



ESI-AFRICA.COM

The online power journal of Africa



MISSION

ESI Africa is the leading portal delivering power and utility management news, connecting industry leaders to instant news, information and direct business opportunities for a truly innovative business experience.

**Market size too small?
Esi.com will expand your horizons!**

As part of Spintelligent's complete power media solution, esi-africa.com offers up-to-the-minute industry news, ESI Africa magazine archives and comprehensive conference and exhibition information.

Make yourself visible on a powerful online platform designed to bring your clients home and ensure that you are getting the most out of your marketing activity

Esi-africa.com delivers, whether on its own or as part of an integrated print, event and online campaign.



Tap into **esi-africa.com's** global reach and receive the following benefits:

- Detailed lead generation, letting you know exactly who is downloading or linking to your information
- Time and cost effective exposure, designed and managed by the esi-africa.com team
- Quantifiable, monthly web stats proving efficacy

Campaign options

Virtual Press Office:

The Virtual Press Office houses corporate micro-sites that provide comprehensive and focused messaging on companies, their products and services, contact details and latest press releases and white papers. Designed and managed by esi-africa.com the Virtual Press Office is cost and time-effective.

Type	Features
Gold \$895 per month	<ul style="list-style-type: none"> • Customised VPO design • Company overview • Max 10 press releases • Max 10 white papers • Company and logo featured on homepage • Products included in product of the day • Press releases included in e-news • Banner advertising on home page (min of 25% of impressions are reserved for Gold members) • Company logo listings on bottom of home page • 1x PRO+ registration (Includes access to all content on metering.com and a 12 month subscription to ESI Africa magazine.)
Silver \$485 per month	<ul style="list-style-type: none"> • Choice of 2 VPO designs • Company overview • Max 5 press releases per month • Press releases included in the e-news • Max 5 white papers • Company logo listings on bottom of home page • 1x PRO+ registration (Includes access to all content on metering.com and a 12 month subscription to ESI Africa magazine.)
Bronze \$245 per month	<ul style="list-style-type: none"> • Standard VPO page design • Company Overview • Max 2 new press releases per month

E-newsletter:

Promote or advertise your company in the bi-weekly esi-africa.com e-newsletter sent to the inboxes of over 13 000 subscribers!

- Banners: mini, skyscraper and super banner
- Text based advertisements
- Press releases
- Logos



Dual media package:

The ESI-Africa team can offer premier companies an enhanced marketing package, across print in ESI-Africa, digital on www.esi-africa.com, and the Spintelligent series of Power events, to support detailed marketing objectives. Contact the publisher or representative for a customised package, at advantageous rates.

Banner Advertising:



- **Leaderboard ad**
968 X100 pixels high, the leaderboard is the width of the page and lies between the masthead and content of the site
- **Super Banner ad**
468 X by 60 pixels high, the super banner is placed at the top of the page
- **Page peel**
Page-peel-away graphic on the top right edge of the site leading customers to sponsor's customised VPO
- **Mini banner ad**
260 X 50 pixels high, the mini banner is situated beneath the super banner
- **Skyscraper ad**
120 X 600 pixels high, a skyscraper ad is placed to the right of content on the page
- **MPU ad**
260 X 250 pixels high, a multi purpose unit is placed beneath the skyscraper
- **VPO ad**
130 X 190 pixels high, dedicated for VPO banners

Rates

Homepage ** All rates per month*

Page peel	US\$ 472	Combined with gold VPO US\$ 742
Leaderboard	Sole Ownership US\$ 337	50% Ownership US\$ 202
Super banner	Sole Ownership US\$ 297	50%Ownership US\$ 189
Skyscraper	Sole Ownership US\$ 270	50%Ownership US\$ 162
MPU	Sole Ownership US\$ 270	50% Ownership US\$ 202
Mini banner	Sole Ownership US\$ 162	50% Ownership US\$ 114

Regional and Industry Sector Homepage ** All rates per month*

Leaderboard	Sole Ownership US\$ 202	50% Ownership US\$ 114
Super banner	Sole Ownership US\$ 189	50% Ownership US\$ 95
Skyscraper	Sole Ownership US\$ 148	50% Ownership US\$ 87
MPU	Sole Ownership US\$ 202	50% Ownership US\$ 128
Mini banner	Sole Ownership US\$ 114	50% ownership US\$ 74

Podcast

Podcast campaign	US\$ 742 per month / Podcast on own US\$ 344
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E-Newsletter

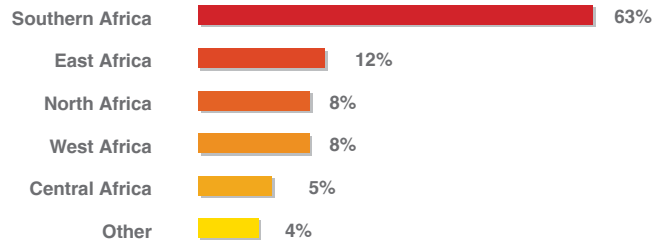
Super banner	US\$ 94 (per week)
Skyscraper	US\$ 67 (per week)
Mini banner	US\$ 52 (per week)
Publication of commercial press releases in e-news and website	US\$ 67 (per week)

Material specifications:

- Files may be supplied in JPEG or animated GIF format no larger than 25 k
- Ensure that flash images have embedded click throughs and the file is no larger than 30 k
- Podcasts: MP3 file not larger than 15 megs



User by region:



User reach: *average on a monthly basis

6 000+

Page views per month

Contact:

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All data subject to change without notice

