

ENERGY MANAGER

WWW.ENERGY-MANAGER.CA  @MANAGEURENERGY

Energy Manager (EM) is all about helping our readers conserve energy and save money. We are proud to be Canada's only resource for the evolving energy management profession. Our audience consists of energy managers, plant and facility managers, building owners and operators (even homeowners!)... anyone whose mission is to improve their bottom line through energy efficiency.

“The fastest, greenest source of energy is efficiency.” –

*Jean-Pascal Tricoire, global chair & CEO,
Schneider Electric*

Whatever the facility, if it's measured in kilowatt-hours or cubic metres, it's part of our mandate.

INTEGRATED AUDIENCE
ENGAGEMENT SOLUTIONS THAT
INCLUDE BI-WEEKLY NEWSLETTERS,
VIDEOS, EBLASTS, SOCIAL MEDIA,
WEBINARS AND MORE!

Media kit 2017

BRAND ENGAGEMENT



ENERGY MANAGER CANADA

www.Energy-Manager.ca

Energy Manager is Canada's only dedicated resource for the evolving energy management profession, addressing the systems, technologies and best practices involved in the intelligent management of energy usage and conservation.

- **Bi-weekly CASL-compliant eNewsletter**
Circulation ~16,240

ELECTRICAL BUSINESS MAGAZINE

www.EBMag.com

Electrical Business provides you the largest total reach into Canada's electrical industry. It reaches contractors, maintenance & engineering professionals, distributors, manufacturers and their agents, and associated disciplines, helping them choose the right business techniques and technologies to work profitably.

- **10 Print Editions**
Circulation ~20,400
- **Weekly "E-Line"**
CASL-compliant eNewsletter
Circulation ~12,900

L'INDUSTRIE ÉLECTRIQUE MAGAZINE

www.lindustrieelectrique.ca

Celebrating its 10th anniversary, L'industrie électrique's mandate is to be the go-to information resource for the Quebec electrical market. The French-language magazine is the only non-association, non-partisan electrical publication in the province.

- **4 Print Editions**
Circulation ~8060
- **Bi-weekly "LE Bulletin"**
CASL-compliant eNewsletter
Circulation ~ 3990

DISTRIBUTION & SUPPLY MAGAZINE

www.ebmag.com/distribution-supply

D&S, the only truly independent magazine voice for Canada's electrical distribution channel, is an annual publication designed to address the information needs of this important market segment.

- **Annual print edition**
Circulation ~6400

FROM PRINT & DIGITAL TO CUSTOM MEDIA...WE DO IT ALL!

No other B2B media outlet in Canada offers you the equivalent breadth of solutions for reaching customers through very well-respected brands. We are a member of Annex Business Media, Canada's largest business-to-business media company, with over 60 B2B brands reaching numerous audiences through print, web, eNews, events, video, social media and more. We work passionately and respectfully on your behalf to ensure you have all the information you need for making an informed buying decision.

"Thank you so much for taking the time to speak with me today. I highly appreciate your advice and suggestions [...] I have much better understanding now of the advertisement process, media resources, prices, etc. I highly appreciate your assistance." (E.K.)



WEBSITE
www.Energy-Manager.ca
About
3500
average monthly
page views.



**BLUEBOOK
BUYERS' GUIDE**
In print and online,
the BlueBook is a
dedicated source
guide that cuts
through internet
clutter.



CUSTOM EBLASTS
Take advantage of
our CASL-compliant
subscriber list.



WEBINARS
Provide an
extremely high level
of qualified leads.



**VIDEO PRODUCTION &
PROMOTION**
Need a corporate
video? We provide
turnkey service, from
storyboarding and
filming to editing and
promotion.



CREATIVE SERVICES
Our Art Directors
and Designers can
help you create
your next custom-
publishing project.



LUMEN MANAGER:
a bi-annual eBook
that focuses on
harnessing available
light sources to
achieve energy
efficiency goals.
(May and October)



CUSTOM PRINT
We own our own
presses, too. Talk to
us about your custom
publishing needs.



BI-WEEKLY NEWSLETTERS
CASL-compliant,
reaching about
16,240
subscribers.



EDITOR
Anthony Capkun
acapkun@annexweb.com
(905) 717-6421 • cell
(905) 713-4391 • desk

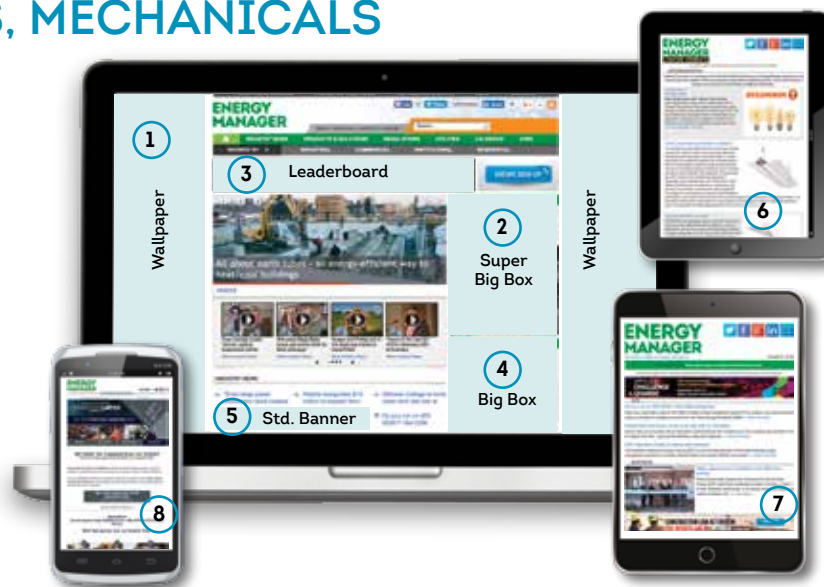


ASST. EDITOR
Renée Francoeur
rfrancoeur@annexweb.com
(905) 726-5442 • desk

222 Edward Street,
Aurora, ON L4G 1W6

ENERGY MANAGER DIGITAL AD SPECS, MECHANICALS

2017	ENEWS 1		ENEWS 2	
	Material Due	Delivery Date	Material Due	Delivery Date
JANUARY	Jan. 5	Jan. 12	Jan. 19	Jan. 26
FEBRUARY	Feb. 2	Feb. 9	Feb. 16	Feb. 23
MARCH	Mar. 9	Mar. 16	Mar. 23	Mar. 30
APRIL	Apr. 6	Apr. 13	Apr. 20	Apr. 27
MAY	May 4	May 11	May 18	May 25
JUNE	Jun. 8	Jun. 15	Jun. 22	Jun. 29
JULY	Jul. 6	Jul. 13	Jul. 20	Jul. 27
AUGUST	Aug. 10	Aug. 17	Aug. 24	Aug. 31
SEPTEMBER	Sep. 7	Sep. 14	Sep. 21	Sep. 28
OCTOBER	Oct. 5	Oct. 12	Oct. 19	Oct. 26
NOVEMBER	Nov. 9	Nov. 16	Nov. 23	Nov. 30
DECEMBER	Nov. 30	Dec. 7	Dec. 14	Dec. 21



Large or small, we are certain we have the right advertising and promotion solution for you. Our advertisers are our partners, and your success is our success. We look forward to working with you.



ACCOUNT MANAGER

Deborah Taylor

dtaylor@annexweb.com
(905) 726-4664 • desk
(289) 983-5575 • cell



PUBLISHER

John MacPherson

jmacpherson@annexweb.com
(905) 713-4335 • desk
(416) 997-0377 • cell



ACCOUNT CO-ORDINATOR

Kathryn Nyenhuis

knyenhuis@annexweb.com
(905) 713-4334 • desk

222 Edward Street,
Aurora, ON L4G 1W6

WWW.ENERGY-MANAGER.CA

	Ad Size/Specs (Pixels)	Rotating	Exclusive
1 Wallpaper	Enquire	n/a	\$1,500
2 Super Big Box	300 x 600	\$595	\$900
3 Leaderboard	728 x 90	\$395	\$600
4 Big Box	300 x 250	\$395	\$600
5 Std. Banner	468 x 60	n/a	\$300
Button	155 x 90	n/a	\$200

Ads rotate with maximum of 3 per position unless exclusive. Banner and button ads are exclusive; Banner ad is on the home page only.

LUMEN MANAGER EBOOK MAY AND OCTOBER

Ad Size	Specs (Pixels)	Net Rate 1x	Net Rate 2x
Full Page	11.2"x 7" (1076 x 672)	\$2,600	\$2,400
1/2 page H	5.6"x 7" (538 x 672)	\$1,800	\$1,600

6 LIGHTING CONNECT NET RATES (LIGHTING PRODUCT E-BLAST)

Ad Spot \$1,000

7 ENEWS (BI-WEEKLY)

Ad Size	Specs (Pixels)	Flat Rate
Sponsored Spotlight	300x 250	\$1,500
Headline, 75 words, link, image (300 x 250)		
Leaderboard	728 x 90	\$1,200
Mobile	300 x 50	n/a
Big Box	300 x 250	\$1,200

*NOTE: 300 x 50 mobile version of leaderboard included with leaderboard rate

WEB SPECIFICATIONS

IMAGE TYPE: .gif, .jpg, .png, Flash, HTML5 (Must be regular Flash with embedded URL to set tracking)

IMAGE ANIMATION (GIF):

Maximum Animation Length: 15 sec
Loop Maximum: 3

Note: Flash files are not acceptable for e-products.

8 CUSTOM E-BLAST NET RATES

Flat rate \$3,500

CONNECTS NET RATES (PRODUCT E-BLAST)

Ad Spot \$600
Headline, 75 words, link, image (300 x 250)

ONLINE SPONSORED CONTENT NET RATES

Per White paper/case study \$400
Annual for 12 White paper/case studies \$4,000

IMAGE FILE SIZE:

• 50k maximum for static or animated GIF
• 50k for Button Flash • 80k for Banner Flash

LINKING URL: An active URL must be provided.

TESTING:

All creative must function uniformly on both MAC and PC platforms, as well as multiple browser versions of Firefox, Internet Explorer and Safari.