



# 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
<b>Gold</b> R4 995 per month	<ul style="list-style-type: none"> <li>• Customised VPO design</li> <li>• Company overview</li> <li>• Max 10 press releases</li> <li>• Max 10 white papers</li> <li>• Company and logo featured on homepage</li> <li>• Products included in product of the day</li> <li>• Press releases included in e-news</li> <li>• Banner advertising on home page (min of 25% of impressions are reserved for Gold members)</li> <li>• Company logo listings on bottom of home page</li> <li>• 1x PRO+ registration (Includes access to all content on metering.com and a 12 month subscription to ESI Africa magazine.)</li> </ul>
<b>Silver</b> R2 695 per month	<ul style="list-style-type: none"> <li>• Choice of 2 VPO designs</li> <li>• Company overview</li> <li>• Max 5 press releases per month</li> <li>• Press releases included in the e-news</li> <li>• Max 5 white papers</li> <li>• Company logo listings on bottom of home page</li> <li>• 1x PRO+ registration (Includes access to all content on metering.com and a 12 month subscription to ESI Africa magazine.)</li> </ul>
<b>Bronze</b> R1 295 per month	<ul style="list-style-type: none"> <li>• Standard VPO page design</li> <li>• Company overview</li> <li>• Max 2 new press releases per month</li> </ul>

#### 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

**Homepage** \* All rates per month

Page peel	R3500	Combined with gold VPO R5500
Leaderboard	Sole Ownership R2500	50% Ownership R1500
Super banner	Sole Ownership R2200	50%Ownership R1400
Skyscraper	Sole Ownership R2000	50%Ownership R1200
MPU	Sole Ownership R2000	50% Ownership R1500
Mini banner	Sole Ownership R1200	50% Ownership R850

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

Leaderboard	Sole Ownership R1500	50% Ownership R850
Super banner	Sole Ownership R1400	50% Ownership R700
Skyscraper	Sole Ownership R1100	50% Ownership R650
MPU	Sole Ownership R1500	50% Ownership R950
Mini banner	Sole Ownership R850	50% ownership R550

**Podcast**

Podcast campaign	R5500 per month / Podcast on own R2550
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**E-Newsletter**

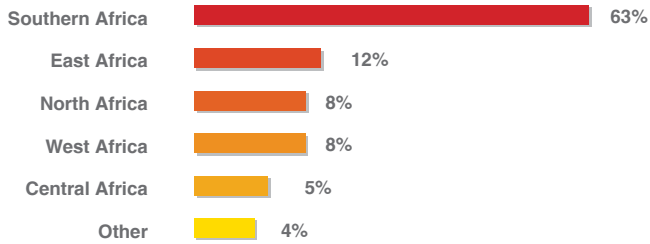
Super banner	R700 (per week)
Skyscraper	R500 (per week)
Mini banner	R390 (per week)
Publication of commercial press releases in e-news and website	R500 (per week)

**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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