

Celebrating 21 Years!



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BATTERY POWER

www.BatteryPowerOnline.com

ADVERTISING SOLUTIONS:

- WEBSITE
- ENEWSLETTER
- MAGAZINE
- ONLINE BUYER'S GUIDE
- BATTERY POWER CONFERENCE

About Battery Power

Battery Power 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:

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

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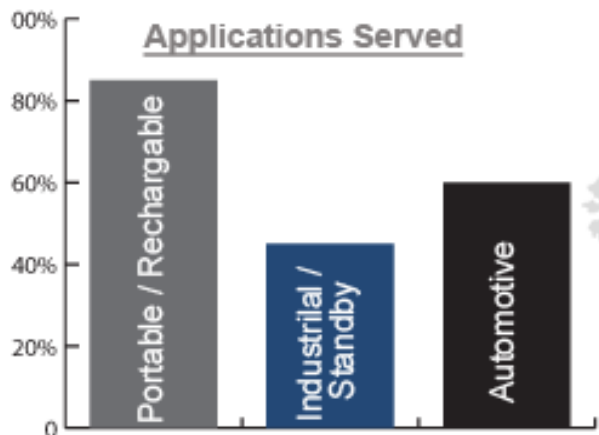
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JulieH@WebcomCommunications.com

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BATTERY POWER

Reach top prospects from multiple key markets all in one place

100,000+
GLOBAL AUDIENCE

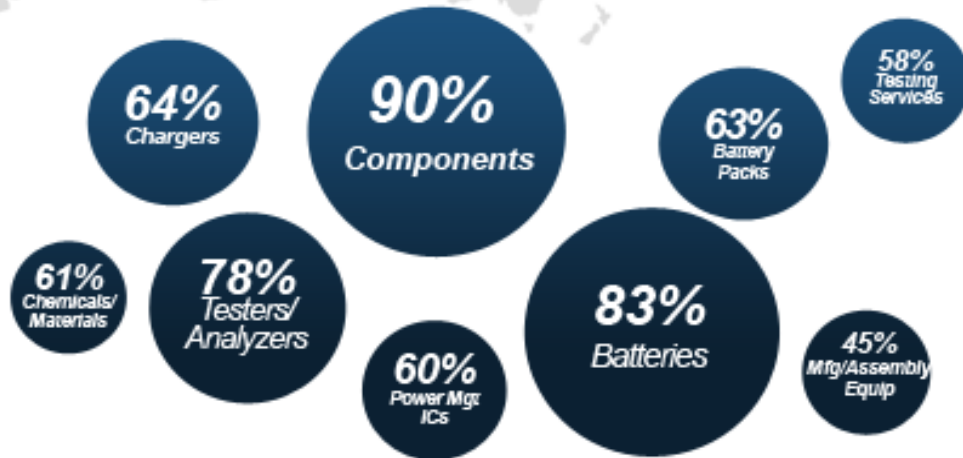


GLOBAL PRESENCE

84% North America
9% Europe
7% Asia

- Sample of 2017 Media Sponsorships**
- Battery Power 2017
 - The Battery Show
 - International Battery Seminar
 - Advanced Automotive Batteries
 - CTIA

Purchaser or Supplier of



Digital Magazine Editorial Calendar

Issue Close Dates	Focus	Applications	Event Marketing Calendar- Partial List - Subject to Change
Spring 2017 <small>Issues March 2017</small> Editorial Due: 1/25/17 Space Close: 1/30/17 Materials Due: 2/2/17	Critical Power <ul style="list-style-type: none"> • UPS • Stationary/Industrial Batteries • Energy Storage • Hybrid Systems • Monitoring Systems 	<ul style="list-style-type: none"> • Data Centers Application Stories • Facility Application Stories • Emergency Disaster Operations Application Stories 	International Battery Seminar, International Wireless Communications Expo, Battcon, Critical Power
Summer 2017 <small>Issues June 2017</small> Editorial Due: 4/17/17 Space Close: 4/24/17 Materials Due: 5/4/17	Mobile and Portable Devices <ul style="list-style-type: none"> • Power Management • New Battery Designs • Wireless Charging • Testing and Standards 	<ul style="list-style-type: none"> • Wearables • Consumer Devices • Medical Devices 	Battery Council International, SAE World Congress, Sensor Expo, Battery Power 2016, Advancements in Thermal Management 2016, Advanced Automotive Batteries Conference
Fall 2017 <small>issues Sept. 2017</small> Editorial Due: 7/23/17 Space Close: 7/31/17 Materials Due: 8/3/17	<ul style="list-style-type: none"> • 2017 Resource Guide (Only issue that is both print and digital, distribution increase of 50,000) • Battery Market Trends and Opportunities • R&D 	<ul style="list-style-type: none"> • Portable/Mobile Batteries • Automotive/EV Batteries • Stationary/Industrial Batteries 	The Battery Show, CTIA
Winter 2017 <small>Issues Dec. 2017</small> Editorial Due: 10/25/17 Space Close: 10/30/17 Materials Due: 11/2/17	Manufacturing and Material Advancements EV/Aerospace Technology <ul style="list-style-type: none"> • Battery Pack Design • Applications/Case Studies • Charging Infrastructure • Regulations and Safety 	<ul style="list-style-type: none"> • Portable/Mobile Batteries • Automotive/EV Batteries • Stationary/Industrial Batteries 	
In Every Issue: New Products, Application & Technology Features and Industry News			

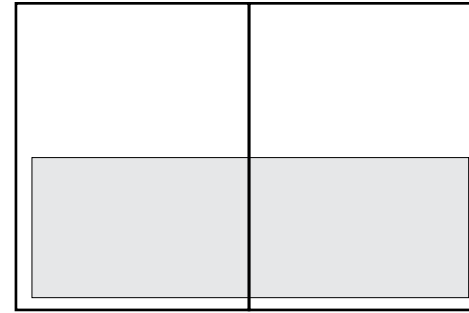
Digital Magazine Advertising Options & Rates



Two Page Spread

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

Rate: \$2,500



1/2 Page Spread

15.75W x 4.75H

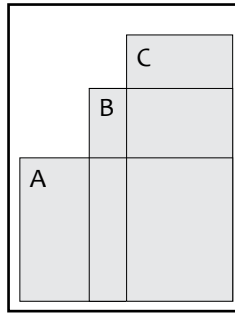
Rate: \$1,875



Full Page

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

Rate: \$1,600



A. 1/2 Page Horizontal

7.375W x 4.75H
 No Bleed

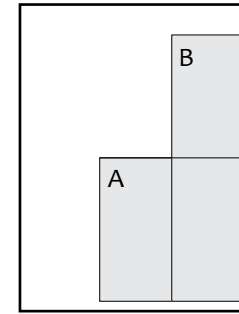
B. 1/2 Page Island

4.5W x 7.375H
 No Bleed

C. 1/2 Page Vertical

3.625W x 9.375H
 No Bleed

Rate: \$975



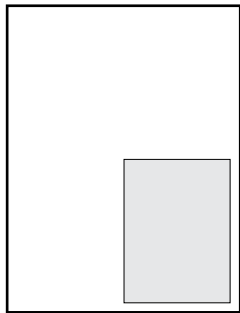
A. 1/3 Page Square

4.5W x 4.75H
 No Bleed

B. 1/3 Page Vertical

2.25W x 9.375 H
 No Bleed

Rate: \$925



1/4 Page

3.625W x 4.75H
 No Bleed

Rate: \$750

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

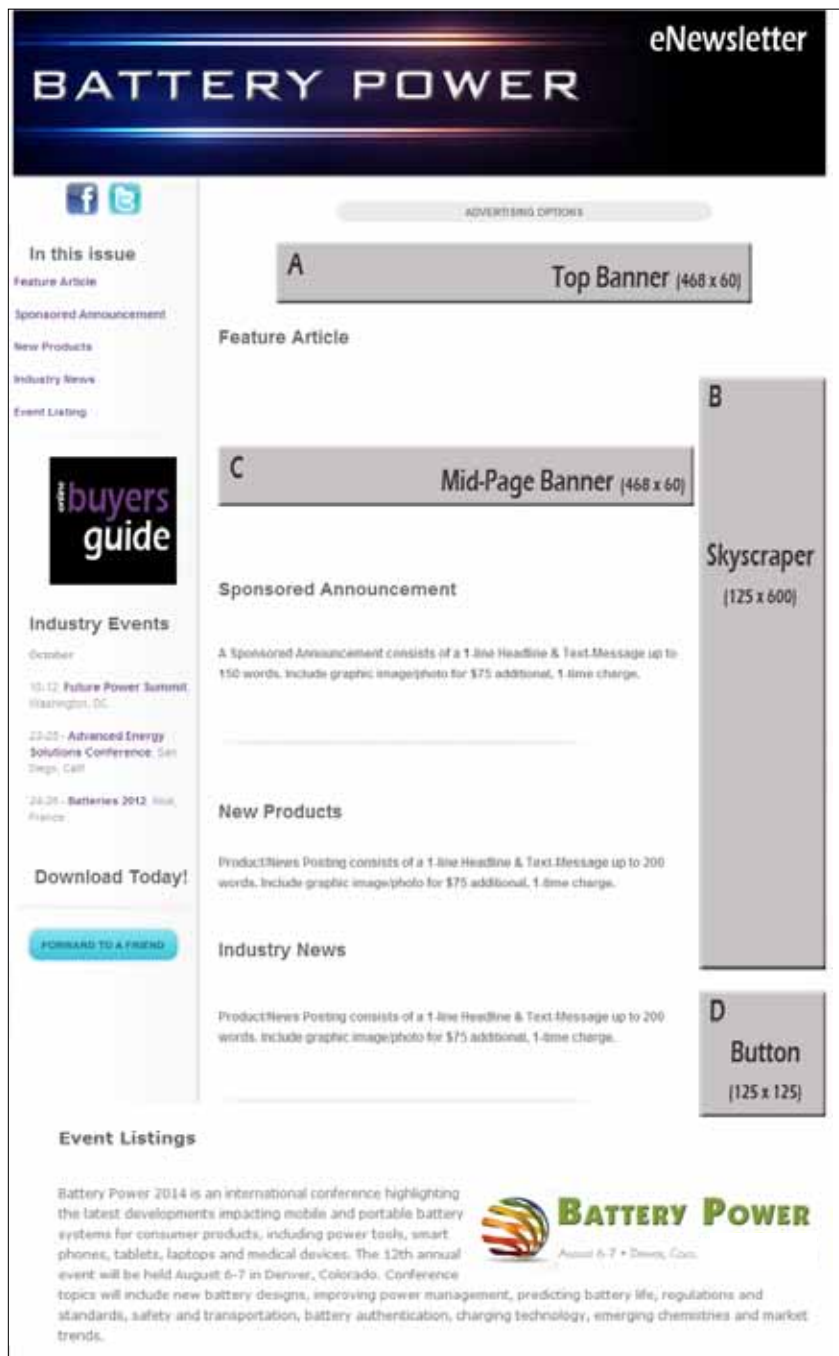
Circulation: 20,000 copies per issue distributed via e-mail, leading industry events, and online download

Color Rates: Four-color included in rates

See next page for special interactive digital magazine options.

BATTERY POWER

2017 Media Kit



Materials Deadlines

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

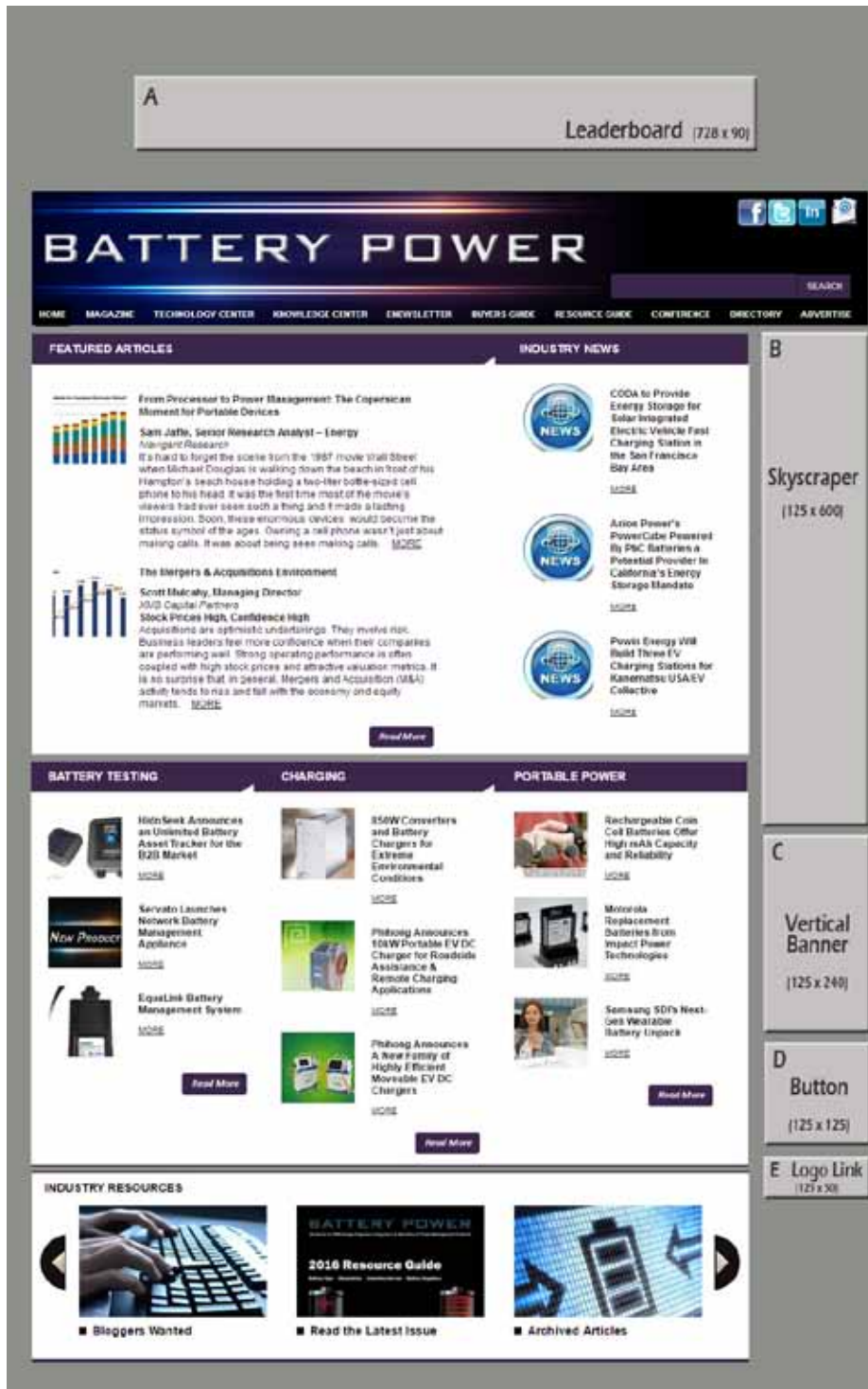
eNewsletter Advertising

Size	1X	6X	12X
A Top Banner 468 wide x 60 tall	\$1,125	\$850	\$550
B Skyscraper 125 wide x 600 tall	\$950	\$700	\$475
C Mid-Page Banner 468 wide x 60 tall	\$700	\$500	\$350
D Button 125 wide x 125 tall	\$550	\$400	\$325
Sponsored Announcement <i>* See below</i>	\$550	\$400	\$300
Product/News Posting <i>* See below</i>	\$550	\$400	\$300
Event Posting	\$300	\$250	\$200
Job Posting	\$300	\$250	\$200
White Paper Posting	\$300	\$250	\$200

- Battery Power eNewsletter is sent out monthly.
- Distribution is 10,000 copies per issue.
- Readers include technical contacts in the battery industry, as well as OEMs in need of the 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.

** Sponsored Announcement and Product Posting consists of a 1-line Headline, Image (125 x 125), and ext-Message up to 150 words and Product Posting.*



Website Advertising Options

Monthly Rates (NET)

Size	1X	6X	12X
A Leaderboard 728 wide x 90 tall	\$1,500	\$800	\$525
B Skyscraper 125 wide x 600 tall	\$1,375	\$675	\$450
C Vertical Banner 125 wide x 240 tall	\$850	\$375	\$300
D Square Button 125 wide x 125 tall	\$350	\$200	\$150
E Logo Link 125 wide x 50 tall	\$275	\$225	\$175

Increase in web traffic via Google Analytics Sept 1, 2014 - July 31, 2015 vs. Sept. 1, 2015 - Aug. 31, 2016.

- Increase 16.81% in Visitors
- Increase of 18.03% in Unique Visitors
- Increase of 7.11% in Pageviews

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	\$525	\$325
Skyscraper	\$325	\$250
Vertical Banner	\$225	\$175
Square Button	\$175	\$125
Logo Link	\$125	\$100

(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

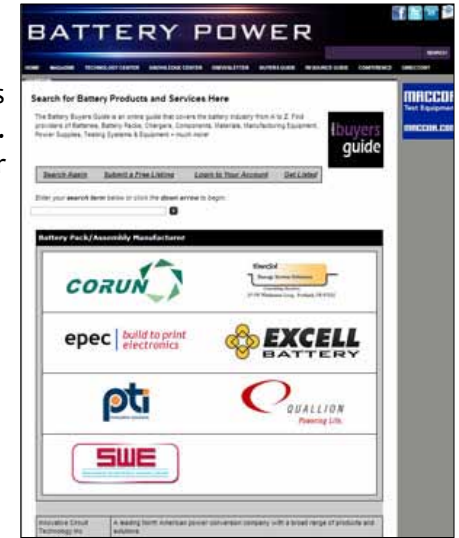
Basic Company Profiles – \$600 per year (\$50 for Additional Categories)

- 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



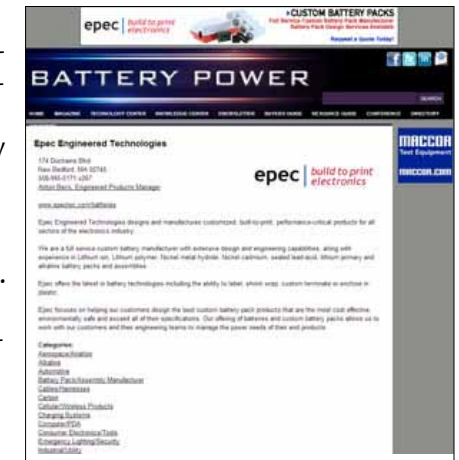
Enhanced Company Profiles – \$750 per year (\$50 for Additional Categories)

- 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 – \$1,275 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.)



2017 Battery Power Resource Guide

The **2017 Battery Power Resource Guide** offers an opportunity to promote battery products & services with a paid display advertisement, and a bonus editorial space at no charge!

- Full Page Editorial: 1-line headline, two images, 700 words, two embedded links
- Half Page Editorial: 1-line headline, one image, 350 words, one embedded link

Benefits to Participants

- Reach a large, targeted audience of professional-level buyers, specifiers and integrators throughout North America.
- Reach a core buyer market of influencer’s and decision makers looking for insight, education and solutions. Reach buyers at all key purchasing and decision points across the spectrum. Technical professionals including system and design engineers; operations managers and executives with purchasing decision authority and influence; dealers and integrators that drive channel purchases.
- Deliver your message visually and directly to this powerful audience. The unique combination of technical, market and product/service information provides a conducive environment for gaining valuable market and mindshare.
- Participants are specifically included in the editorial content of the guide, and benefit from its sourcing-oriented impact.
- Powerful lead generation: Online interactivity is hot-linked directly to your website for immediate, direct response with no “middle-man” intervention. You control all follow-up and tracking.
- Benefit from Webcom’s cross-promotion to multiple markets for technology products and services. All Webcom resource guides are cross-promoted across all of its media platforms throughout the year in its online publications and knowledge centers, conference promotions, all targeting professional-level buyers of technology products and services. You benefit from added exposure to many markets.

Resource Guide Advertising Advertising Options

Full Page Edit

Editorial Includes:

- 700 words
- 2 images

Full Page
- includes full page of editorial
 Live: 8.125W x 10H
 Trim: 8.375W x 10.875H
 Bleed: 8.625W x 11.125H

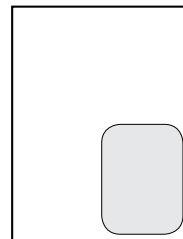
\$2,250

Half Page Edit

- 350 words
- 1 image

1/2 Page Vertical
- includes half page of editorial
 3.625W x 9.375H
 No Bleed

\$1,350



1/4 Page Company Profile
- 150 words, 1 image provided by advertiser
- Profile is created by BP Production Staff

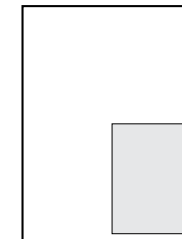
\$795

Half Page Edit

- 350 words
- 1 image

1/2 Page Horizontal
- includes half page of editorial
 7.375W x 4.75H
 No Bleed

\$1,350



1/4 Page
 3.625W x 4.75H
 No Bleed

\$925

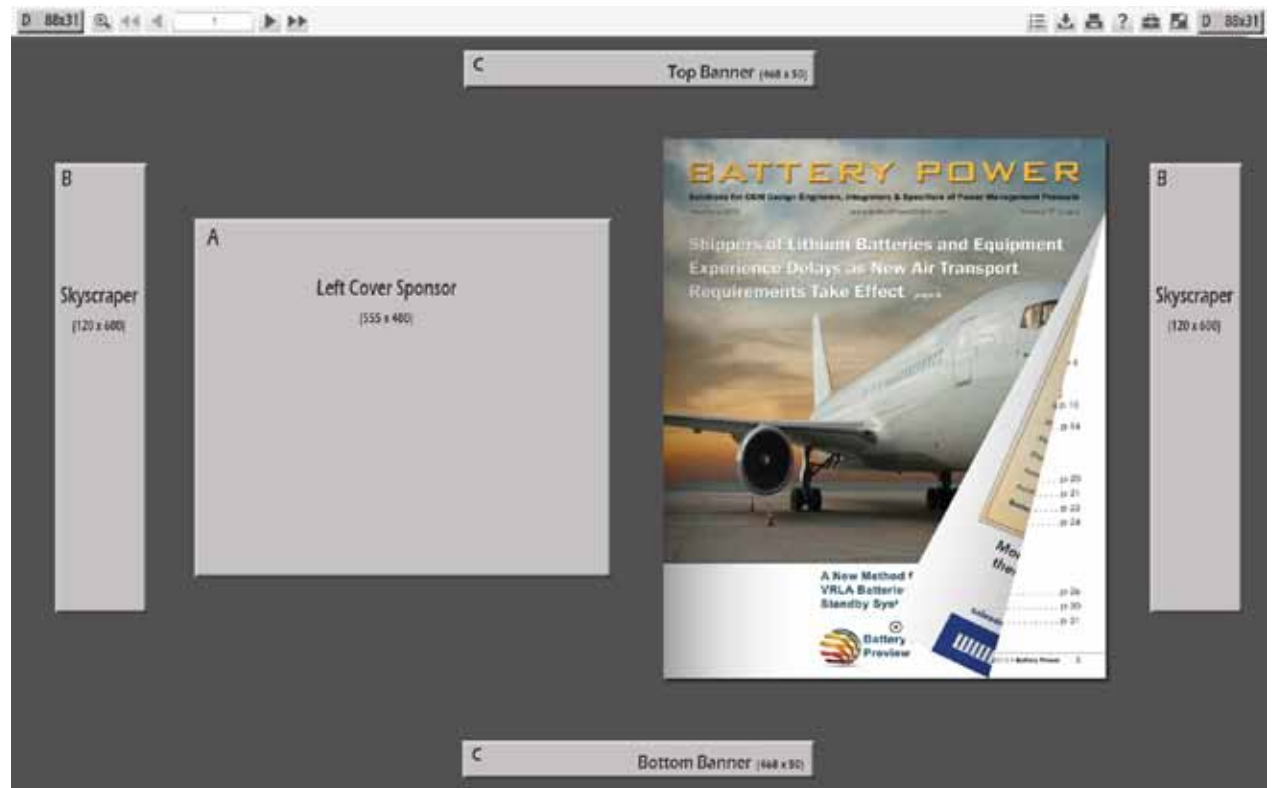
Premium Positions

Outside Back Cover	+ \$900
Inside Back Cover	+ \$750
Inside Front Cover	+ \$750
Preferred Page Positions	+ \$500

BATTERY POWER

Digital Cover Page

A Left Cover Sponsor 555 wide x 480 tall	\$2495
B Skyscrapers 120 wide x 600 tall	\$1,125
C Top/Bottom Banners 468 wide x 50 tall	\$850
D Toolbar Logos 88 wide x 31 tall	\$125
Belly Band	\$850
Gate Fold	\$3,375
Video	\$575
Ad Jolt	\$575
Blow-in Card	\$575
Customer Supplied Animation	\$575
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/

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. 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, 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

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

BATTERY POWER



BATTERY POWER

May 17-18, 2017
Dallas

Battery Power is an international conference held annually highlighting the latest developments impacting mobile and portable battery systems for consumer products, including power tools, smart phones, tablets, laptops and medical devices.

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 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.

