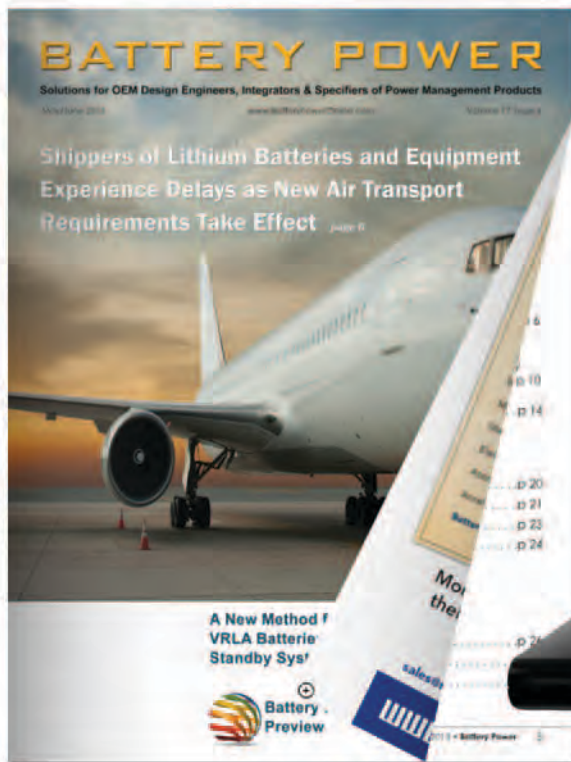


# Extend Your Reach...

Connect with Us



## BATTERY POWER

### Advertising Solutions:

- Website
- eNewsletter
- Magazine
- Online Buyer's Guide
- Battery Power Conference

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

## About Battery Power

Battery Power Magazine is the world's leading media brand that 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 products
- System design engineers and operations managers of battery powered equipment
- Technical and management executives with battery manufacturers
- Dealers and integrators

### 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

## Contents

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| Page 4-6  | Website Advertising            |
| 4         | Main Website                   |
| 5         | Technology Center              |
| 6         | Online Buyers Guide            |
| Page 7    | eNewsletter Advertising        |
| Page 8-10 | Magazine Advertising           |
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| 9         | Rates                          |
| 10        | Digital Options                |
| Page 11   | Ad Specifications & FTP Info   |
| Page 12   | Battery Power Conference       |

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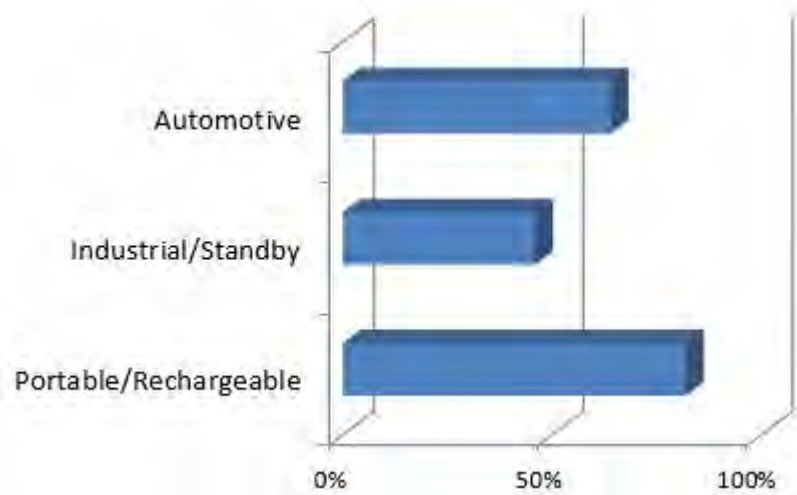
Julie Hammond 720-528-3770 x119  
JulieH@WebcomCommunications.com

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

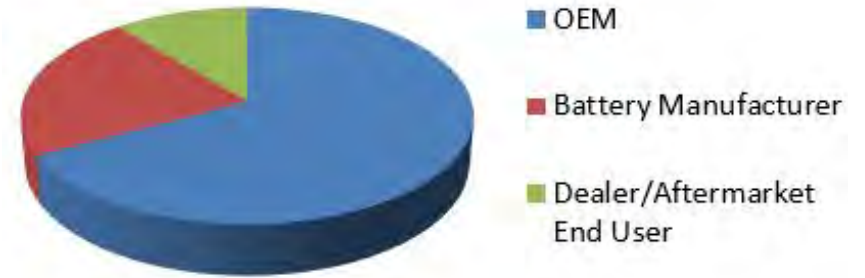
# BATTERY POWER

## Audience Demographics

### Applications Served

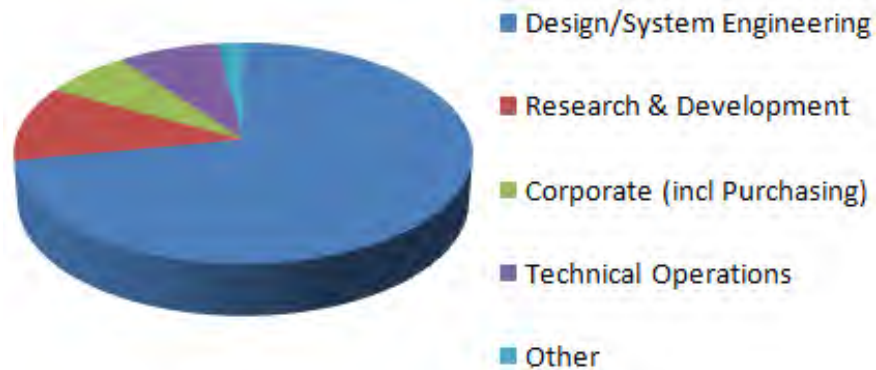


### Type of Company/Organization



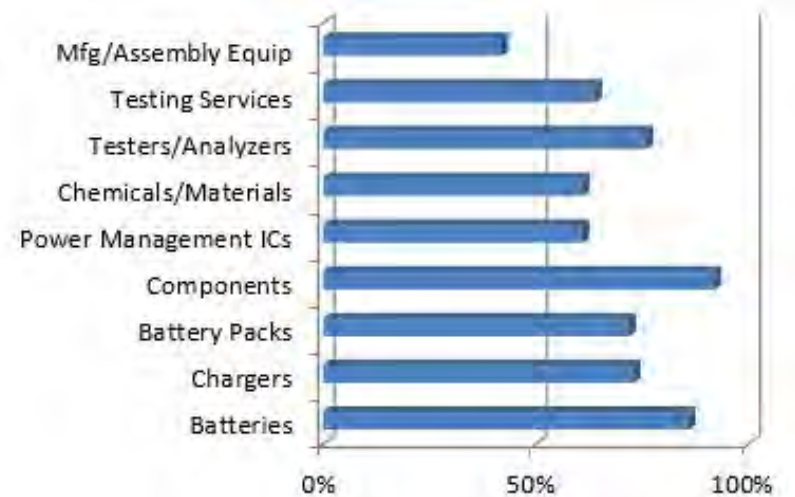
|                             |     |
|-----------------------------|-----|
| OEM                         | 67% |
| Battery Manufacturer        | 22% |
| Dealer/Aftermarket End User | 11% |

### Job Function

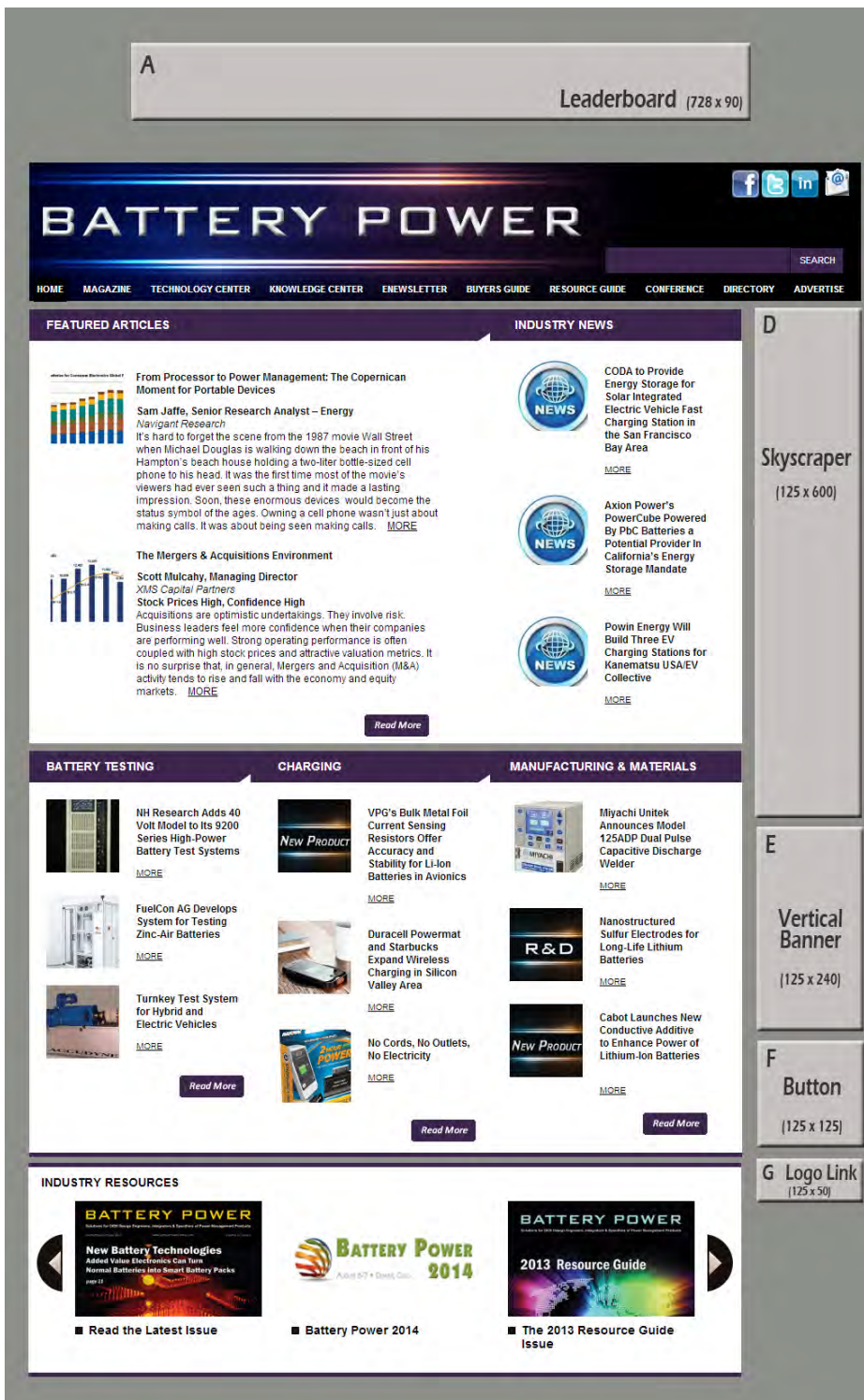


|                           |     |                      |    |
|---------------------------|-----|----------------------|----|
| Design/System Engineering | 72% | Technical Operations | 8% |
| Research & Development    | 11% | Other                | 2% |
| Corporate/Purchasing      | 7%  |                      |    |

### Purchaser or Specifier of







## Website Advertising Options

BatteryPowerOnline.com has thousands of visitors each month that are looking for news on the latest in battery technology. Online activity has more than tripled from 2014. Returning visitors as well as an increasing amount of new visitors provide advertisers with high quality potential customers.

## Monthly Rates

| Size  | 1X      | 6X    | 12X   |
|---|---------|-------|-------|
| <b>A</b> Leaderboard<br>728 wide x 90 tall      | \$1,500 | \$750 | \$500 |
| <b>B</b> Skyscraper<br>125 wide x 600 tall      | \$1,000 | \$600 | \$400 |
| <b>C</b> Vertical Banner<br>125 wide x 240 tall | \$750   | \$325 | \$250 |
| <b>D</b> Square Button<br>125 wide x 125 tall   | \$300   | \$150 | \$100 |
| <b>E</b> Logo Link<br>125 wide x 50 tall        | \$225   | \$175 | \$125 |

Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above. All positions are sold on a 50% alternating basis. Add 30% to the rate for 100% basis.

## Focused Online Advertising: Technology Center

### Technology Center Sponsorship Advertising

Sharply focus your marketing dollars on just the audience who is interested in your 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 category is your best fit. Your banner advertisement will be dynamically served to this Technology Center's main page and to every article page. 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 dynamically placed on every page in your category.
- **Lower Rates:** Because the pages your ad goes on are category specific, the rates to advertise are lower.
- **Build your Brand:** Our rates are designed to help you run long term and steady. Every day, 24x7, because that's what works.



| Monthly Rates   |       |       |
|-----------------|-------|-------|
| Size            | 6X    | 12X   |
| Leaderboard     | \$500 | \$300 |
| 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.)

## Focused Online Advertising: 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



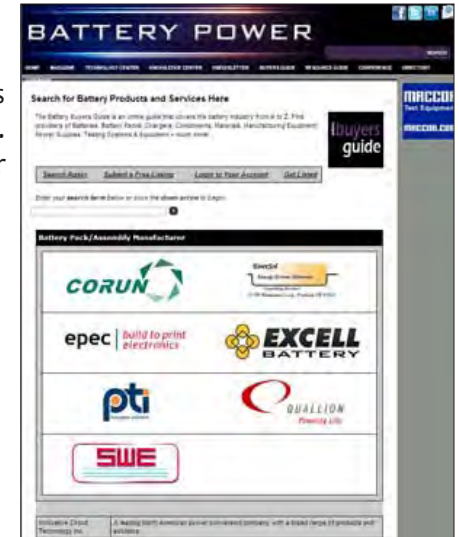
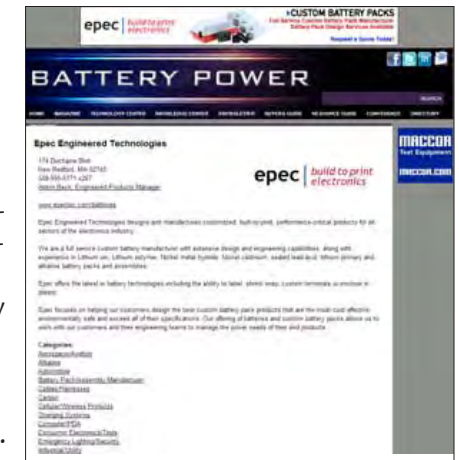
#### Enhanced Company Profiles – \$600 per year (\$50 for Additional Categories)

- 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.)





eNewsletter

## BATTERY POWER

[f](#) [t](#)

**In this issue**

- Feature Article
- Sponsored Announcement
- New Products
- Industry News
- Event Listing

online  
**buyers  
guide**

**Industry Events**

October

- 10-12 - **Future Power Summit**, Washington, DC
- 23-25 - **Advanced Energy Solutions Conference**, San Diego, Calif.
- 24-26 - **Batteries 2012**, Nice, 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.

ADVERTISING OPTIONS

A

Top Banner (468 x 60)

B

Skyscraper (125 x 600)

C

Mid-Page Banner (468 x 60)

D

Button (125 x 125)

**Feature Article**

**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.

**New Products**

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.

**Industry News**


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.

**Feature Article**

**Sponsored Announcement**

**New Products**

**Industry News**



**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      | 6X    | 12X   |
|--|---------|-------|-------|
| <b>A</b> Top Banner<br>468 wide x 60 tall      | \$1,000 | \$750 | \$500 |
| <b>B</b> Skyscraper<br>125 wide x 600 tall     | \$850   | \$600 | \$425 |
| <b>C</b> Mid-Page Banner<br>468 wide x 60 tall | \$600   | \$450 | \$300 |
| <b>D</b> Button<br>125 wide x 125 tall         | \$500   | \$350 | \$250 |
| Sponsored Announcement<br><i>* See below</i>   | \$500   | \$350 | \$250 |
| Product/News Posting<br><i>** See below</i>    | \$500   | \$350 | \$250 |
| 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  |
|-----|-----|-----|-----|-----|------|------|-----|------|------|------|------|
| 1/7 | 2/4 | 3/3 | 4/7 | 5/5 | 6/9  | 7/7  | 8/4 | 9/8  | 10/6 | 11/3 | 12/8 |

## Magazine Editorial Calendar

| Issue Close Dates  | Focus  | Applications  | Event Marketing Calendar-<br>Partial List - Subject to Change   |
|--|--|---|---|
| <b>Spring 2016</b><br><small>Issues March 2016</small><br><br><b>Editorial Due: 1/22/16</b><br><b>Space Close: 1/29/16</b><br><b>Materials Due: 2/4/16</b>   | Critical Power <ul style="list-style-type: none"> <li>• UPS</li> <li>• Stationary/Industrial Batteries</li> <li>• Energy Storage</li> <li>• Hybrid Systems</li> <li>• Monitoring Systems</li> </ul>  | <ul style="list-style-type: none"> <li>• Data Centers Application Stories</li> <li>• Facility Application Stories</li> <li>• Emergency Disaster Operations Application Stories</li> </ul> | International Battery Semianr, International Wireless Communications Expo, Battcon, Critical Power  |
| <b>Summer 2016</b> <small>Issues June 2016</small><br><br><b>Editorial Due: 4/22/16</b><br><b>Space Close: 4/29/16</b><br><b>Materials Due: 5/5/16</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, Sensor Expo, CTIA, Battery Power 2016, Advancements in Thermal Management 2016, Advanced Automotive Batteries Conference |
| <b>Fall 2016</b> <small>issues Sept. 2016</small><br><br><b>Editorial Due: 7/22/16</b><br><b>Space Close: 7/29/16</b><br><b>Materials Due: 8/4/16</b>        | <ul style="list-style-type: none"> <li>• 2016 Resource Guide</li> <li>• Battery Market Trends and Opportunities</li> <li>• R&amp;D</li> </ul>  | <ul style="list-style-type: none"> <li>• Portable/Mobile Batteries</li> <li>• Automotive/EV Batteries</li> <li>• Stationary/Industrial Batteries</li> </ul>                               | The Battery Show, Advanced Energy Congress  |
| <b>Winter 2016</b><br><small>Issues Dec. 2016</small><br><br><b>Editorial Due: 10/21/16</b><br><b>Space Close: 10/28/16</b><br><b>Materials Due: 11/3/16</b> | Manufacturing and Material Advancements<br><br>EV/Aerospace Technology <ul style="list-style-type: none"> <li>• Battery Pack Design</li> <li>• Applications/Case Studies</li> <li>• Charging Infrastructure</li> <li>• Regulations and Safety</li> </ul> | <ul style="list-style-type: none"> <li>• Portable/Mobile Batteries</li> <li>• Automotive/EV Batteries</li> <li>• Stationary/Industrial Batteries</li> </ul>                               |   |
| <b>In Every Issue: New Products, Application &amp; Technology Features and Industry News</b>   |  |   |   |



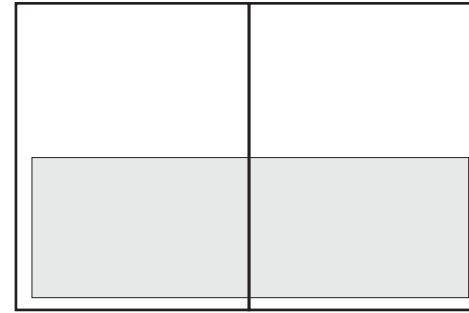
## Magazine Advertising Options & Rates



### Two Page Spread

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

Rate: \$2,200



### 1/2 Page Spread

15.75W x 4.75H

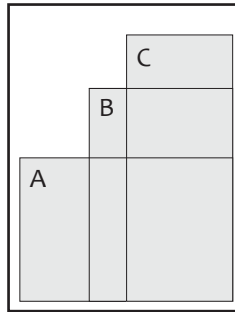
Rate: \$1,650



### Full Page

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

Rate: \$1,500



### A. 1/2 Page Horizontal

7.375W x 4.75H  
 No Bleed

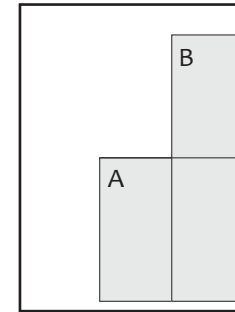
### B. 1/2 Page Island

4.5W x 7.375H  
 No Bleed

### C. 1/2 Page Vertical

3.625W x 9.375H  
 No Bleed

Rate: \$925



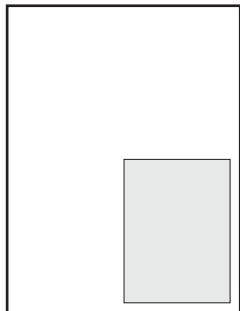
### A. 1/3 Page Square

4.5W x 4.75H  
 No Bleed

### B. 1/3 Page Vertical

2.25W x 9.375 H  
 No Bleed

Rate: \$825



### 1/4 Page

3.625W x 4.75H  
 No Bleed

Rate: \$650

### 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.

See editorial calendar for deadlines

**Circulation:** 20,000 copies per issue distributed via e-mail, leading industry events, and online download

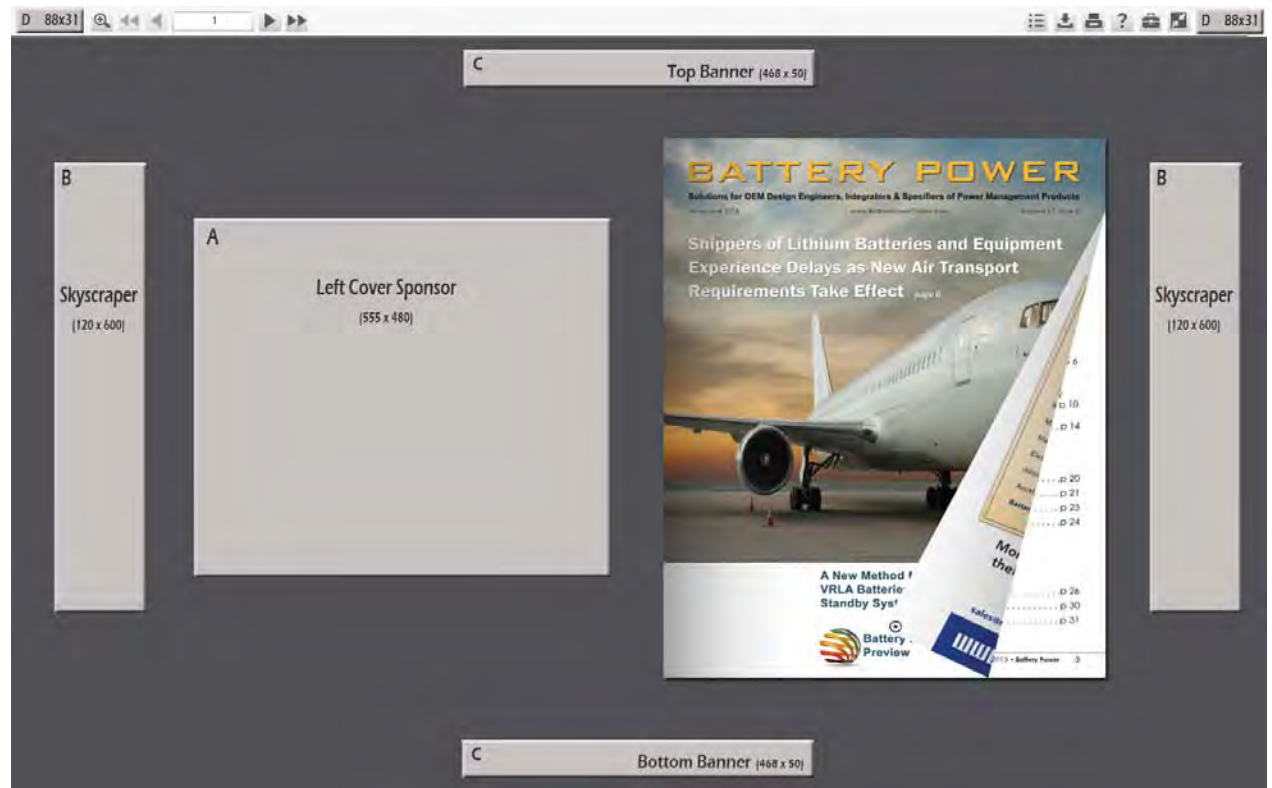
**Color Rates:** Four-color included in rates

See next page for special interactive digital magazine options.

# BATTERY POWER

## Magazine Advertising Options

|  |              |
|--|--------------|
| <b>A</b> Left Cover Sponsor<br>555 wide x 480 tall | \$3,240      |
| <b>B</b> Skyscrapers<br>120 wide x 600 tall        | \$1,000      |
| <b>C</b> Top/Bottom Banners<br>468 wide x 50 tall  | \$750        |
| <b>D</b> Toolbar Logos<br>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 |



Battery Power is 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.

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

## 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  
Webcom Communications  
7355 E. Orchard Rd, Ste 100  
Greenwood Village, CO 80111  
[JulieH@WebcomCommunications.com](mailto:JulieH@WebcomCommunications.com)

# BATTERY POWER





# BATTERY POWER

Battery Power 2016 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 dates and location for the 14th annual event are TBA.

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 2016 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**

**Exhibits/Sponsors Robert Schaudt • 800.803.9488 x 125  
RobertS@WebcomCommunications.com**

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

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