



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





Leaderboard ad **US\$3 150**
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 **US\$2 800**
468 X 60 pixels, the super banner is placed at the top of the page



Mini banner ad **US\$1 950**
260 X 50 pixels, the mini banner is situated beneath the super banner



Large button **US\$2 600**
180 X 150 pixels, integrated within the site's main navigation the large button allows for premium placement.



Top banner **US\$2 800**
468 X 60 pixels, the banner is placed at the top of the page



Skyscraper ad **US\$2 600**
120 X 600 pixels, a skyscraper ad is placed to the right of content on the page



Small button **US\$1 800**
134 X 97 pixels, a button is placed to the right of content on the page



VPO banner **Gold package**
130 X 190 pixels, reserved for Gold VPO members only



Mid banner **US\$2 800**
468 X 60 pixels, the mid banner is placed in the middle of the page



MPU ad **US\$1 950**
260 X 250 pixels, a multi purpose unit is placed beneath the skyscraper

Roadblocks (pre-site) **US\$4 795**
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 **US\$2 850**
specs, corner: 100 x 100 (full area 500 x 500, utilizing right corner of 100 x 100 for design), peel back 500 x 500



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

Material specifications:

- Files may be supplied in JPEG or animated GIF format no larger than 30 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



All advertising subject to our standard terms and conditions, available at www.metering.com

All data subject to change without notice

Metering/Billing/MDM Webcast Program

US\$14 497

The Metering/Billing/MDM webcast program is an innovative way for clients to continue to strengthen their branding, demonstrate thought leadership, and generate qualified leads in a high visibility, easy-to-implement turnkey program. The Metering/Billing/MDM webcast program includes the following features and benefits:

- One 60-minute session; Metering International recommends 2 – 3 speakers per webcast with one being a client and one being a senior product or solutions manager from your company; possibly a third-party researcher or consultant can also be included to establish objective market conditions.
- Promotional campaign is managed by the Metering International marketing team and includes:
 - Design of an HTML email branded with the sponsoring company's identity to be used to promote the webcast
 - Four separate "sends" of the promotional email to the Metering.com e-newsletter subscribers (36,000+) and Metering International conference delegate lists; one per week in the four weeks leading up to the webcast
 - Promotion on the metering.com website and newsletter in the four weeks leading up to the webcast
- Turnkey management of all technical and logistical requirements; the sponsoring company does not need to provide any technical or logistical support
- Webcast is archived for one month after the date of the webcast and is promoted during this period via Metering.com
- Digital copy of the webcast provided for the sponsoring company for use in training or marketing
- Registration list with contact information provided for sponsoring company

Sponsoring company only needs to select the topic, provide the speakers, and the content in PowerPoint format. The Metering International marketing and production team will manage the rest of the process, includes up to 150 attendees.

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 metering.com the Virtual Press Office is cost and time-effective.

Type Gold US\$1 897	Features <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• 1xPRO+ registration (Includes access to all content on metering.com and a 12 month subscription to Metering International the magazine.)
Silver US\$997	<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• 1xPRO+ registration (Includes access to all content on metering.com and a 12 month subscription to Metering International the magazine.)
Bronze US\$597	<ul style="list-style-type: none">• Standard VPO page design• Company Overview• Max 2 new press releases per month

Other rates

Podcast

Podcast campaign	US\$3 995 per month, promoted in enews letter for 4 weeks.
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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)

Job shop

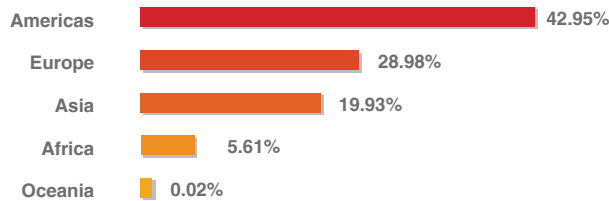
1 month posting in job shop on home page, and 4 X weekly promotions in enewsletter	US\$850
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Users by region:



User reach: *average on a monthly basis

24 000+

Users globally

Unique visits

16 000+

55 000+

Page views per month

Enewsletter distribution

34 700+

#1

Site for the metering and customer management professionals

Contact:

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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^a Esperanza Castro Campos, Marketing Program Manager - Electric, Telvent

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