The logo features the words "Battery Power" in white with a stylized orange battery icon above the "y". To the right, "2018" is written in a large, yellow, sans-serif font. Below this, the word "MEDIAKIT" is written in a very large, white, all-caps, sans-serif font. The background is a vibrant, abstract pattern of orange and yellow light streaks transitioning into a blue gradient at the bottom.

Battery Power 2018 MEDIAKIT

Increase branding
and awareness!

Showcase your products
and services on **Battery Power**
with custom advertising
solutions including:

- Banner and Newsletter Advertising
- Industry Product Spotlights
- Sponsored Announcements
- Sponsored Text Links
- Job Postings
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BatteryPowerOnline.com

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.

Key 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

TOPICS COVERED BY BATTERY POWER INCLUDE:

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

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The logo for Battery Power features a stylized battery icon above the text "Battery Power" in a bold, sans-serif font.

A Division of Cambridge Energetech

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2017-2018 EDITORIAL CALENDAR

Month	Editorial Coverage	Industry Events	eBook Topics
AUGUST 2017	Advancements in Battery Technology		
SEPTEMBER 2017	Battery Safety & Regulations		The Ins and Outs of Shipping Batteries <i>(sponsorship available)</i>
OCTOBER 2017	R&D, New Materials	Lithium Battery Materials & Chemistries <i>(Oct 31-Nov 1)</i>	
NOVEMBER 2017	Power Management	Lithium Battery Materials & Chemistries <i>(Oct 31-Nov 1)</i> Battery Safety Conference <i>(Nov 2-3)</i>	Creating an Energy Storage Strategy <i>(sponsorship available)</i>
DECEMBER 2017	2018 CEO Forecasts		
JANUARY 2018	Market Trends, What/Who to Watch in 2018	Advanced Automotive Battery Conference Europe <i>(January 30 - February 1, 2018)</i>	
FEBRUARY 2018	Advancements in Consumer Electronics	Advanced Automotive Battery Conference Europe <i>(January 30 - February 1, 2018)</i>	
MARCH 2018	Energy Storage Applications and Alternatives		
APRIL 2018	Testing, Monitoring and Safety		Topic TBD <i>(sponsorship available)</i>
MAY 2018	Advanced Automotive Battery and Charging Systems		
JUNE 2018	Manufacturing, Development & Commercialization	Advanced Automotive & Industrial Battery Conference <i>(June 4-7, 2018)</i>	
JULY 2018	Battery Management		
AUGUST 2018	Advancements in Battery Technology		Topic TBD <i>(sponsorship available)</i>
SEPTEMBER 2018	Regulations, Standards, Safety Update		
OCTOBER 2018	R&D, New Materials	Advanced Automotive & Industrial Battery Conference Asia <i>(October 16-18, 2018)</i>	
NOVEMBER 2018	Power Management		Topic TBD <i>(sponsorship available)</i>
DECEMBER 2018	Advanced Automotive Battery and Charging Systems		

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NEWSLETTER ADVERTISING

Advertising in the **Battery Power** Newsletter is a great way to increase your brand awareness in the market place! Reach potential buyers of your battery related products and services today!

The **Battery Power** Newsletter is sent out the third Tuesday each month.

The distribution is 15,000 subscribers.

Readers include technical contacts in the battery industry, as well as OEMs in need of the battery technology for use in their products.

Battery Power Newsletter Advertising Specs

Size	1x	6x	12x
Leaderboard (728x90)	\$1350	\$1125	\$950
Top Page Banner (468x60)	\$1125	\$850	\$550
Skyscraper (150x800)	\$950	\$700	\$500
Mid Page Banner (468x60)	\$700	\$500	\$400
Sponsored Announcements	\$850	\$500	\$375
Job Posting	\$300	\$250	\$200
Product News Postings consist of a 1-line headline, 125x125 (static) image, and 150-word message.			



2017 Materials Deadline

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
12/27	1/27	2/24	3/28	4/26	5/25	6/28	7/27	8/29	9/27	10/27	11/27

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WEBSITE ADVERTISING

Battery Power 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 Battery Power is a great way to reach potential buyers of your battery related products and services!

*There is no minimum number of months.
Accepted formats are GIF, animated GIF, JPEG.*

Battery Power Website Advertising Specs

Size	1x	6x	12x
Leaderboard (728x90)	\$1700	\$1250	\$1050
Mini Leaderboard: (350x90)	\$1700	\$1250	\$1050
IMU Banner (338x260)	\$1700	\$1250	\$1050
Skyscraper (240x400)	\$1375	\$800	\$525
Logo Banner (160x160)	\$850	\$375	\$300
Sponsored Text Link	\$750	\$500	\$300
Featured Video	\$1550	\$1375	\$1200
Industry Spotlight	\$1550	\$1375	\$1200
Job Posting	\$300	\$250	\$200
Sponsored Text Link: Includes 8-10 words of text and url.			
Featured Video: Includes 25 words of text, logo and a link to a video.			
Industry Spotlight: Includes 50 words of text, logo and URL.			



2017 Materials Deadline

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
12/27	1/27	2/24	3/28	4/26	5/25	6/28	7/27	8/29	9/27	10/27	11/27

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eBOOK SPONSORSHIP:

Sponsor one of our newest editions, a **Battery Power** eBook!
Be part of a limited number and creative a multi touch point campaign including ebook advertising, email promotion and web advertising.

Our eBooks, are topic specific articles are compiled from our editorial team, and one exclusive sponsorship is available per each edition and includes:

Your company's logo listed as the Exclusive Sponsor on the cover of the eBook

Your company's 500-word description in an "About Our Sponsor" section

2-page, full color ad in the edition

3x dedicated email promotions, promoting the eBook, to include a 150x800

Skyscraper banner

Your company listed as the Exclusive Sponsor on all promotional avenues of

Upcoming topics include:

SEPTEMBER:

The Ins and Outs of Shipping Batteries (sponsorship available)

NOVEMBER:

Creating an Energy Storage Strategy (sponsorship available)



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EMAIL MARKETING

Send your own custom email message to our targeted audience. **Battery Power** custom email blasts are perfect for new product and service promotions, introducing your company, and so much more.

Send your HTML email creative and subject to our marketing team 3 days prior, and a few days after the email deployment we will send your email reporting.

Cost: \$450/M (minimum order 3000)



EMAIL MARKETING

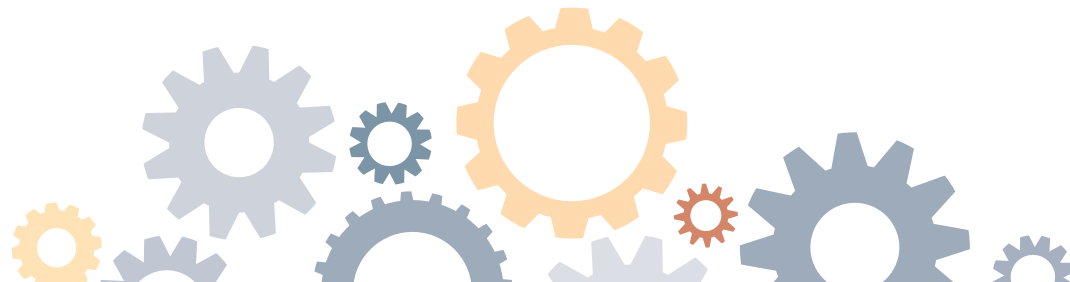
HTML creative is due to us 2-3 days before deployment.

You will receive a quantitative analytical tracking report of recipients' activity (delivery, open, and click rates).
Minimum order of 3000

EMAIL MARKETING WITH E-LEADS:

HTML creative is due to us 2-3 days before deployment.

You will receive a quantitative analytical tracking report of recipients' activity (delivery, open, and click rates), plus you will receive a e-leads report, which includes the full contact information of the recipients that clicked on the links within your emails. Minimum order of 3000



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ADVERTISING TIPS & TRICKS:

- Make your ads eye catching and have a call to action
- Avoid an ad design that is too cluttered, flashy or distracting
- Change your content frequently, you can change your content throughout your campaign with us
- Branding and exposure campaigns work best when done for longer period of times with multiple touch points.
- For long term advertising programs, we suggest changing your creative every 30-60 days. If your messaging hasn't changed, just changing the color of your banner will give it a new look.
- Promoting special offers or complimentary downloads are great ways to increase your clicks.
- Our website has a white background, so we suggest adding a border to your banner to make it pop more.



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