in each weekly e-mail send, and premium placement above the week's top stories for maximum visibility.

FREE WEBSITE PROMOTION

A purchase of any three month advertisement will include a complimentary button placement on EUCI's website, which is visited by over 15,000 energy professionals each week.

SPONSORED STORY

Want to drive the conversation on a preferred topic? By choosing the "sponsored content" option from our rate card, EUCI lets you take command of any industry topic by creating a thought leadership piece with consistent audience exposure. Just tell us what topic you want to see featured in the newsletter, and we will create an article for you, featuring your brand and your logo. Story will be featured in both the e-newsletter and online.



*Your ad for Industry News will be placed in the industry section(s) of your choosing. Price is for placement in one section. Discounts may apply for placement in multiple sections. Industry sections available are:

- **Utility Business**
- **Transmission & Distribution**
- **Nuclear**
- **Renewable Energy**
- **Oil**
- **Natural Gas**

Placement in the right column rotates monthly, with all sponsors moving up one spot and the top sponsor moving to the bottom. This way everyone gets at least one send in the top position.

Newsletter sponsorship is on a per-week or per-month basis as demand requires. For those interested in sponsoring the newsletter longer than one month, call 720-988-1253.

White paper promotion includes a selected portion of your paper that will be posted in the center section of the newsletter for maximum visibility, along with an advertiser-supplied PDF or landing page.

WHO SUBSCRIBES TO ENERGIZE?

There are over 15,000 decision makers subscribed to Energize from across the Energy Industry:

T&D	8000 subscribers
Renewables (Biomass/Wind/Solar)	2100 subscribers
Generation	1400 subscribers
Finance/Risk/Accounting	1600 subscribers
Lawyers/regulators	2000 subscribers
General interest	1400 subscribers

We are adding nearly 500 subscribers every month from all over the world.

WHO SUBSCRIBES (CONT)

Most of our subscribers are in upper management positions:

- 'C' level
- Director or similar
- Senior/division managers or similar

Energize subscribers work for companies such as:

- Southern California Edison
- PacifiCorp
- Southern Co.
- Duke Energy
- AEP
- Xcel Energy
- Avista
- Areva-TD
- ABB
- Ameren
- ATC
- BC Hydro
- Constellation Energy
- E.ON US
- Entergy
- Exelon
- ERCOT
- FERC
- FirstEnergy
- Hydro Quebec
- Hydro One

IMAGE SPECIFICATIONS

Banner:

size available = 700px wide by 80px high;
format should be either JPG or GIF;
please provide us with a URL to link to


Buttons:

size available = 200px wide by 100px high;
format should be either JPG or GIF;
please provide us with a URL to link to

News Banners:

size available = 500px wide by 80px high;
format should be either JPG or GIF;
please provide us with a URL to link to

NOTE: The leaderboard banner is first come, first serve. If that spot is already contracted for you will be given the option of going on a wait-list for the spot.



Initiating Forward Progress in the Energy Industry

Wednesday, November 2, 2016 / Volume 8 Issue 44

Newsletters

Featured Article

Xcel plans for large, low-income solar energy program in Colorado

By Mark Jaffe, EUCI Energy Writer

The growth in solar energy has been dramatic in the U.S., but for the most part, low-income households unable to afford rooftop arrays or shares in solar gardens have been left out in the cold—that may be about to change in Colorado.

Xcel Energy, the state's largest electricity provider, is proposing a plan for nearly 20 megawatts of solar arrays for low-income customers, enough for 7,000 to 8,000 households, according to Joseph Pereira, director of low-income energy services at the Colorado Energy Office (CEO).

[Read the full article here](#)

Did you know EUCI offers Daily, Bi-Monthly and Monthly event emails? Find out what programs are coming up in your interest area on your schedule. Visit our email [preference center](#) page to change your frequency or update your email address.

EUCI is currently looking for experienced Conference Producers with conference development experience in the electric and/or oil & gas industry! [Please see our website for more details.](#)

Your source to reach over 200,000 Energy Industry professionals

Featured Event

Facing the Challenges of Aging T&D Infrastructure, December 7-8, 2016, New Orleans, LA

Faced with aging transmission and distribution systems and limited O&M budgets, utilities are being pressed to maximize the lifespan of their current equipment while facing heavy scrutiny from both internal and external stakeholders. This conference will provide attendees with clear strategies for managing classifying and prioritizing the repair and replacement of their aging T&D systems.

The format for this conference is meant to be as interactive as possible for attendees allowing them to engage in meaningful question and answer sessions for each presentation as well as a facilitated round table discussion that will bring forth any remaining questions and topics for open discussion among all attendees and speakers. Focusing on real experiences from leading utilities, attendees will be equipped with tools to address problem components and justify their maintenance decisions to management, regulators, and external stakeholders.

[Click here for more information](#)

Featured Download

[Improving Payment Patterns for Low-Income Electricity Customers](#)

Presented by Rachel Anderson, Policy Advisor, Strategic Policy at Ontario Energy Board at EUCI's 8th Annual Credit and Collections for Utilities: Canada held April 25-26, 2016 in Toronto, ON.

UTILITY BUSINESS NEWS

NextEra agrees to buy rest of Oncor for \$2.4 billion

U.S. power producing giant NextEra Energy has announced a series of transactions that, when combined with a previous deal, would give the company complete ownership of the electricity transmission business Oncor Electric Delivery Co.

NextEra said this week it would buy the remaining 20 percent stake of Oncor owned by Texas Transmission Holdings Corp. for about \$2.4 billion in cash. The company had agreed to buy an 80 percent indirect stake in Oncor in a deal valued about \$18.4 billion. NextEra said it would also buy a 0.22 percent interest in Oncor owned by Oncor Management Investment LLC for about \$27 million.

[Read the full article here](#)

In the News

- [These coal companies went broke, yet their PACs found money to give to candidates](#)
- [Where electric utilities are putting their money in the 2016 election](#)
- [PA Senate Bill Threatens Energy-Efficiency Efforts](#)
- [PUC to adopt changes to its alternative energy regulation](#)

NUCLEAR NEWS

Exelon to introduce New York-inspired nuclear subsidy bill

Exelon says it is preparing new legislation for the Illinois legislature to help prop up two at-risk nuclear facilities, as new earnings report shows decreased capacity prices and write-downs related to decommissioning nuclear plants.

Representatives of the Chicago-based Exelon and its subsidiary, Commonwealth Edison, say they have briefed lawmakers and staffers for Gov. Bruce Rauner on the state of a far-reaching energy bill that will include subsidies for nuclear plants and incorporate a "social cost of carbon" metric as a basis for rewarding nuclear plants for producing carbon-free energy.

[Read the full article here](#)

In the News

Advertising

Enhance your brand with over 200,000 energy industry professionals by delivering your company's message in Energize Weekly. Get maximum visibility, drive activity, and generate quality sales leads.

Available for weekly, monthly, and quarterly advertising inserts and sponsorships. Please contact Jim Vess at jvess@euci.com or 720-988-1253 for more information.

Upcoming Events

- [Full Event Listing](#)

Contribute to Energize Weekly!

Do you like to write about energy industry topics? Do you want to reach thousands of energy professionals across the United States and Canada?

EUCI is expanding and we want your help. We are looking for freelance writers, bloggers, and topic experts to contribute to our rapidly growing Energize Weekly newsletter.

As part of our effort to expand, EUCI is looking for contributions covering the following areas:

- Generation
- Renewable Energy
- Efficiency/Demand Response
- Transmission/Distribution
- Finance
- Regulatory
- Nuclear Energy
- Oil and Gas

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