

REACH  
600  
APPrO PowerBrief

PROFESSIONALS INVOLVED IN THE  
GENERATION OF ELECTRICITY IN ONTARIO

EACH WEEK  
MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

### C1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### D/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

### G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view to advertise in this news brief.

**Ascent** A Leader in Energy Solutions

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**APPRO PowerBrief**  
ASSOCIATION OF POWER PRODUCERS OF ONTARIO

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**gowlings** WE DELIVER SUCCESS  
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• ELECTRICAL  
• TRANSMISSION  
• SUBSTATIONS  
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**WTO rules Ontario green energy tariff unfair**  
CBC News  
The World Trade Organization appears to have upheld a complaint against the Province of Ontario's green energy program. The complaint was made by the EU and Japan, which claim the province's feed-in tariff program for its energy grid discriminates against foreign component manufacturers by declaring a minimum percentage of renewable energy goods and services be provided by Ontario companies. [MORE](#)

**NORTON ROSE** Canada's legal pipeline to the world

**Energy technology online trade show draws more than 1,300 attendees**  
Digital Journal  
The Wind Energy Technology online trade show and event hosted by GlobalSpec, recently drew more than 1,300 participants, with 70 per cent of attendees reporting they are decision makers within their organizations. The free virtual conference is now available on demand to give engineers and industrial professionals easy access to educational presentations and industry-leading supplier resources from the event. [MORE](#)

**Product Showcase**

**Power Factor Insulation Analyzer**  
L5000 M4000 Maximum test current: 300mA @15kV.

**Gas Compression**  
Natural gas engines are designed in gas producing areas all over North America and the world. That's because they're designed and built to perform reliably in isolated, mission-critical and demanding applications.

**RENTAL**  
When you need dependable portable electronic power in a hurry, count on Forcemost Rental Power. We supply licensed and standard diesel generators for virtually any requirement from 25kW to 2000kW and beyond. Construction, Special Events, Mining, Industrial, Forestry and Facility Management.

**HATCH**  
Hatch supplies engineering, project and construction management services, process and business consulting and operational services to the mining, metallurgical, energy and infrastructure industries.  
[LEARN MORE](#)

**Sensible choice for Nova Scotia**  
Herald Business  
As Nova Scotia considers its energy future, and the role of the Muskrat Falls hydroelectric project and the associated Maritime Link, it would be wise to think about the two major choices the Muskrat Falls opportunity represents. [MORE](#)

**Featured Companies**

**BLG**  
Borden Ladner Gervais LLP (BLG) is a leading, full-service, national law firm focusing on business law, commercial litigation and intellectual property solutions for our clients. [MORE](#)

**MINDSCAPE Innovations**  
Mindscape Innovations offers the vast majority of its services and product solutions through its subsidiary business units (eg: Energyscape, Mediascape). [MORE](#)

**AEP launches enhanced corporate website using responsive web design**  
Black House  
American Electric Power recently launched a new, enhanced version of the company's corporate website. The new website uses responsive web design, a relatively new technique that provides an optimal viewing experience with an easy reading and navigation with minimal resizing and panning across a wide range of devices, from desktop computer monitors to mobile phones. [MORE](#)

**elenchus** Diversity - harnessing ideas from different perspectives

**Digital Realty maintained uptime during Hurricane Sandy**  
Digital Journal  
Digital Realty Trust announced that it's owned and operated facilities that were in the path of Hurricane Sandy and the after effect that followed maintained 100 per cent uptime. A total of 15 sites were directly impacted in seven states, including Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, Virginia and North Carolina. [MORE](#)

**Power Briefing**  
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**BRIEFS**

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 600 professionals involved in the generation of electricity in Ontario. (One 90 day cycle)

\* Prices do not reflect applicable taxes



Leaderboard  
\$3100

Image Dimensions  
728x90

File Format  
JPEG, GIF

Max File Size  
40k



Lower Leaderboard  
\$2800

Image Dimensions  
580x70

File Format  
JPEG, GIF

Max File Size  
40k



Top/Bottom Banner  
\$2500/\$2200

Image Dimensions  
468x60

File Format  
JPEG, GIF

Max File Size  
40k



Top/Bottom Skyscraper  
\$2500/\$2200

Image Dimensions  
120x600

File Format  
JPEG, GIF

Max File Size  
40k



Product Showcase  
\$2300

Lorem ipsum dolor  
 Lorem ipsum dolor  
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 Ut enim ad minim veniam,  
 quis nostrud exercitation  
 ullamco laboris nisi. More

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum  
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 adipiscing

Featured Company Ad  
\$1500

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum  
 Lorem ipsum  
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 adipiscing elit,  
 eiusmod. More

Traditional Text Ad  
\$1250

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

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APPrO POWERBRIEF, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO PROFESSIONALS INVOLVED IN THE GENERATION OF ELECTRICITY IN ONTARIO. THIS INCLUDES, GENERATORS, SUPPLIERS OF SERVICES, EQUIPMENT AND CONSULTING SERVICES.

APPrO PowerBrief tackles today's most relevant issues, gathered from sources like The Canadian Press, The Globe and Mail, and National Post and the leading industry publications and is delivered to the inboxes of professionals involved in the generation of electricity in Ontario.

APPrO PowerBrief  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN APPRO POWERBRIEF:



## CREDIBLE SOURCE

For 27 years, our members have turned to the association as the informational authority of the industry. Advertising in APPRO PowerBrief solidifies your place among weekly information provided to APPRO members.



## TARGETED DISTRIBUTION

Advertising in APPRO PowerBrief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to APPRO PowerBrief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, APPRO PowerBrief ensures your ad will be seen weekly by over 600 subscribers.



## AFFORDABLE

Advertising in APPRO PowerBrief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of APPRO PowerBrief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in APPRO PowerBrief.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.