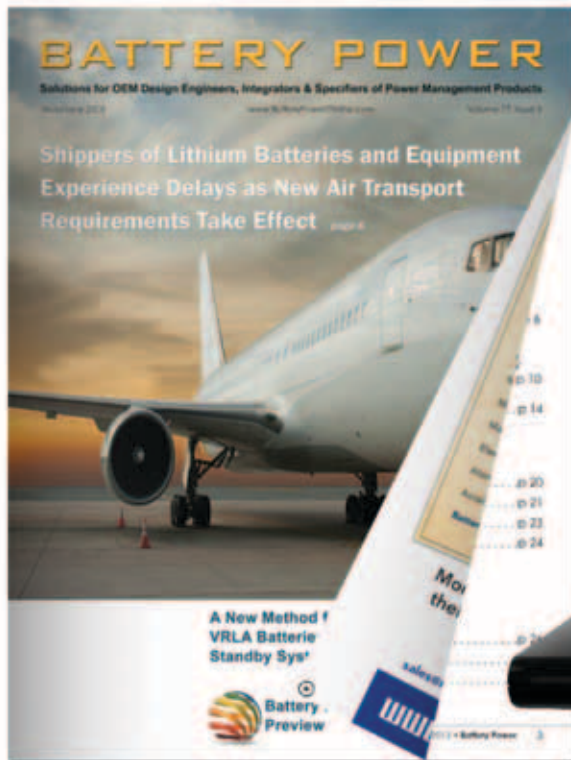


# Extend Your Reach...

Connect with Us



# BATTERY POWER

## Advertising Solutions:

- Print & Digital Magazine • Website
- eNewsletter • Battery Power Conference
- Online Buyer's Guide

[www.BatteryPowerOnline.com](http://www.BatteryPowerOnline.com)

## About Battery Power

Battery Power Magazine serves the rapidly expanding market of battery powered products and technology. It covers all aspects of applications and technology development of batteries, power management, charging, testing, monitoring and manufacturing systems, as well as business and market news. Each issue offers technical articles, new product announcements, industry news and application profiles.

### Readers include:

- OEM design engineers of battery powered systems
- High-volume end-users
- Dealers and distributors
- Other professionals involved in battery technology, assembly and integration

### The Markets

The demand for batteries, battery powered systems and battery management solutions has created a rapidly expanding worldwide market. Battery Power covers the battery market in a number of key areas.

Topics Covered by Battery Power Include:

- Portable Power
- Battery Testing
- Battery Charging
- Battery Monitoring
- UPS Systems
- Battery Materials & R&D
- Standby Power
- Power Management
- Electric Vehicles
- Energy Storage
- Battery Manufacturing

### Circulation

Distribution of Spring and Winter issues is 30,000 copies digital only. Distribution of Summer and Fall issues is 10,000 copies print and digital. All are 95% North America.

## Contents

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Page 9	Digital Edition Advertising
Page 10	Technology Center
Page 11	Battery Power Conference
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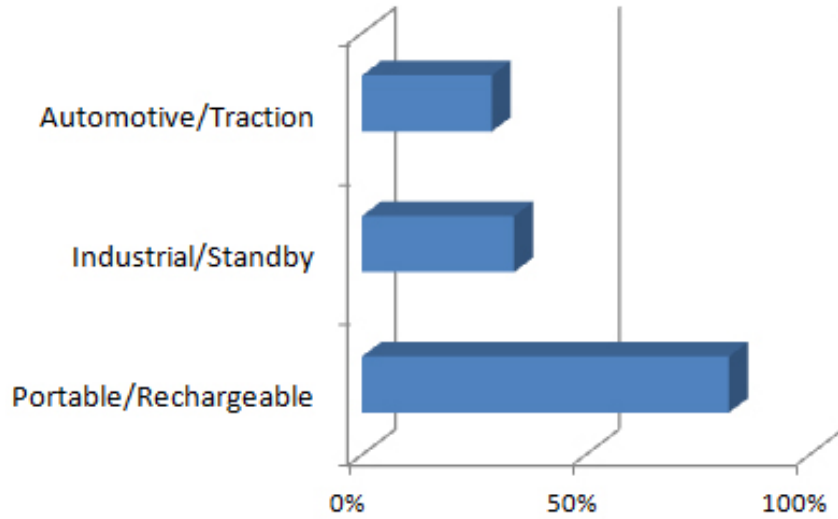
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JulieH@WebcomCommunications.com

Webcom Communications Corp.  
7355 E. Orchard Road, Suite 100  
Greenwood Village, CO 80111

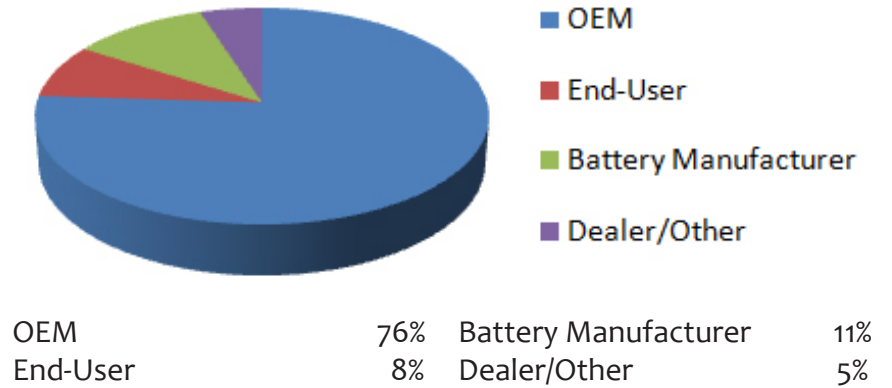
# BATTERY POWER

## Demographics

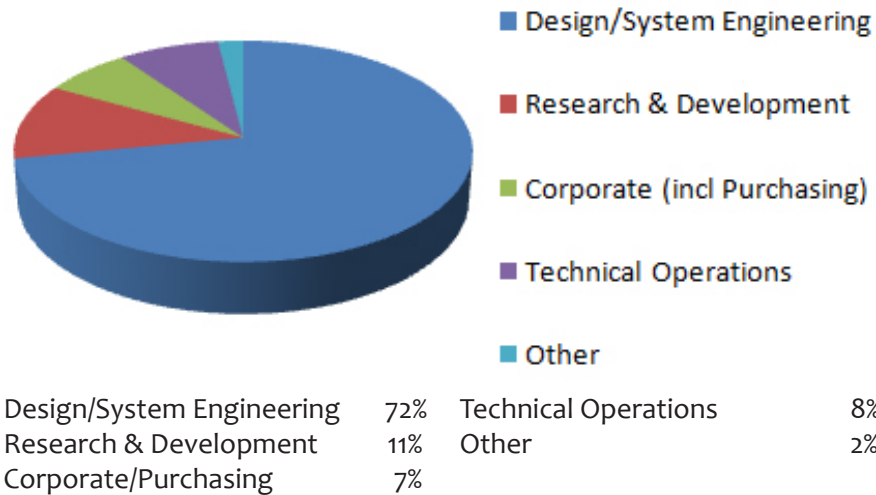
### Applications Served



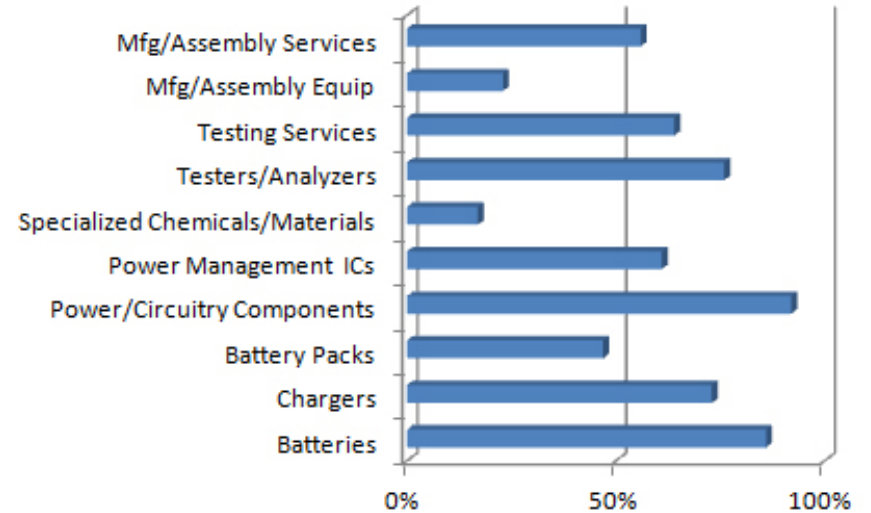
### Type of Company/Organization



### Job Function



### Purchaser or Specifier of



## Editorial Calendar

Issue Close Dates	Focus	Applications	Event Marketing Calendar- Partial List - Subject to Change
<b>Spring 2015</b> <i>(digitally issues March 2015)</i>  <b>Editorial Due: 1/22/15</b> <b>Space Close: 1/29/15</b> <b>Materials Due: 2/5/15</b>	Critical Power <ul style="list-style-type: none"> <li>• UPS</li> <li>• Batteries</li> <li>• Energy Storage</li> <li>• Hybrid Systems</li> <li>• Monitoring Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Data Centers</li> <li>• Facilities</li> <li>• Emergency Disaster Operations</li> </ul>	Special Digital Magazine Distribution
<b>Summer 2015</b> <i>(Issues June 2015)</i>  <b>Editorial Due: 4/23/15</b> <b>Space Close: 4/30/15</b> <b>Materials Due: 5/7/15</b>	Mobile and Portable Devices <ul style="list-style-type: none"> <li>• Power Management</li> <li>• New Battery Designs</li> <li>• Wireless Charging</li> <li>• Testing and Standards</li> </ul>	<ul style="list-style-type: none"> <li>• Wearables</li> <li>• Consumer Devices</li> <li>• Medical Devices</li> </ul>	Battery Council International, SAE World Congress, Nanotech, Sensor Expo, CTIA, Battery Power 2015, Advancements in Thermal Management 2015
<b>Fall 2015</b> <i>(issues Sept. 2015)</i>  <b>Editorial Due: 7/23/15</b> <b>Space Close: 7/30/15</b> <b>Materials Due: 8/6/15</b>	2015 Resource Guide  Battery Market Trends and Opportunities	<ul style="list-style-type: none"> <li>• Portable/Mobile Batteries</li> <li>• Automotive/EV Batteries</li> <li>• Stationary/Industrial Batteries</li> </ul>	AIAA 2015, The Battery Show, Advanced Energy Congress
<b>Winter 2015</b> <i>(digitally issues Dec. 2015)</i>  <b>Editorial Due: 10/22/15</b> <b>Space Close: 10/29/15</b> <b>Materials Due: 11/5/15</b>	Battery Technology <ul style="list-style-type: none"> <li>• New Battery Designs and Chemistries</li> <li>• Testing/Safety</li> <li>• Battery Authentication</li> <li>• Manufacturing Techniques</li> <li>• Monitoring</li> <li>• OEM/End User Design Considerations</li> </ul>	<ul style="list-style-type: none"> <li>• Portable/Mobile Batteries</li> <li>• Automotive/EV Batteries</li> <li>• Stationary/Industrial Batteries</li> </ul>	Special Digital Magazine Distribution
<b>In Every Issue: New Products, Application &amp; Technology Features and Industry News</b>			

# BATTERY POWER

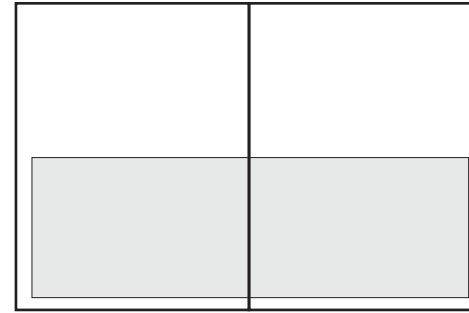
## Magazine Advertising Options



### Two Page Spread

Live: 15.75W x 9.875H  
 Trim: 16.75W x 10.875H  
 Bleed: 17W x 11.125H

Rate: \$4,415  
 2x: \$3,915  
 Digital Issues: \$2,500



### 1/2 Page Spread

15.75W x 4.75H

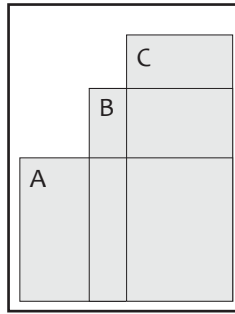
Rate: \$3,370  
 2x: \$2,990  
 Digital Issues: \$1,800



### Full Page

Live: 8.125W x 10H  
 Trim: 8.375W x 10.875H  
 Bleed: 8.625W x 11.125H

Rate: \$3,240  
 2x: \$2,905  
 Digital Issues: \$1,500



### A. 1/2 Page Horizontal

7.375W x 4.75H  
 No Bleed

### B. 1/2 Page Island

4.5W x 7.375H  
 No Bleed

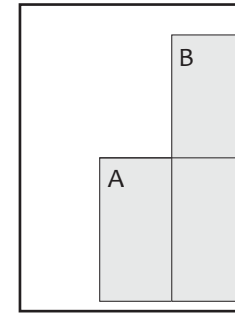
### C. 1/2 Page Vertical

3.625W x 9.375H  
 No Bleed

Rate: \$2,360

2x: \$2,160

Digital Issues: \$1,250



### A. 1/3 Page Square

4.5W x 4.75H  
 No Bleed

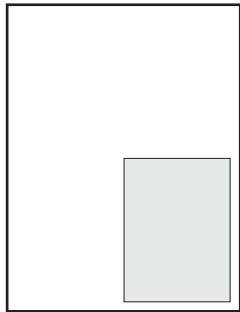
### B. 1/3 Page Vertical

2.25W x 9.375 H  
 No Bleed

Rate: \$1,950

2x: \$1,745

Digital Issues: \$900



### 1/4 Page

3.625W x 4.75H  
 No Bleed

Rate: \$1,755  
 2x: \$1,630  
 Digital Issues:  
 \$1,000

### Premium Positions:

Outside back cover, add \$750  
 Inside front cover, add \$750  
 Inside back cover, add \$500  
 Preferred page positions, add \$500

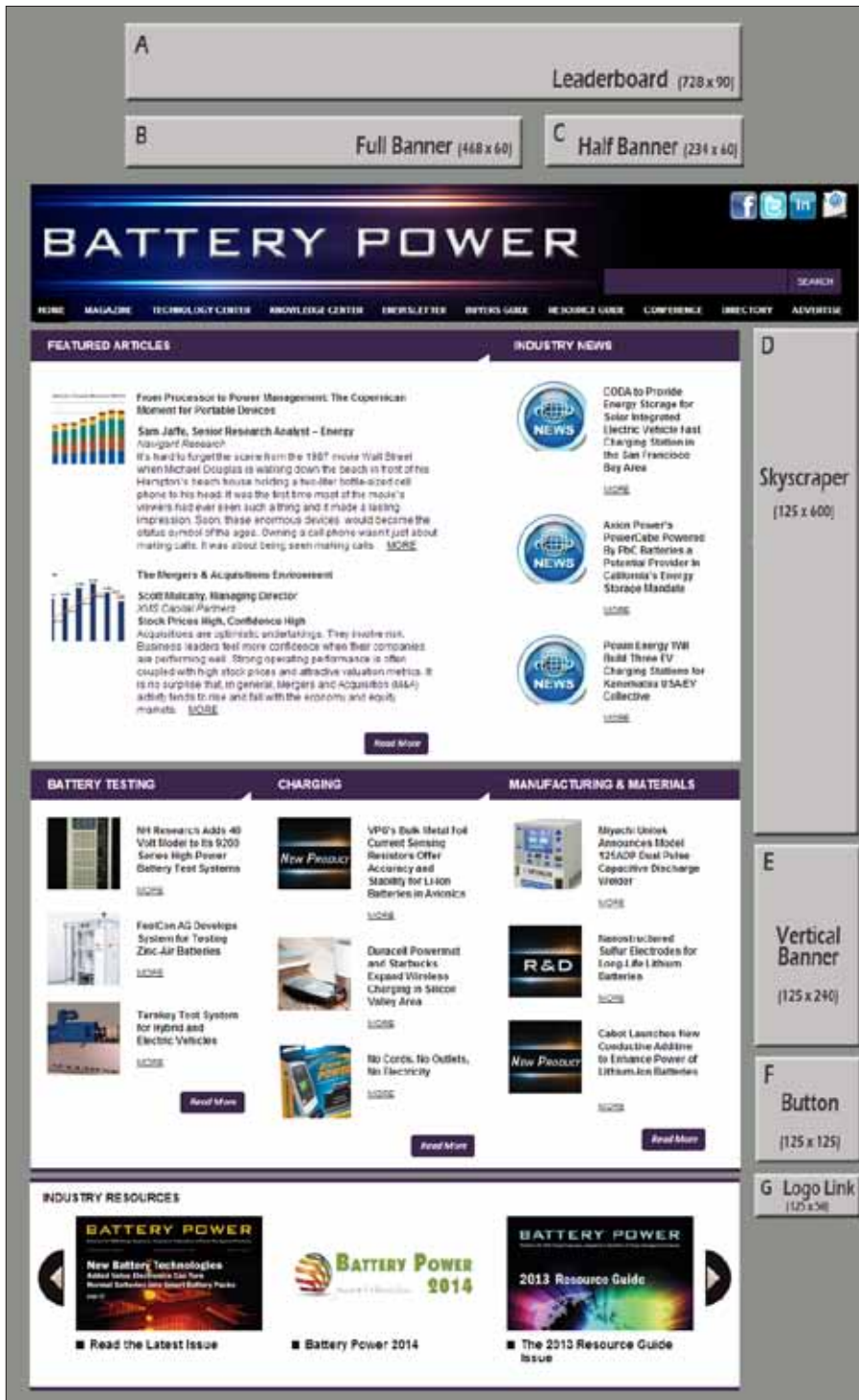
**Schedule:** Published four times annually, two digital only and two print. See editorial calendar for deadlines.

**Circulation:** 30,000 copies per issue distributed via print, e-mail, leading industry events, and online download

**Color Rates:** Four-color included in rates

# BATTERY POWER





## Website Advertising Options

BatteryPowerOnline.com has thousands of visitors each month that are looking for news on the latest in battery technology. The website includes up to date, relevant and informative information for technical contacts in the battery industry, as well as for OEMs in need of the latest battery technology for use in their products. Advertising on BatteryPowerOnline.com is a great way to reach potential buyers of your battery related products and services.

Size	1X	3X	6X
<b>A</b> Leaderboard 728 wide x 90 tall	\$1,500	\$1,200	\$1,015
<b>B</b> Full Banner 468 wide x 60 tall	\$1,200	\$1,015	\$825
<b>C</b> Half Banner 234 wide x 60 tall	\$675	\$565	\$485
<b>D</b> Skyscraper 125 wide x 600 tall	\$975	\$825	\$635
<b>E</b> Vertical Banner 125 wide x 240 tall	\$635	\$565	\$485
<b>F</b> Square Button 125 wide x 125 tall	\$415	\$340	\$265
<b>G</b> Logo Link 125 wide x 50 tall	\$225	\$185	\$150

Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above.

*Interested in advertising in our Technology Center? Package your advertisement with content exclusive to your markets.*

# 2015 Media Kit

**BATTERY POWER** eNewsletter

ADVERTISING OPTIONS

**A Top Banner (468 x 60)**

Feature Article

**C Mid-Page Banner (468 x 60)**

Sponsored Announcement

A Sponsored Announcement consists of a 1-line Headline & Text.Message up to 150 words. Include graphic image/photo for \$75 additional, 1 time charge.

**B Skyscraper (125 x 600)**

**D Button (125 x 125)**

Product/News Posting consists of a 1-line Headline & Text.Message up to 200 words. Include graphic image/photo for \$75 additional, 1 time charge.

Product/News Posting consists of a 1-line Headline & Text.Message up to 200 words. Include graphic image/photo for \$75 additional, 1 time charge.

**Buyers Guide**

**Industry Events**

October

10-12 - Future Power Summit, Washington, DC

23-25 - Advanced Energy Solutions Conference, San Diego, Calif

20-21 - Batteries 2014, Paris, France

**Download Today!**

FORWARD TO A FRIEND

**Event Listings**

Battery Power 2014 is an international conference highlighting the latest developments impacting mobile and portable battery systems for consumer products, including power tools, smart phones, tablets, laptops and medical devices. The 12th annual event will be held August 6-7 in Denver, Colorado. Conference topics will include new battery designs, improving power management, predicting battery life, regulations and standards, safety and transportation, battery authentication, charging technology, emerging chemistries and market trends.

**BATTERY POWER 2014**  
August 6-7 • Denver, Colo.

## eNewsletter Advertising

The Battery Power eNewsletter goes out to 10,000 readers each month that are looking for the latest in battery technology. These readers include technical contacts in the battery industry, as well as OEMs in need of the latest battery technology for use in their products. Advertising in the Battery Power eNewsletter is a great way to reach potential buyers of your battery related products and services.

Size	1X	3X - 5X	6X - 12X
<b>A</b> Top Banner 468 wide x 60 tall	\$770	\$665	\$560
<b>B</b> Skyscraper 125 wide x 600 tall	\$770	\$665	\$560
<b>C</b> Mid-Page Banner 468 wide x 60 tall	385	\$315	\$210
<b>D</b> Button 125 wide x 125 tall	\$400	\$330	\$230
Sponsored Announcement <i>* See below</i>	\$350	\$280	\$175
Product/News Posting <i>** See below</i>	\$210	\$175	\$140
Event Posting	\$250	\$200	\$150
Job Posting	\$250	\$200	\$150
White Paper Posting	\$250	\$200	\$150
Workshops/Training Courses	\$250	\$200	\$150

*\* Sponsored Announcement consists of a 1-line Headline, Image, and Text-Message up to 150 words.*

*\*\*Product/News Posting consists of a 1-line Headline, Image, and Text Message up to 150 words.*

## Materials Deadlines

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1/8	2/5	3/5	4/3	5/7	6/4	7/2	8/6	9/3	10/8	11/5	12/3

## Focused Online Advertising: Battery Power's Online Buyer's Guide

### Get Listed in the Battery Power Online Buyer's Guide

The Battery Power Online Buyer's Guide is a great way to be in front of potential customers. The Online Buyer's Guide is a searchable tool for users to find the battery related products and services they desperately need. Make sure your company is visible when a potential customer searches for the specific products or services your company can provide.

This Online Virtual Expo of Products and Services for the Battery Industry is available 24x7.

The Battery Online Buyer's Guide covers the industry from A to Z.

### The Buyers Guide includes Listings for:

- Battery Packs
- Chargers
- Testing Systems & Equipment
- Battery Manufacturers
- Battery Manufacturing Equipment
- Battery Materials
- + Many more targeted categories

### You Have Several Options to be Listed in the Buyer's Guide

#### Basic Company Profiles – \$350 per year (\$50 for Additional Categories)

- Three Enhanced Category Listings
- Custom keyword tagging for Search Engine Optimization (SEO)
- Company logo in color that is linked to your website
- Complete contact information
- Your social media links: Facebook, Twitter, LinkedIn, etc
- 100 word company/product description on your own exclusive profile page



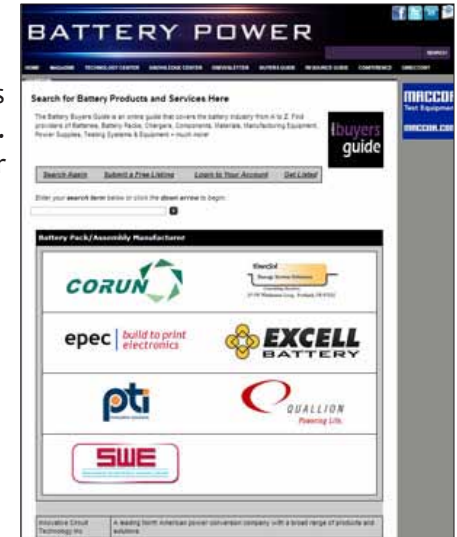
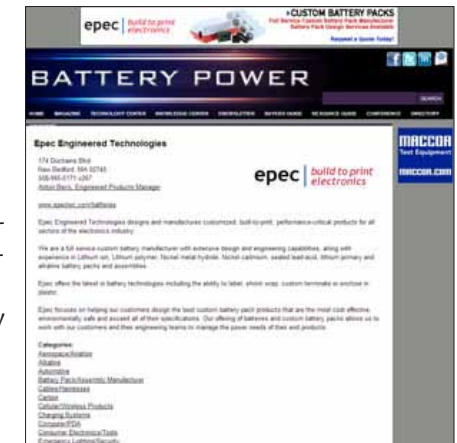
#### Enhanced Company Profiles – \$600 per year (\$50 for Additional Categories)

- All of the services in the Basic Profile, plus you get more options for additional postings and greater SEO customization
- Up to six Enhanced Category Listings & 500 word description
- Post up to three product catalogs, announcements, white papers, product sheets or other deliverables



#### Deluxe Company Profiles – \$1,200 per year (\$50 for Additional Categories)

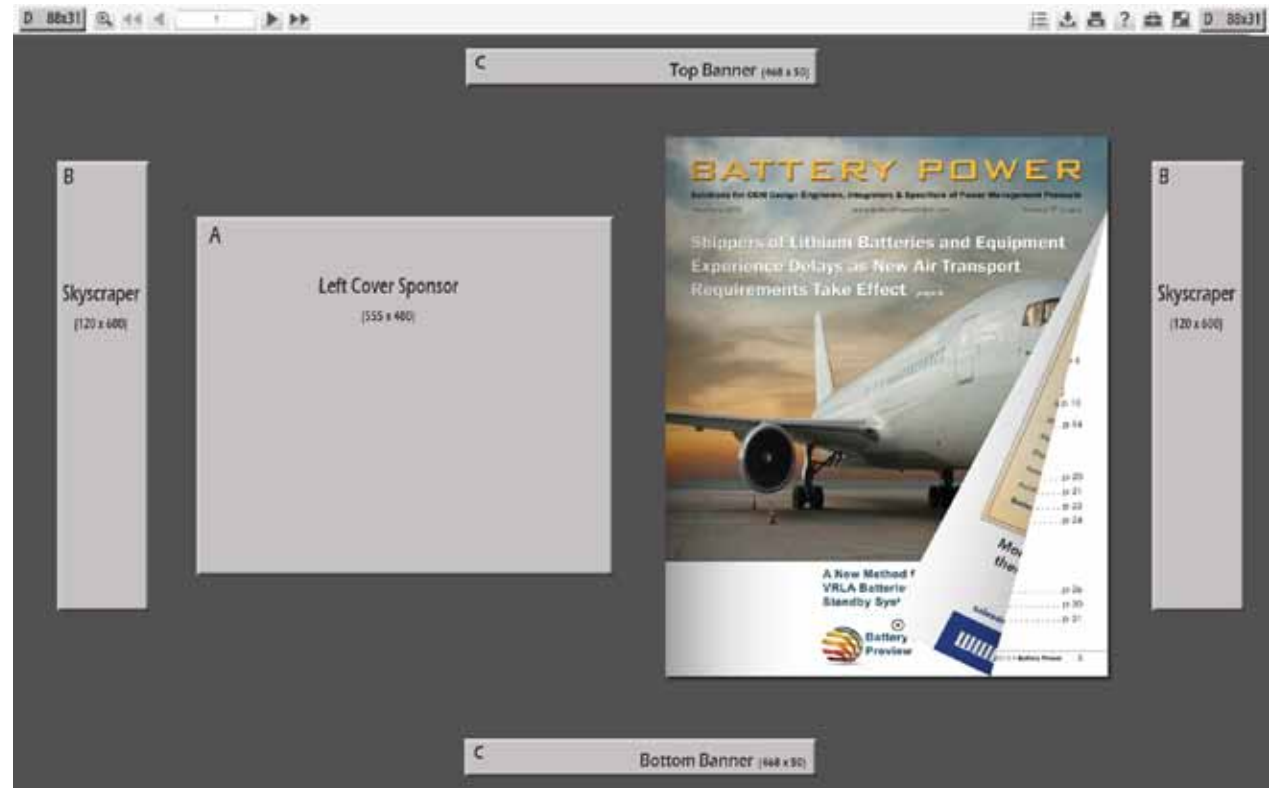
- All of the services in the Basic & Enhanced Profiles, plus these powerful features for top-tier exposure, interactivity and SEO customization.
- Up to ten Enhanced Category Listings & 750 word description
- Post up to 10 product catalogs, announcements, white papers, product sheets or other deliverables.
- Post up to three product/company videos with interactive links to YouTube or your Website.
- Banner ad (button-size, rotating) appears on all Buyers Guide pages.
- (For larger sizes such as Leaderboard, etc., consult your representative for availability and pricing.)





## Digital Edition Advertising Options

<b>A</b> Left Cover Sponsor 555 wide x 480 tall	\$3,240
<b>B</b> Skyscrapers 120 wide x 600 tall	\$1,000
<b>C</b> Top/Bottom Banners 468 wide x 50 tall	\$750
<b>D</b> Toolbar Logos 88 wide x 31 tall	\$100
Belly Band	\$750
Gate Fold	\$3,000
Video	\$500
Ad Jolt	\$500
Blow-in Card	\$500
Customer Supplied Animation	\$500
Custom Animation by Nxtbook	Price varies
Quizzes	Price varies
Surveys	Price varies
These ads are Digital Only, not included on print versions	



Battery Power is also published in digital format by Nxtbook. Interactive digital magazines have unique opportunities for reader engagement that are not found in other advertising media. Marketers that are lucky enough to find one of these publications in a target market can use it to deliver a customized interactive customer experience to meet their marketing goals.

In addition to your print ad, which will appear in the digital version as well, there are also sponsorship and advertising opportunities to just our digital audience. See examples above.

Visit us online today: [www.nxtbook.com/nxtbooks/webcom/batterypower\\_salesbook/](http://www.nxtbook.com/nxtbooks/webcom/batterypower_salesbook/)

## Focused Online Advertising: Battery Power's Technology Center

### Technology Center Sponsorship Advertising

Sharply focus your marketing dollars on just the audience who is interested in your specific product-and-service category. Your ad dominates the news and information flow pertaining specifically to your market. A powerful branding tool for a surprisingly low price.

Click on the Technology Center navigation bar to determine which solution category is your best fit. Your banner advertisement will be dynamically served to this Technology Center's main page and all individual article pages of your chosen Technology Center category. You capture the attention of every reader who is interested in your particular category as they read every news item and article matching it.



Technology Center Sponsorship is an exclusive club. Only a limited number of sponsor ads are placed in each category so you powerfully dominate the marketing in your product sector. Sponsorships are sold for a minimum of six months.

### Lets Break It Down:

- **Dominate your Market:** Place ads on pages that are specific to your products!
- **Inquiry Driven:** Your ad is placed on pages that match your products & services. As visitors find the pages they are interested in, they will find ads that match the content they've been looking for.
- **Privileged Content Provider:** As a Technology Center Sponsor, you are given the ability to provide news content for the category you sponsor. (ex: Place a banner on the Enclosures page, and you can also provide product or press releases to be posted!)
- **Lower Rates:** Because the pages your ad goes on are so specific, the rates to advertise are lower than our standard rates.

Monthly Rates		
	6X	12X
<b>Top Banners</b>		
Leaderboard	\$500	\$300
Full Banner	\$350	\$250
Half Banner	\$250	\$200
<b>Side Banners</b>		
Skyscraper	\$300	\$225
Vertical Banner	\$200	\$150
Square Button	\$150	\$120
Logo Link	\$100	\$90

(10% discount if paid in full at time of order.)



# BATTERY POWER 2015

AUGUST 5-6 • DENVER, COLO.

Battery Power 2015 is an international conference highlighting the latest developments impacting mobile and portable battery systems for consumer products, including power tools, smart phones, tablets, laptops and medical devices. The 13th annual event will be held August 5-6 in Denver, Colorado.

Conference topics will include new battery designs, improving power management, predicting battery life, regulations and standards, safety and transportation, battery authentication, charging technology, emerging chemistries and market trends.

Join hundreds of OEM design engineers and system engineers involved in battery powered products and systems, and discover what is driving innovation, capabilities and features, application trends and performance improvements.

The interactive exhibit hall will feature the latest battery technology and power management capabilities. Network with battery manufacturers, charger manufacturers, IC companies, materials and manufacturing equipment providers, testing services & systems providers, as well as an array of component and sub-system providers.

Battery Power 2015 will provide you with the most up-to-date developments and technologies in the portable, mobile, consumer battery and power management market. If you are involved in the battery industry or if your products and systems run on batteries, this is a must attend event.



#### Co-Located Event:

**ADVANCEMENTS IN  
THERMAL MANAGEMENT 2015**  
AUGUST 5-6, 2015 • DENVER, CO.

**Exhibits/Sponsors** William Massey • 800.803.9488 x 125  
WilliamM@WebcomCommunications.com

**Program Manager** Shannon Given • 608-351-9245  
ShannonG@WebcomCommunications.com

## Print Advertising Specifications & FTP Site Information

Complete ads accepted in PDF, TIFF or EPS formats only. No Word documents are accepted. All ads must be converted to CMYK and at 300 dpi resolution. All fonts and graphics must be included with 300 dpi (minimum) versions of EPS or TIFF, and CMYK images. You may e-mail small ad files (less than 5 mgs) to your Advertising Sales Manager or to Julie Hammond, Production Manager. Please see editorial calendar for materials deadline. A late fee will be incurred if materials are not received by deadline date.

### Sending Files Electronically

For files less than 5 mgs, send file via e-mail to Julie Hammond, Production Manager, at [JulieH@WebcomCommunications.com](mailto:JulieH@WebcomCommunications.com). For files over 5 mgs, file can be uploaded to Webcom's FTP site using a compatible FTP software program.

### FTP Site Instructions

1) Please e-mail Julie Hammond, Production Manager, at [JulieH@WebcomCommunications.com](mailto:JulieH@WebcomCommunications.com), to indicate you are uploading a file. Include your company name, the file name, Battery magazine, and for which issue the advertisement is scheduled.

2) With an ftp Client  
host name: [www.infowebcom.com](http://www.infowebcom.com)  
username: ads  
password: Webcom21

3) Through Windows Explorer  
<ftp://ads@www.infowebcom.com>  
username: ads  
password: Webcom21

### Send production materials to:

Julie Hammond, Production Manager, Battery  
7355 E. Orchard Rd, Ste 100  
Greenwood Village, CO 80111  
[JulieH@WebcomCommunications.com](mailto:JulieH@WebcomCommunications.com)

### For advertising information, contact:

William Massey, Advertising Sales Manager  
[WilliamM@WebcomCommunications.com](mailto:WilliamM@WebcomCommunications.com)  
720-528-3770 ext 125

# BATTERY POWER