

UTILIMETRICS NEWS LINK

REACH

8,000

SMART UTILITY PROFESSIONALS

EVERY 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 SKYSCRAPER

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

C/1 TOP/BOTTOM BANNER

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

D PRODUCT SHOWCASE

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

E CALLOUT TEXT AD

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

F TRADITIONAL TEXT AD

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

A **UTILIMETRICS News Link**
The Utility Technology Association

B **PRODUCT SHOWCASES**
Pulaski Electric System is a leader among small municipal utilities
Utilimetrics

C **TECHNOLOGY DELIVERED**
Badger Meter, Inc.
A Leader in Flow Measurement & Control

D **Fuel-cell research is worth risk, says National Academies report**
The Associated Press

E **Aclara MDMS from Aclara**
Aclara MDMS perform the critical functions of data integration, validation, estimation and editing (VIE) and data storage and management.

F **RIOTronics**
Retrofit meter pulse kits
Adapt existing gas and electric meters with a true Form A digital pulse that these systems easily accept.

C/1 **US and Russian cities to collaborate on energy-efficient smart grids**
Environment News Service

D **White House energy session changes no minds**
The New York Times

C1 **PRODUCT SHOWCASES**
RIOTronics Corp
Retrofit meter pulse kits for AMR (Automatic Meter Reading Systems), energy management, SCADA, data logging and recording systems. Adapt existing gas and electric meters with a true Form A digital pulse that these systems easily accept. Find our products in the Product List, and find third party monitoring systems that we link to in the Interfacing Systems List. [More info](#)

Make Your Mark
At Paladino, we don't offer one-size-fits-all solutions. We work with you to create the best solution. Our success depends on your success. That's how we "Make our Mark" on the world, and we're excited to work with you. [Click Link](#)

SmartSynch SmartMeter
The SmartMeter System is designed for meters to operate in an autonomous manner, having responsibility for monitoring both data collection schedules (e.g., daily, weekly, monthly interval and register reads) and meter alarms. In fact, for interval-enabled SmartMeters, the schedule can be set to return near real-time data as frequently as every 15 minutes. [More info](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 8,000 smart utility professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. **More**

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. **More**

Callout Text Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum
dolor sit amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod
tempor **More**

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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THE UTILIMETRICS NEWS LINK, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO SMART UTILITY PROFESSIONALS WORLDWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications and is delivered to the inboxes of utility professionals who spend billions of dollars a year on products and services - the top-tier people in the industry.

UTILIMETRICS NEWS LINK
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN UTILIMETRICS NEWS LINK:



CREDIBLE SOURCE

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



TARGETED DISTRIBUTION

Advertising in Utilimetrics News Links 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 Utilimetrics News Links 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, Utilimetrics News Links ensures your ad will be seen every week by our 8,000 subscribers.



AFFORDABLE

Advertising in Utilimetrics News Links 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 Utilimetrics News Links 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 Utilimetrics News Links.



TRACK CAMPAIGN EFFECTIVENESS

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