



# METERING.COM

*One Portal...One World...metering.com*



MEDIA KIT

## MISSION

metering.com is the leading global portal for metering and customer management news, information and networking for the utility, metering, billing and customer service communities, connecting suppliers, vendors and industry leaders for a truly innovative online business experience.

## **Expand your horizons with metering.com and discover how you measure up**

metering.com is part of the Metering International brand, which is the global leader for delivering metering, billing and customer management news and information.

metering.com is updated daily with news and information creating a dynamic site. A wide range of innovative and interactive advertising formats ensure that you are getting the most out of your marketing activity and making your company information visible, accessible and effective.

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

**METERING**  
INTERNATIONAL



## Tap into [metering.com](http://metering.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 metering.com team
- Quantifiable, monthly web stats proving efficacy

A

### Leaderboard ad

968 X100 pixels high, the leaderboard is the width of the page and lies between the masthead and content of the site

B

### Super banner ad

468 X 60 pixels, the super banner is placed at the top of the page

C

### Mini banner ad

260 X 50 pixels, the mini banner is situated beneath the super banner

D

### Large button

180 X 150 pixels, integrated within the site's main navigation the large button allows for premium placement.

E

### Top banner

468 X 60 pixels, the banner is placed at the top of the page

F

### Skyscraper ad

120 X 600 pixels, a skyscraper ad is placed to the right of content on the page

G

### Small button

134 X 97 pixels, a button is placed to the right of content on the page

H

### VPO banner

130 X 190 pixels, reserved for Gold VPO members only

I

### Mid banner

468 X 60 pixels, the mid banner is placed in the middle of the page

J&K

### MPU ad

260 X 250 pixels, a multi purpose unit is placed beneath the skyscraper

### Roadblocks (pre-site)

640 X 480 pixels, roadblocks are pre-site, full screen ads that intrigue the visitor and can't be ignored. Roadblocks tend to generate high response rates and are exclusive positions - only one advertiser per week.

### Page peel

specs, corner: 100 x 100 (full area 500 x 500, utilizing right corner of 100 x 100 for design), peel back 500 x 500

The screenshot shows the metering.com website interface. The layout includes a top navigation bar, a main content area with several articles, and a right-hand sidebar. Various advertising spots are marked with letters A through K:

- A:** Leaderboard ad at the top of the page.
- B:** Super banner ad below the navigation bar.
- C:** Mini banner ad below the super banner.
- D:** Large button in the main navigation area.
- E:** Top banner ad at the top of the main content area.
- F:** Skyscraper ad on the right side of the page.
- G:** Small button on the right side of the page.
- H:** VPO banner on the right side of the page.
- I:** Mid banner ad in the middle of the page.
- J:** MPU ad at the bottom of the page.
- K:** Roadblock ad at the bottom of the page.

All banners can be sent in: jpg, animated gif or flash format no larger than 30 kb

All advertising subject to our standard terms and conditions, available at [www.metering.com](http://www.metering.com)

All data subject to change without notice



## Rates

### Homepage *\* All rates per month*

Page peel	US\$2 850	Combined with gold VPO US\$3 995
A Leaderboard Sole Ownership		US\$3 150
B Super Banner Sole Ownership		US\$2 800
C Mini Banner Sole Ownership		US\$1 950
D Large Button Sole ownership		US\$2 600
E Top Banner Sole ownership		US\$2 800
F Skyscraper Sole Ownership		US\$2 600
G Small button		US\$1 800
H Reserved for Gold VPO members, rotating		
I Mid Banner		US\$2 800
J & K MPU Sole Ownership		US\$1 950

Featured editorial	US\$3995 per month, promoted for 4 weeks in the enews letter. Lead generation capability.
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### Regional and Industry Sector Homepage *\* All rates per month*

Leaderboard	US\$1 300
Super banner	US\$1 050
Skyscraper	US\$950
MPU	US\$800
Mini banner	US\$675

### Podcast

Podcast campaign	US\$3 995 per month, promoted in enews letter for 4 weeks.
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### Virtual Press Office *\* per month / 6 month minimum*

Gold	US\$1 297
Silver	US\$597
Bronze	US\$297

### Enewsletter

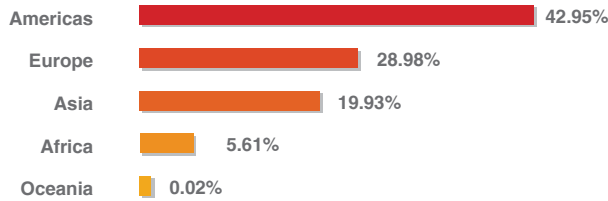
Super banner	US\$1 297 (per week)
Skyscraper	US\$997 (per week)
Mini banner	US\$597 (per week)
Publication of commercial press releases in Enews and website	US\$595 (per week)

### Material specifications:

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



### Users by region:



### User reach: \*average on a monthly basis

**24 000+**

Users globally

**Unique visits**

16 000+

**55 000+**

Page views per month

**Enewsletter distribution**

30 000+

**#1**

Site for the metering and customer management professionals

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**“We are really pleased with the results of the marketing campaign we are running on metering.com, we are achieving a high success rate.”**

*M<sup>a</sup> Esperanza Castro Campos, Marketing Program Manager - Electric, Telvent*

For more information and data, please visit [www.metering.com](http://www.metering.com) or contact:

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