

# Promotional Services & Options

## Magazine

### Display Advertising

High-Impact advertisements in an extended range of sizes and placements with full-color display spots. Nothing beats a display advertisement in terms of impact, exposure and raising awareness to your company's products and services!

| Ref #   | Option                      | Dimensions (W x H) mm | 1-3 Insertions | 4-6 Insertions (15% discount) | 7-9 Insertions (30% discount) | 10-12 Insertions (45% discount) |
|---------|-----------------------------|-----------------------|----------------|-------------------------------|-------------------------------|---------------------------------|
| M-DA-1  | Gatefold                    | 400 x 280             | \$7,500        | \$6,375                       | \$5,250                       | \$4,125                         |
| M-DA-2  | Poster                      | 420 x 594             | \$5,000        | \$4,250                       | \$3,500                       | \$2,750                         |
| M-DA-3  | Full-Page Spread            | 400 x 280             | \$4,500        | \$3,825                       | \$3,150                       | \$2,475                         |
| M-DA-4  | ½ Page Spread               | 400 x 140             | \$3,500        | \$2,975                       | \$2,450                       | \$1,925                         |
| M-DA-5  | 2 <sup>nd</sup> cover (IFC) | 200 x 280             | \$3,250        | \$2,763                       | \$2,275                       | \$1,788                         |
| M-DA-6  | 3 <sup>rd</sup> cover (IBC) | 200 x 280             | \$3,250        | \$2,763                       | \$2,275                       | \$1,788                         |
| M-DA-7  | 4 <sup>th</sup> cover (OBC) | 200 x 280             | \$3,500        | \$2,975                       | \$2,450                       | \$1,925                         |
| M-DA-8  | Full-Page                   | 200 x 280             | \$2,750        | \$2,338                       | \$1,925                       | \$1,513                         |
| M-DA-9  | 2/3 Page (Vertical)         | 108 x 242             | \$2,250        | \$1,913                       | \$1,575                       | \$1,238                         |
| M-DA-10 | ½ Page (Vertical)           | 80 x 242              | \$2,000        | \$1,700                       | \$1,400                       | \$1,100                         |
| M-DA-11 | ½ Page (Horizontal)         | 164 x 120             | \$2,000        | \$1,700                       | \$1,400                       | \$1,100                         |
| M-DA-12 | ½ Page (Island)             | 108 x 188             | \$2,000        | \$1,700                       | \$1,400                       | \$1,100                         |
| M-DA-13 | 1/3 Page (Vertical)         | 99 x 165              | \$1,500        | \$1,275                       | \$1,050                       | \$825                           |
| M-DA-14 | 1/3 Page (Horizontal)       | 165 x 99              | \$1,500        | \$1,275                       | \$1,050                       | \$825                           |
| M-DA-15 | ¼ Page (Vertical)           | 80 x 100              | \$1,000        | \$850                         | \$700                         | \$550                           |
| M-DA-16 | ¼ Page (Horizontal)         | 164 x 60              | \$1,000        | \$850                         | \$700                         | \$550                           |

### Classified Advertising (Buyer's Guide)

The Buyers' Guide is dedicated to companies planning to test the market with a limited budget. It is a service that offers high exposure at a nominal cost. The classified Ad includes company logo, product photo & brief description as well as contact details.

| Ref #  | Option        | Dimensions (W x H) mm | 1-3 Insertions | 4-6 Insertions (15% discount) | 7-9 Insertions (30% discount) | 10-12 Insertions (45% discount) |
|--------|---------------|-----------------------|----------------|-------------------------------|-------------------------------|---------------------------------|
| M-CA-1 | Buyer's Guide | 90 x 60               | \$550          | \$468                         | \$385                         | \$303                           |

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Promoted Content (Advertorial)

This option has double use; to get story to energyHQ's readers and to maximize the company's exposure by placing its editorial content at a prime / chosen location with full contact details! A great option for those with a limited budget yet seek high awareness.

| Ref #  | Option   | Dimensions (W x H) mm | 1-3 Insertions | 4-6 Insertions (15% discount) | 7-9 Insertions (30% discount) | 10-12 Insertions (45% discount) |
|--------|--|-----------------------|----------------|-------------------------------|-------------------------------|---------------------------------|
| M-PC-1 | Company Profile & Executive Interview (2 Full-Pages) | 400 x 280             | \$2,500        | \$2,125                       | \$1,750                       | \$1,375                         |
| M-PC-2 | Full-Page  | 200 x 280             | \$2,000        | \$1,700                       | \$1,400                       | \$1,100                         |
| M-PC-3 | <sup>2</sup> / <sub>3</sub> Page (Vertical)          | 108 x 242             | \$1,750        | \$1,488                       | \$1,225                       | \$963                           |
| M-PC-4 | <sup>1</sup> / <sub>2</sub> Page (Vertical)          | 80 x 242              | \$1,500        | \$1,275                       | \$1,050                       | \$825                           |
| M-PC-5 | <sup>1</sup> / <sub>2</sub> Page (Horizontal)        | 164 x 120             | \$1,500        | \$1,275                       | \$1,050                       | \$825                           |
| M-PC-6 | <sup>1</sup> / <sub>3</sub> Page (Vertical)          | 99 x 165              | \$1,500        | \$1,275                       | \$1,050                       | \$825                           |
| M-PC-7 | <sup>1</sup> / <sub>3</sub> Page (Horizontal)        | 165 x 99              | \$1,500        | \$1,275                       | \$1,050                       | \$825                           |
| M-PC-8 | <sup>1</sup> / <sub>4</sub> Page (Vertical)          | 80 x 100              | \$1,000        | \$850                         | \$700                         | \$550                           |
| M-PC-9 | <sup>1</sup> / <sub>4</sub> Page (Horizontal)        | 164 x 60              | \$1,000        | \$850                         | \$700                         | \$550                           |

## Material Placement (Inserts)

- **Leaflets:** the act of distributing leaflets with energyHQ issues. Leaflets are usually folded and presented in a slightly more elaborate fashion.
- **Flyers:** the act of distributing leaflets with energyHQ issues. Flyers are usually single pieces of paper inserted in the magazine and distributed at events where we are participating.
- **Brochures:** Distribute informative paper document which can be folded into a template, pamphlet, or leaflet.
- **Fixed Inserts:** A popular and effective form of advertising as it makes your advert stand out from the rest!
- **Company Profile & Executive Interview:** This offers comprehensive coverage of your company's history and products, including an interview with a chosen executive.

| Ref #  | Option       | Dimensions (W x H) mm | 1-3 Insertions | 4-6 Insertions (15% discount) | 7-9 Insertions (30% discount) | 10-12 Insertions (45% discount) |
|--------|--------------|-----------------------|----------------|-------------------------------|-------------------------------|---------------------------------|
| M-MP-1 | Brochure     | 200 x 280             | \$4,500        | \$3,825                       | \$3,150                       | \$2,475                         |
| M-MP-2 | Bookmark     | 100 x 280             | \$3,000        | \$2,550                       | \$2,100                       | \$1,650                         |
| M-MP-3 | Leaflet      | 100 x 280             | \$2,500        | \$2,125                       | \$1,750                       | \$1,375                         |
| M-MP-4 | Flyer        | 75 x 200              | \$2,000        | \$1,700                       | \$1,400                       | \$1,100                         |
| M-MP-5 | Fixed-Insert | 75 x 150              | \$1,500        | \$1,275                       | \$1,050                       | \$825                           |

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Website

### Banners

For ultimate exposure, place your hyperlinked web banner to your company's website, landing page or e-mail address on energyHQ's website via a Leaderboard Banner, MPU Banner, Half Page, Rectangle Banner, Square Banner, Circle Banner, skyscraper Banner, convertible banner and/or a Billboard Banner.

| Ref #   | Option                | Dimensions (W x H) mm | 1-3 Insertions | 4-6 Insertions (15% discount) | 7-9 Insertions (30% discount) | 10-12 Insertions (45% discount) |
|---------|-----------------------|-----------------------|----------------|-------------------------------|-------------------------------|---------------------------------|
| W-BA-1  | Skyscraper (½ Page)   | 300 x 600             | \$2,000        | \$1,700                       | \$1,400                       | \$1,100                         |
| W-BA-2  | Skyscraper (Wide)     | 160 x 600             | \$1,750        | \$1,488                       | \$1,225                       | \$963                           |
| W-BA-3  | Skyscraper (Regular)  | 120 x 600             | \$1,500        | \$1,275                       | \$1,050                       | \$825                           |
| W-BA-4  | Billboard             | 970 x 250             | \$1,750        | \$1,488                       | \$1,225                       | \$963                           |
| W-BA-5  | Leaderboard (Large)   | 970 x 90              | \$1,250        | \$1,063                       | \$875                         | \$688                           |
| W-BA-6  | Leaderboard (Regular) | 728 x 90              | \$750          | \$638                         | \$525                         | \$413                           |
| W-BA-7  | Rectangle (Large)     | 336 x 280             | \$850          | \$723                         | \$595                         | \$468                           |
| W-BA-8  | Rectangle (Regular)   | 300 x 250             | \$600          | \$510                         | \$420                         | \$330                           |
| W-BA-9  | Square (Large)        | 250 x 250             | \$750          | \$638                         | \$525                         | \$413                           |
| W-BA-10 | Square (Regular)      | 200 x 200             | \$500          | \$425                         | \$350                         | \$275                           |
| W-BA-11 | Mid-Page Unit (MPU)   | 300 x 250             | \$600          | \$510                         | \$420                         | \$330                           |
| W-BA-12 | Mobile Banner (Large) | 320 x 100             | \$400          | \$340                         | \$280                         | \$220                           |

## Newsletter

Gain momentum via promoting your content in our email newsletters. Our useful & effective newsletters engage customers with your company and gets them to pay attention to your brand and advertisement and helps build loyalty to your company.

### Promoted Content

Content included in our website along with image, with a read more link which would take recipient to the energyHQ's website for the remainder of the content. The content shall remain on our website and would be accessible not only during the e-Newsletter sending date.

| Ref #  | Option           | Dimensions (W x H) mm | 1-3 Insertions | 4-6 Insertions (15% discount) | 7-9 Insertions (30% discount) | 10-12 Insertions (45% discount) |
|--------|------------------|-----------------------|----------------|-------------------------------|-------------------------------|---------------------------------|
| N-PC-1 | Promoted Content | NA                    | \$1,500        | \$1,275                       | \$1,050                       | \$825                           |

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Banners

Hyperlinked Banner size 180 x 138 Px (WxH) Text to go beside the banner is 40 words with read more option as the content will be on our website and accessible at all times. Background color code to be provided by client based on Hex Color Code.

Hyperlinked Banner size 728 x 90 PX(WxH)

| Ref #  | Option                                      | Dimensions (W x H) mm | 1-3 Insertions | 4-6 Insertions (15% discount) | 7-9 Insertions (30% discount) | 10-12 Insertions (45% discount) |
|--------|---|-----------------------|----------------|-------------------------------|-------------------------------|---------------------------------|
| N-BA-1 | Banner + Text (40 words) & Background Color | 180 x 138             | \$1,500        | \$1,275                       | \$1,050                       | \$825                           |
| N-BA-2 | Banner                                      | 728 x 90              | \$1,000        | \$850                         | \$700                         | \$550                           |

## Sponsorship

By considering this option, the entire newsletter is reserved for your company and thus no other promotional items (no Banners or Promoted Content can be included in said newsletter since all its sections would contain promotional items / material related to your company. This is extremely high exposure since your company would benefit from all the possible exposure options and would have a solo newsletter dedicated to your products/services.

| Ref #  | Option                 | Dimensions (W x H) mm | 1-3 Insertions | 4-6 Insertions (15% discount) | 7-9 Insertions (30% discount) | 10-12 Insertions (45% discount) |
|--------|------------------------|-----------------------|----------------|-------------------------------|-------------------------------|---------------------------------|
| N-SP-1 | Newsletter Sponsorship | NA                    | \$6,000        | \$5,100                       | \$4,200                       | \$3,300                         |

*N.B: Rates are in USD. Amounts quoted are per insertion.*

## Social

With a large, specialized and updated database comprised of leading companies, establishments, manufacturers, importers and agents / dealers involved in the energy industry, using this promotional service is a highly effective tool which you can use to target your audience of choice at a relatively low budget.

| Ref #  | Option   | Dimensions (W x H) mm | 1-3 Insertions | 4-6 Insertions (15% discount) | 7-9 Insertions (30% discount) | 10-12 Insertions (45% discount) |
|--------|--|-----------------------|----------------|-------------------------------|-------------------------------|---------------------------------|
| E-MM-1 | Direct Email Marketing HTML Template / 100 KB" | 900 px Width          | \$450          | \$383                         | \$315                         | \$248                           |

*Rates are in USD - Amounts quoted are per CPM (cost per mille - for each 1000 contacts in email campaign)*

## Social

energyHQ's active presence on LinkedIn, Facebook, Instagram, Twitter & YouTube translates to engaged communities who enjoy daily updated medium of informative industry channels,

This provides you with unique opportunity of keeping up to date on our latest industry features and news, as well as a space to make promotional posts related to your products and services and hence directly target our specialized & worldwide audience involved in the energy industry.

### Facebook

| Ref #  | Image             | Dimensions (W x H) mm | Other Specs   | File Format     | Price   |
|--------|-------------------|-----------------------|---------------|-----------------|---------|
| S-FB-1 | The Deal          | 1200 X 675 pixels     | 1.91:1 to 1:1 | PNG, JPG, GIF   | 200 USD |
| S-FB-2 | Champ Video       | 1080 x 1080 pixels    | 30 Sec        | MP4 or .MOV     | 400 USD |
| S-FB-3 | Stories Ads Image | 1080 x 1080 pixels    | 9:16          | PNG, JPG, GIF   | 350 USD |
| S-FB-4 | Stories Ads Image | 1080 x 1080 pixels    | 1.91 to 9:16  | MP4, MOV or GIF | 350 USD |

Headline: 40 characters. Primary text: 125 characters. Description (images): 30 characters.

### Twitter

| Ref #  | Image            | Dimensions (W x H) mm | Other Specs   | File Format    | Price   |
|--------|------------------|-----------------------|---------------|----------------|---------|
| S-TW-1 | Sales Card       | 1500 x 500 Pixels     | 3:01          | PNG, JPG, GIF  | 200 USD |
| S-TW-2 | Sales Card Large | 1200 x 628 Pixels     | 1.91:1        | PNG, JPG, GIF  | 200 USD |
| S-TW-3 | Website Card     | 800 X 800 Pixels      | 1:01          | PNG, JPEG, GIF | 200 USD |
| S-TW-4 | Fun Promotions   | 506 x 253 Pixels      | 1.91:1 to 1:1 | PNG, JPG, GIF  | 200 USD |

Title Text: 70 characters (May truncate depending on device and app settings) Note: Two lines of text will render on the card title. Text beyond this will truncate with an ellipsis.

### LinkedIn

| Ref #  | Image          | Dimensions (W x H) mm | Other Specs  | File Format   | Price   |
|--------|----------------|-----------------------|--------------|---------------|---------|
| S-LI-1 | Hero Image     | 1536 x 768 Pixels     | 2Mb          | PNG, JPG, GIF | 200 USD |
| S-LI-2 | Reach and Read | 1584 x 396 Pixels     | 8Mb          | PNG, JPG, GIF | 200 USD |
| S-LI-3 | Video Ad Specs | 1920 x 1080 pixels    | 200 MB (max) | MP4           | 250 USD |

Ad name 255 characters, Headline: 70 characters, Introductory text: 150 characters.

### Instagram

| Ref #  | Image          | Dimensions (W x H) mm | Other Specs | File Format   | Price   |
|--------|----------------|-----------------------|-------------|---------------|---------|
| S-IN-1 | Sales in a box | 1080 x 1080 Pixels    | 9:16        | PNG, JPG, GIF | 200 USD |
| S-IN-2 | IGTV Feed      | 1079 x 1350 Pixels    | 9:16        | AAC.          | 250 USD |
| S-IN-3 | My Stories     | 1080 x 1920 Pixels    | 9:16        | PNG, JPG, GIF | 250 USD |

14% (250 Pixels) of the top and bottom of the image free from text and logos.

### YouTube

| Ref #  | Image                 | Dimensions (W x H) mm | Other Specs | File Format | Price   |
|--------|-----------------------|-----------------------|-------------|-------------|---------|
| S-YT-1 | Video Uploads (Sales) | 1280 X 720            | 6 MB        | HD minimum  | 200 USD |
| S-YT-2 | Banner Image          | 2048 x 1152           | 6 MB        | HD minimum  | 200 USD |

All videos must be minimum HD standard.