



# Battery Power 2024 Media Kit

Increase branding  
and awareness!

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

- Website and Newsletter Advertising
- Industry Product Spotlights
- Sponsored Announcements
- Sponsored Text Links
- Job Postings
- Featured Videos
- eBook Sponsorship
- Email Marketing
- Lead Generation

Home

About Us & Contacts

Editorial Calendar

Demand Generation

Lead Generation

New Online Packages

Website Advertising

Newsletter Advertising

eBook Sponsorship

Email Marketing

Whitepapers

Webinars

Podcasts

Advertising Tips & Tricks



**BatteryPowerOnline.com**

A division of  
Cambridge Innovation **Publishing**

# ABOUT US

Cambridge Innovation Publishing, a division of Cambridge Innovation Institute, provides a portfolio of niche publications for the life sciences, clinical trials, AI and renewable energy communities.

What sets us apart from our competitors, we can help you reach your targeted audience with a medium the approaches that fit within your marketing strategy. Working with a more focused, niche publication, will allow you to get your products in front of the right audience ... **a quality, targeted audience.**

Our portfolio consists of four niche digital subscription products: *Battery Power Online*, *Bio-IT World*, *Clinical Research News*, and *Diagnostics World News*.

Why advertise with a larger publication where you might reach your audience, when you will reach your audience with Cambridge Innovation Publishing?

**Battery Power**

A Division of Cambridge Enertech

**ADDRESS**

250 First Avenue, Suite 300  
Needham, MA 02494

## What new marketing options do we have?

- **Battery Power Online Wallpaper Advertising** (*one exclusive advertiser per month*)
- **Ad Retargeting** (*limited number available*)
- **Tweets thru the Battery Power Online Twitter Account** (*limited number available*)

## BATTERY POWER CONTACTS:

### EDITORIAL

Allison Proffitt  
Editorial Director  
617-233-8280  
[aproffitt@cambridgeenertech.com](mailto:aproffitt@cambridgeenertech.com)

### MARKETING, SALES & OPERATIONS:

Tom Conley  
Associate Director of  
Publication Marketing,  
Digital Advertising Sales  
781-972-1351  
[tconley@cambridgeenertech.com](mailto:tconley@cambridgeenertech.com)

Patricia Rose  
Senior Director, Sales  
781-972-1349  
[prose@healthtech.com](mailto:prose@healthtech.com)

Sherry Johnson  
Lead Generation Sales  
781-972-1359  
[sjohnson@cambridgeenertech.com](mailto:sjohnson@cambridgeenertech.com)

Home

About Us & Contacts

Editorial Calendar

Demand Generation

Lead Generation

New Online Packages

Website Advertising

Newsletter Advertising

eBook Sponsorship

Email Marketing

Whitepapers

Webinars

Podcasts

Advertising Tips & Tricks



**BatteryPowerOnline.com**

A division of  
Cambridge Innovation **Publishing**

# 2024 EDITORIAL CALENDAR

2024	EDIT TOPIC
January	Battery Startups
February	Advancements in Consumer and Medical Applications
March	Raw Materials Markets & Supply
April	Testing, Monitoring, Safety, and Regulations
May	Advanced Automotive Batteries; Charging Technology and Infrastructure
June	Manufacturing, Development & Commercialization
July	Regulations, Standards, Safety Update
August	Advancements in Battery Technology; Military Applications
September	Solid State Batteries
October	Energy Storage Applications and Alternatives; Critical Power
November	Power Management
December	R&D, New Materials


Battery Power Online is a digital publication. Our editorial calendar reflects general areas of focus each month, and may be subject to change.

EDITORIAL CONTACT:



EDITORIAL DIRECTOR:  
Allison Proffitt  
aproffitt@cambridgeenertech.com

- Home
- About Us & Contacts
- Editorial Calendar
- Demand Generation
- Lead Generation
- New Online Packages
- Website Advertising
- Newsletter Advertising
- eBook Sponsorship
- Email Marketing
- Whitepapers
- Webinars
- Podcasts
- Advertising Tips & Tricks



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# DEMAND GENERATION:

Battery Power Online offers a series of demand generation opportunities for your organization to gain exposure in the marketplace. With a range of options from digital advertising, ebooks, video hosting or a custom package, let us help you get in front of you target audience.

## Options include:

- **Digital Advertising** – Choose from ROS advertising, wallpaper banners, website banners, or newsletter banners. Choose between web or newsletter advertising options
- **eBooks** – Become an exclusive sponsor of an *Battery Power Online* ebook and receive online promotion online and in targeted email broadcasts
- **Ad Retargeting** – let us create and manage your ad retargeting efforts, stemming from our site traffic
- **Social Media** – add custom tweets on the *Battery Power Online* Twitter account or boosted posts on the *Battery Power Online* Facebook page.
- **Videos** – host your videos on *Battery Power Online* and receive video promotion in the newsletter
- **Featured Products** – showcase your products the *Battery Power Online* website
- **Custom Emails** – Use our database to send targeted email messages

## eBook Series:

Recent Topics Included:

- The Ins and Outs of Shipping Batteries
- Creating an Energy Storage Strategy

## Social Media:

Promote your products and services to our social network! Call today to find out more about how you can choose custom tweets from the Battery Power Online Twitter account.

Home

About Us & Contacts

Editorial Calendar

Demand Generation

Lead Generation

New Online Packages

Website Advertising

Newsletter Advertising

eBook Sponsorship

Email Marketing

Whitepapers

Webinars

Podcasts

Advertising Tips & Tricks



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# LEAD GENERATION:

As marketers, delivering targeting leads to our sales teams is one of our biggest challenges. Cambridge Innovation Publishing offers the tools that will help you with these challenges!

With our lead generation programs, all with minimum lead generation guarantees.

- **Webinars** - (lead minimum 50)
  - Choose a live webinar or have us host a webinar you already have recorded.
- **Whitepapers** - (lead minimum 50)
  - We can use a supplied whitepaper or we can help you create a custom whitepaper.
- **Podcasts** - (lead minimum 50)
  - Recording a podcast is easy with our audio production team, we can even provide a moderator if needed.
- **eBooks** – (lead minimum 50)
  - Become an exclusive sponsor of our eBooks which include industry articles along with your advertisements

Home

About Us & Contacts

Editorial Calendar

Demand Generation

Lead Generation

New Online Packages

Website Advertising

Newsletter Advertising

eBook Sponsorship

Email Marketing

Whitepapers

Webinars

Podcasts

Advertising Tips & Tricks



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# BATTERY POWER ONLINE NEW DIGITAL PACKAGES

## Premier Package: (exclusive)

- Wallpaper Banner (ROS) on Battery Power Online
- 1x dedicated email of 5k contacts each (client to choose target)
- 2x banners in the Battery Power Online Monthly Newsletter (35k subscribers)
- 4x Tweets to Battery Power Online followers (2200 followers)
- 30 days Ad Retargeting Banners to Battery Power Online site visitors

**Monthly: \$18,000**

## Gold Package: (Limited to 2 per month)

- 1x dedicated email of 5k contacts each (client to choose target)
- 2x banners in the Battery Power Online Monthly Update (35k subscribers)
- 30-day banner on Battery Power Online
- 3x Tweets to Battery Power Online followers (2200 followers)

**Monthly: \$13,000**

## Silver Package: (Limited to 2 per month)

- 1x dedicated emails of 5k contacts each (client to choose target)
- 1x banner in the Battery Power Online Monthly Newsletter (35k subscribers)
- 2x Tweets to Battery Power Online followers (2200 followers)
- 30-day video on Battery Power Online

**Monthly: \$10,000**

## Bronze Package: (Limited to 2 per month)

- 1x banner in the Battery Power Online Monthly Newsletter (35k subscribers)
- 2x Tweets to Battery Power Online followers (2k followers)
- 30-day video on Battery Power Online
- 30-day banner on Battery Power Online

**Monthly: \$7,500**

## A-La-Carte Options:

Wallpaper Banner (exclusive per month)	\$3500 per month		
	Frequency		
	1-3 Frequency	4-7 Frequency	8-12 Frequency
Leaderboard Banner	\$1700	\$1250	\$1050
IMU Banner	\$1700	\$1250	\$1050
Featured Videos	\$1550	\$1350	\$1150
Featured Product	\$1550	\$1350	\$1150

## Demand Generation

Tweets to Battery Power Online Followers	Starting at \$1500 – limited 2 per week/month
Email Marketing	Starting at \$450 per M, minimum 5,000
Sponsor an Battery Power Online eBook for Branding & Exposure	Starting at \$7000
Ad Retargeting	Starting at \$5000, minimum 3 months

## Lead Generation

Webinars (50 lead min)	Starting at \$6500
Whitepapers (100 lead min)	Starting at \$8500
Sponsor an Battery Power Online eBook (100 lead min)	Starting at \$8500
Podcasts (50 lead min)	Starting at \$5000

Home

About Us & Contacts

Editorial Calendar

Demand Generation

Lead Generation

New Online Packages

Website Advertising

Newsletter Advertising

eBook Sponsorship

Email Marketing

Whitepapers

Webinars

Podcasts

Advertising Tips & Tricks



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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
Wallpaper (1600x1000)	\$3500	\$3250	\$2900
Leaderboard (728x90)	\$1700	\$1250	\$1050
Mini Leaderboard: (350x90)	\$1700	\$1250	\$1050
IMU Banner (336x280)	\$1700	\$1250	\$1050
Skyscraper (240x400)	\$1375	\$800	\$525
Logo Banner (160x160)	\$850	\$375	\$300
Featured Video	\$1550	\$1350	\$1150
Industry Spotlight	\$1550	\$1350	\$1150
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.			



Home

About Us & Contacts

Editorial Calendar

Demand Generation

Lead Generation

New Online Packages

Website Advertising

Newsletter Advertising

eBook Sponsorship

Email Marketing

Whitepapers

Webinars

Podcasts

Advertising Tips & Tricks



**BatteryPowerOnline.com**

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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 35,000 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
Sponsored Announcements consist of a 1-line headline, 125x125 (static) image, and 150-word message.			



Home

About Us & Contacts

Editorial Calendar

Demand Generation

Lead Generation

New Online Packages

Website Advertising

Newsletter Advertising

eBook Sponsorship

Email Marketing

Whitepapers

Webinars

Podcasts

Advertising Tips & Tricks



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# eBOOK SPONSORSHIP (SPONSORSHIP AVAILABLE):

Sponsor one of our newest editions, a **Battery Power** eBook!  
Be part of a limited number and create 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

**Topics include:**

**Designing Battery Materials**

**A Year in Review**

**Advances in Battery Chemistry**

**Industrial Batteries and UPS**

**Battery Safety**



Home

About Us & Contacts

Editorial Calendar

Demand Generation

Lead Generation

New Online Packages

Website Advertising

Newsletter Advertising

eBook Sponsorship

Email Marketing

Whitepapers

Webinars

Podcasts

Advertising Tips & Tricks



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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.**

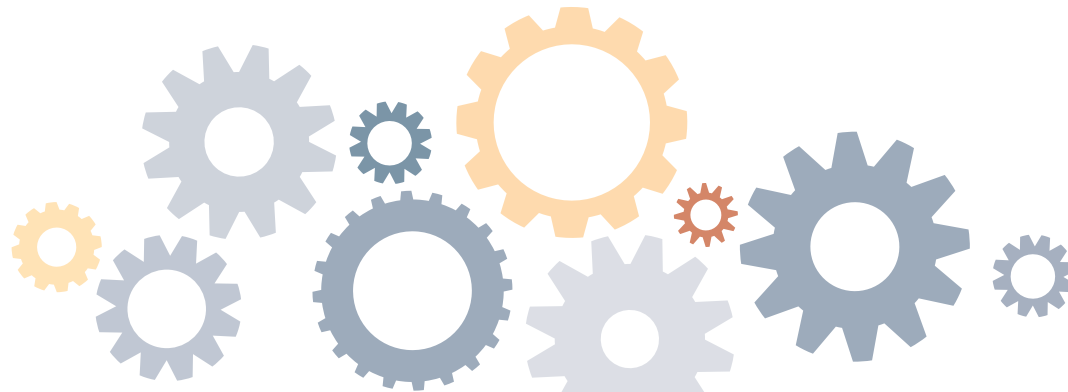
**Cost:** \$450/M [with no leads]  
(minimum order 3000)



## 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



Home

About Us & Contacts

Editorial Calendar

Demand Generation

Lead Generation

New Online Packages

Website Advertising

Newsletter Advertising

eBook Sponsorship

Email Marketing

Whitepapers

Webinars

Podcasts

Advertising Tips & Tricks



**BatteryPowerOnline.com**

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## Lead Generation WHITEPAPERS 50 Leads Minimum

Do you have a recent case study you want to share? Has your company recently generated excited scientific data? Have you recently helped one of your clients solve their scientific challenges? This breakthrough needs to be communicated within the community, and *Battery Power Online* Whitepaper

**Option 1:** *Battery Power Online* will host and promote client's existing whitepaper on our website and deliver 50 leads guaranteed.



**Option 2:** *Battery Power Online* Custom Whitepaper

Our professional writing and publishing team writes, designs, and produces a custom paper of up to eight pages in length for the client. The whitepaper is developed around a topic of choice following an input meeting by phone. The paper cover is co-branded with client's name and Battery Power Online. The contributing editor's name is bylined. Custom papers are top-quality, written to a client's needs and final approval. Lead time for a custom white paper is 2-3 months.

This custom white paper program can take on a product or services marketing slant. Or, they can be written as thought leading pieces that do little direct selling but will establish good will while building sponsor credibility within their market segments. A custom paper can also provide the combination of promotion and thought-leadership on a specific topic. Our writer will schedule an input meeting with the client's team before writing begins to determine the project's direction. It is then followed by an outline, a preliminary draft, and a final draft. It's a well-developed process, created to give the client high value.

Home

About Us & Contacts

Editorial Calendar

Demand Generation

Lead Generation

New Online Packages

Website Advertising

Newsletter Advertising

eBook Sponsorship

Email Marketing

Whitepapers

Webinars

Podcasts

Advertising Tips & Tricks



**BatteryPowerOnline.com**

A division of  
Cambridge Innovation **Publishing**

## Lead Generation WEBINARS 50 Leads Minimum

Need a cost-effective way to generate sales leads?

Deliver an engaging and educational insight into your organization's technology solutions or share a case study all while gaining new prospects for your sales team!

Webinars are the perfect platform to educate your target audience about exciting scientific data obtained through use of your company's technologies and/or services.

Battery Power Online Webinar Program guarantees a minimum of 50 leads, by hosting your previously recorded webinar.

### **50 minimum registrations guaranteed.**

- Our experienced marketers will mine this database to ensure we are delivering decision makers within your target audience.
- Customize your webinar with polling, whiteboarding or show videos
- Add custom questions to the registration page to help score your leads and to help to prep your speakers
- Webinars are promoted through dedicated promotion, newsletters and social media.
- You will receive weekly client reports
- After the webinar, you will receive the link to the recorded webinar for your own marketing efforts.

**50**  
minimum  
registrations  
guaranteed

Home

About Us & Contacts

Editorial Calendar

Demand Generation

Lead Generation

New Online Packages

Website Advertising

Newsletter Advertising

eBook Sponsorship

Email Marketing

Whitepapers

Webinars

Podcasts

Advertising Tips & Tricks



BatteryPowerOnline.com

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# Lead Generation PODCASTS 50 Leads Minimum

## Why a Lead Generation Podcast?

Podcasts are making a comeback as a popular medium for marketers. As an on-demand, access anytime tool, a podcast can be listened at work, home, at the gym or in the car.

### Podcasts are making a come back

- One-third of Americans 25–54 listen to podcasts at least monthly.
- Podcast Listening Among American Women Jumped 14 Percent in One Year
- 69 Percent of Podcasts Are Consumed on a Mobile Device
- 12 million people listened to a podcast for the first time in the last year.
- 23 Percent of Americans Have Listened to Podcasts in the Car



## What is included in a Lead Generation Podcast?

- Includes a phone recorded Q&A with one of our editors and a representative from your organization lasting approximately 10-15 minutes.
- Podcasts are usually held in an interview format with either a member of your company, a customer or an industry thought leader.
- Suggested topics around a new technology, new product release, viewpoint, case study etc. – something that will engage the audience.
- Our Editorial Director is available to conduct the podcast interview, if you wish.
- While the podcast is playing, we create a slide as a visual which will have information about the speaker and your company.
- Podcasts are promoted through dedicated promotion, newsletters and social media.
- Our marketing team will create the visual slide for your podcast and will send to you for approval.
- You will receive weekly client reports.
- Podcasts are most effective in a series, so ask about multiple podcast pricing!

Home

About Us & Contacts

Editorial Calendar

Demand Generation

Lead Generation

New Online Packages

Website Advertising

Newsletter Advertising

eBook Sponsorship

Email Marketing

Whitepapers

Webinars

Podcasts

Advertising Tips & Tricks



**BatteryPowerOnline.com**

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Cambridge Innovation **Publishing**

# 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.



Home

About Us & Contacts

Editorial Calendar

Demand Generation

Lead Generation

New Online Packages

Website Advertising

Newsletter Advertising

eBook Sponsorship

Email Marketing

Whitepapers

Webinars

Podcasts

Advertising Tips & Tricks

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Products and technologies powering our future

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