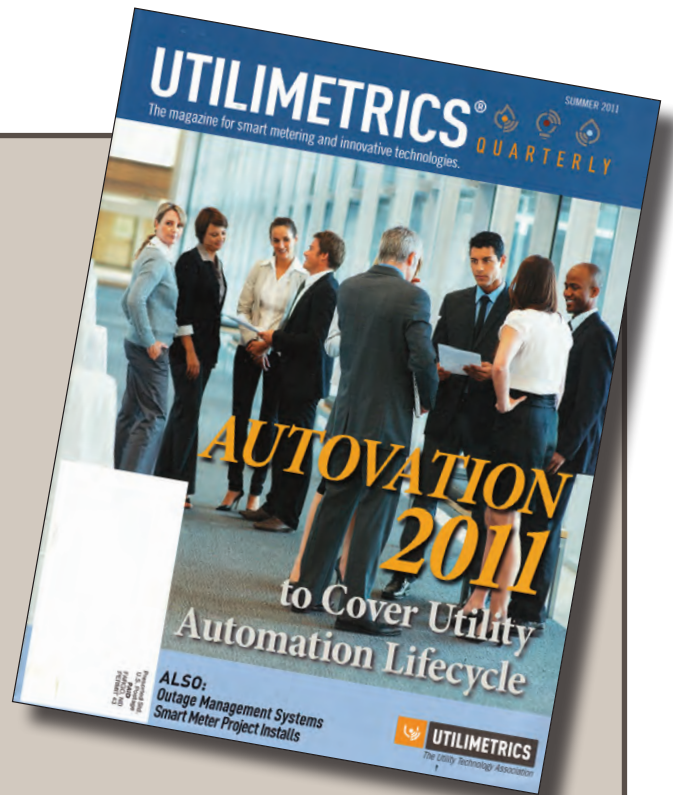
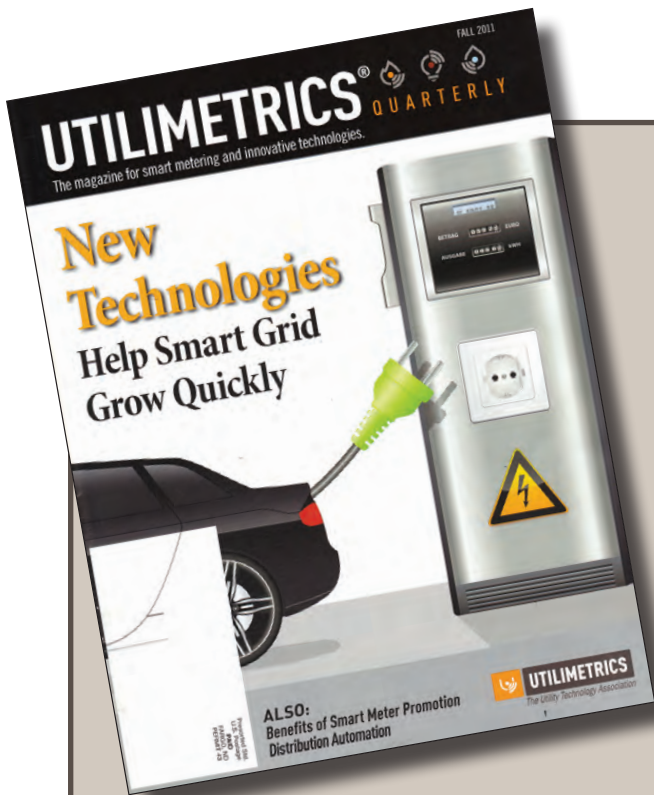


2012 *Utilimetrics Quarterly Magazine* Media Kit



The magazine for smart metering
and innovative technologies



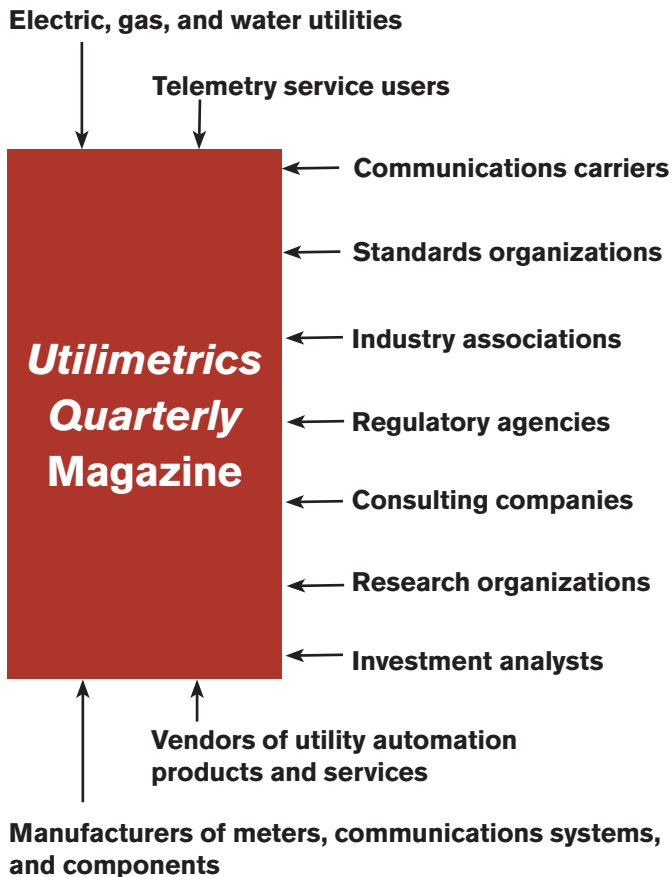
UTILIMETRICS

The *Utilimetrics Quarterly* Advantage

Utilimetrics Quarterly is the official magazine of Utilimetrics, the international trade association that represents diverse stakeholders from electric, water and gas distribution utilities. Utilimetrics is celebrating its 25th anniversary in 2012. This is a major milestone in an industry that has experienced a significant increase in events and publications by start-up for-profit organizations in the past few years.

Magazine articles include interviews and case studies on topics ranging from enabling technologies to implementation processes to smart grid applications.

Utilimetrics Quarterly has a circulation of 10,000 readers. They include utility industry CEOs and other utility company employees who have purchasing authority. The chart below demonstrates the broad reach of *Utilimetrics Quarterly* to utility industry decision makers and influencers:



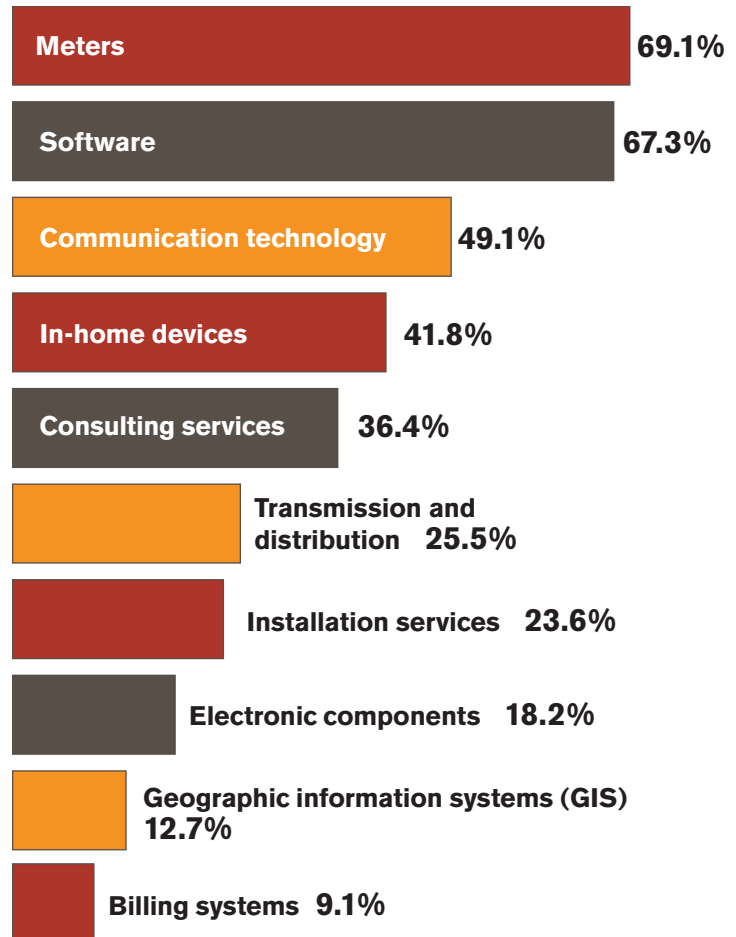
Utilimetrics by the Numbers

As a not-for-profit trade association, Utilimetrics promotes and shares best practices and lessons learned. Our members are in all stages of the utility automation lifecycle. Some are writing business cases; others have fully deployed their smart meters and have moved on to smart grid applications.

Our more than 1,600 members represent hundreds of utilities and corporations in electric, gas, and water resources around the world. Members develop and implement automated resource management technologies and participate in standardization and regulatory activities.

As these companies evolve, they are continually purchasing new technology to meet changing consumer needs. A survey of *Utilimetrics Quarterly* readers at Autovation 2011 showed that they will purchase the following products and services during the next 12 months:

Percent of Readers Buying Products and Services in 2012



A Powerful Online Presence

Utilimetrics Quarterly debuted in 2009 as a digital magazine in response to surveys showing that utility industry professionals wanted a publication they could easily access and read at any time and location. The magazine is on the leading edge of digital publishing with an attractive, easy-to-use online magazine that includes:

- Sophisticated page-turning software for quick and easy browsing
- Customized viewing for all types of mobile devices
- Weblinks to all website addresses in editorial and advertising
- Hyperlinks from the cover and table of contents to all articles and advertisements
- Keyword searches of all editorial content
- Zooming and printing capability
- “Share” button to send the online magazine to colleagues

This online presence – which reaches 10,000 readers each quarter through proactive e-mail notifications – is supplemented by more than 2,000 print copies of each issue that reach all Utilimetrics members and includes bonus distribution at the two major industry tradeshows: Autovation (Fall issue) and Distributech® Conference & Exhibition (Winter issue).

Editorial Calendar

Issue	Issue Focus
Spring 2012	<ul style="list-style-type: none"> ■ Utilimetrics 25th Anniversary Issue – A special section celebrating the growth and success of the association ■ San Diego Gas and Electric Consumer Outreach Case Study ■ DC Water Best Practices Case Study ■ Meter Data and Analytics
Summer 2012	<ul style="list-style-type: none"> ■ AUTOVATION 2012 Preview – A complete look at Autovation 2012 including the full Preliminary Program printed as part of the magazine. The Preliminary Program will also be overprinted and mailed as a separate publication to 5,000 Autovation Show prospects. <p style="color: red;">SPECIAL OFFER: Book a 4X contract in <i>Utilimetrics Quarterly</i> and receive a free ad in the Autovation Preliminary Program! Or buy a 1X ad in this issue that will be placed inside the Preliminary Program, including the 5,000 bonus distribution mailing.</p> <ul style="list-style-type: none"> ■ Meter-to-Cash – how utilities can improve performance and increase revenue ■ Customer Portals – an important key to improved customer satisfaction
Fall 2012	<ul style="list-style-type: none"> ■ AUTOVATION 2012 Issue – Bonus distribution of 1,500 copies (one in every registration bag and more at the Utilimetrics booth) at AUTOVATION 2012 in Long Beach, CA, September 30 - October 3, 2012 ■ Integrating AMI with OMS ■ Pre-Pay
Winter 2012	<ul style="list-style-type: none"> ■ DISTRIBUTECH® Issue – Bonus distribution of 500 copies at DISTRIBUTECH® in San Diego, CA, January 29-31, 2013 ■ Utilimetrics AMI Project of the Year Award Winner ■ Energy Storage Requirements ■ Realizing the Benefits of AMI

2012 Utilimetrics Quarterly Advertising Contract

Size	1X	2-3X	4X
Back Cover	\$ 2,600	\$ 2,475	\$ 2,350
Inside Front Cover, Opposite IFC, Inside Back Cover	\$ 2,400	\$ 2,250	\$ 2,125
Full Page	\$ 1,950	\$ 1,800	\$ 1,675
Half Page Island	\$ 1,650	\$ 1,550	\$ 1,450
Half Page Horizontal	\$ 1,550	\$ 1,450	\$ 1,350
Third Page Square	\$ 1,050	\$ 975	\$ 850
Quarter Page Vertical	\$ 700	\$ 650	\$ 600
Sixth Page	\$ 625	\$ 575	\$ 525

**Black-and-White Rates are 70% of 4C Rates
Utilimetrics Members Receive a 5% Discount**

**Please circle the desired ad in the chart above and
check off the desired issues below.**

- Spring 2012 (Ad Closing Feb. 29; Materials Due Mar. 15)
- Summer 2012 (Ad Closing May 31; Materials Due June 15)
- Fall 2012 (Ad Closing July 31; Materials Due Aug. 15)
- Winter 2012 (Ad Closing Nov. 10; Materials Due Nov. 30)

ADVERTISER INFORMATION

Contact Name _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ E-Mail _____

Signature _____

Circle Credit Card Type: VISA MC AMEX

Name on Card _____

Card # _____ Security Code* _____

Expiration Date _____ Dollar Amount to Charge _____

* Visa and MasterCard Users: Look at the signature box on the back of your card. You should see either the 16-digit credit card number or just the last 4 digits followed by a 3-digit code. This 3-digit code is your Security Code.

American Express Users: Look for the 4-digit code printed on the front of your card just above and to the right of your credit card

TERMS AND CONDITIONS

- All ads are subject to approval by Utilimetrics.
- Frequency discounts are based on the number of ads run within a 12-month period.
- Ads may not be cancelled after the ad closing dates published in the Utilimetrics media kit.
- An advertiser who does not complete a contracted schedule within 12 months of the first insertion will be billed for discounts taken but not earned.
- Premium positions may not be available if purchased earlier by other advertisers.
- Ads will be invoiced upon publication of each issue. Payment is due 30 days from date of invoice.
- Utilimetrics reserves the right to require advance payment for ads.

EDITORIAL CONTACT

Janice Greenberg
Director of Communications
Phone 847-480-9628
jgreenberg@utilimetrics.org

ADVERTISING CONTACT

Diane Griffin
Advertising Manager
Phone 770-986-0515
FAX 309-218-9147
dianeg@bellsouth.net

AD PAYMENT INFORMATION

Advertisers will be invoiced for ads upon publication of each issue. If you wish to pay by credit card, please fill out the information to the left. Fill in the per-issue dollar amount and your card will be charged upon publication of each issue.

Please e-mail this form to Diane Griffin at dianeg@bellsouth.net or FAX it to her at 309-218-9147

2012 Utilimetrics Quarterly Material Specifications

Trim Size:

8 1/2" x 11"

Preferred Materials:

- Press quality PDF files are preferred.
- Pre-flighted, digital files may be supplied on CDs, DVDs, or via e-mail. All files must include all linked scans, artwork, and fonts used in the file.
- Very large files can also be uploaded to sites such as www.yousendit.com or www.sendbigfiles.com.

Software Programs

We recommend files to be prepared using the following software programs: Adobe CS 4 or later in InDesign, Illustrator, or PhotoShop.

File Format Information

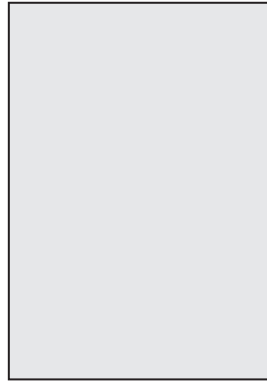
- **Compression:** Files may be compressed.
- **Resolution:** Grayscale and color images/files should have a resolution of 300 dpi, 133 line screen. Scanned black and white line art should have a minimum resolution of 600 dpi at 100%.

No Ad? No Worries!

If you don't have an ad, we can create one for you! Contact Al Rickard at 703-402-9713 or arickard@associationvision.com.

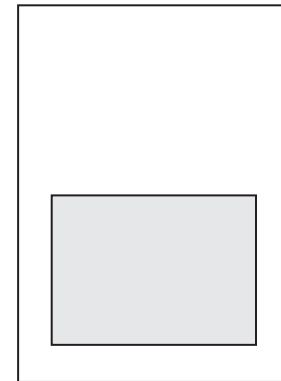
Send advertising materials to:

Al Rickard, CAE
President
Association Vision
4501 Hazelnut Court
Chantilly, VA 20151
703-402-9713
arickard@associationvision.com



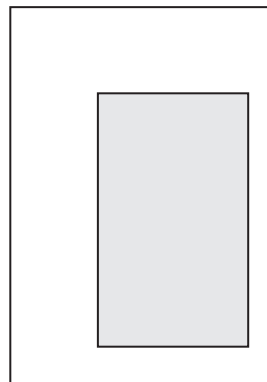
Full Page Bleed

8 3/4" x 11 1/4"



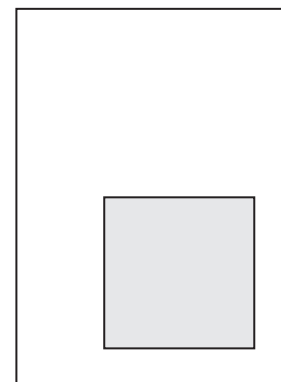
Half Page Horizontal

7 1/4" x 4 3/4"



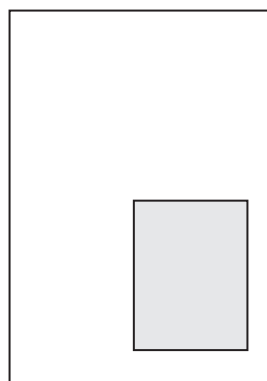
Half Page Island

4 3/4" x 7 1/2"



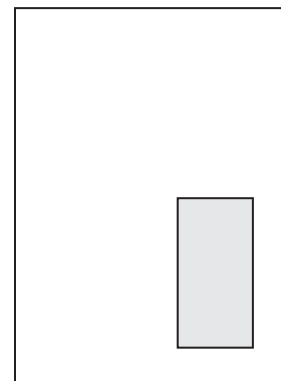
Third Page Square

4-3/4" x 4-3/4"



Quarter Page Vertical

3-1/2" x 4-3/4"



Sixth Page Vertical

2 1/4" x 4-3/4"