



utilimetrics.org

UTILIMETRICS QUARTERLY

The magazine for smart metering and innovative technologies.



2010 MEDIA PLANNER

CONTACT:

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WHO WE ARE

Utilimetrics brings together diverse stakeholders of electricity, water and gas distribution utilities to promote and share best practices for smart grid/smart metering, communications, utility automation and data management. Utilimetrics believes that utilities and consumers must be closely linked to compel efficient and responsible energy and water management. Our more than 1,400 members represent hundreds of utilities and corporations in gas, water and electric resources around the world. Members develop and implement automated resource-management technologies and participate in standardization and regulatory activities. We represent four out of five meter manufacturers.

VISION

To be the premier advocate for automated metering technologies and to promote the value they bring to utilities and their customers.

MEMBERS

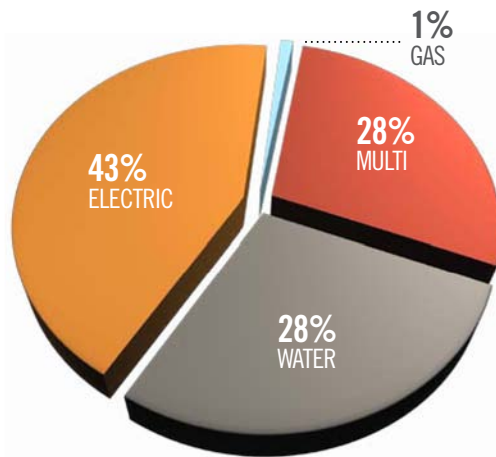
Utilimetrics is a resource for utility departments or authorities, corporations, consultants, associations, public interest groups and others interested in the development and application of smart metering. Our members are international industry leaders, several with annual gross revenues exceeding \$1 billion, and include:

- + Electric, gas and water utilities
- + Telemetry service users
- + Communications carriers
- + Manufacturers of meters, communications systems and components
- + Standards organizations
- + Industry associations
- + Regulatory agencies
- + Vendors of utility automation products and services
- + Consulting companies
- + Research organizations
- + Investment analysts

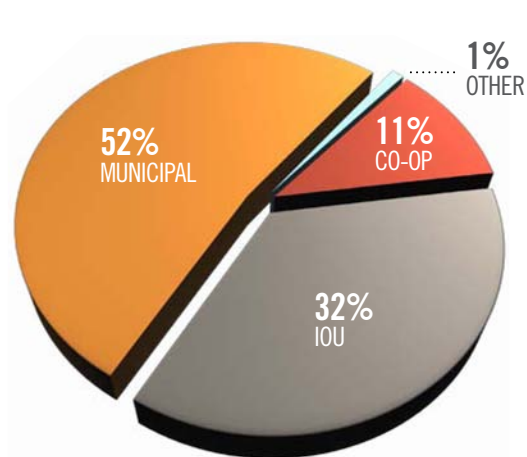
OUR MISSION

We believe utilities and consumers must be closely linked to compel efficient and responsible energy and water management. We bring together the diverse stakeholders of electricity, water and gas distribution utilities to promote and share the best practices for innovative metering, communications, utility automation, and data management. We are the premier advocate and industry voice for the advancement of our members' interests.

UTILITY BREAKDOWN BY COMMODITY



UTILITY MEMBERS BY OWNERSHIP



UTILIMETRICS QUARTERLY

The magazine for smart metering and innovative technologies.

THE OFFICIAL MAGAZINE OF UTILIMETRICS

Utilimetrics Quarterly will serve as a leading industry resource, informing and educating our members through timely and relevant articles. *Utilimetrics Quarterly* represents a significant step on our road to becoming the single leading voice advocating for smart metering and other innovative technologies.

Your advertisement in *Utilimetrics Quarterly* will reach top managers who make the day-to-day decisions about running their utilities, as well as the elected policy makers who approve operating budgets and major capital expenditures.

DEPARTMENTS

Each issue contains the following recurring columns:

EXECUTIVE MESSAGE: Every quarter a Utilimetrics leader will assess the state of the smart metering industry, advocating for utilities and highlighting innovative technologies that will lead to improved operations, customer service and resource utilization.

CONSULTANTS CORNER: Utilimetrics members are working toward a national smart grid. Here our industry experts will explain how to get there and keep readers abreast of the managerial, regulatory, legislative and customer-service implications along the way.

AUTOVATION UPDATE: Autovation® is the only conference focused entirely on smart metering, communications, automation and data management.

EDITORIAL MISSION

Utilimetrics Quarterly is the only trade association publication focused on smart metering and innovative technologies and the benefits they bring to utilities and consumers. Articles and news cover topics of interest to utilities in all stages of deployment.





2010 EDITORIAL CALENDAR

SPRING 2010	SUMMER 2010	FALL 2010 – ANNUAL CONFERENCE ISSUE	WINTER 2010
<p>Ships March 2010</p> <p>Features Workforce Changes – Implementing technology often results in a redeployment of staff. Smart metering is no different. Learn how major utilities are addressing employee concerns about smart meter technology.</p> <p>Deployment Update – Read about a successful deployment of smart meter technology, what pitfalls the utility faced, and how it overcame them.</p> <p>Vendor Management – How to choose the right strategic partners for your smart meter deployment.</p>	<p>Ships June 2010</p> <p>Features Autovation Preview – Learn about the key topics to be discussed at our 2010 annual conference.</p> <p>Water Conservation – Examining the benefits that smart metering offers to water utilities—in particular the prospect of minimizing water losses.</p> <p>Social Networking – Tools like Facebook and Twitter are being used more and more for business purposes. Learn how the utility industry is benefiting from social media.</p>	<p>Ships September 2010</p> <p>Features Stimulus Funding: Lessons Learned and Best Practices – With the stimulus-fueled modernization of the smart grid now well under way, what deployment methodologies have emerged as most successful?</p> <p>Electric Vehicles and Smart Metering – What happens when millions of Americans get home at six and plug in their cars for recharging? The smart grid will ensure that the charging occurs at off-peak nighttime hours.</p> <p>Emerging Technology – As the smart grid emerges into the mainstream, consumers will see the introduction of sensors and automation devices that bring efficiency and convenience to their power use.</p>	<p>Ships December 2010</p> <p>Features In-Home Networks – In-home networks are a key part of smart-meter rollouts, yet the technology continues to change. How will the in-home network work and how might it be integrated into the devices consumers already have at home?</p> <p>Ten Biggest Pre-Deployment Issues – Without proper planning for smart-meter rollouts, your deployment could hit numerous roadblocks. This story delivers the information you need to know in order to deploy successfully.</p> <p>Smart Meter 2012 – What to expect in 2012, from deployment schedules to new technologies on the horizon.</p>
<p>Bonus Distribution DISTRIBUTECH® Conference & Exhibition, Tampa Convention Center, March 23-25</p>		<p>Bonus Distribution Autovation 2010® Austin Convention Center Austin, TX, September 12-15</p>	
<p>Space Deadline January 5, 2010</p>	<p>Space Deadline April 7, 2010</p>	<p>Space Deadline July 7, 2010</p>	<p>Space Deadline October 7, 2010</p>
<p>Materials Deadline January 14, 2010</p>	<p>Materials Deadline April 16, 2010</p>	<p>Materials Deadline July 16, 2010</p>	<p>Materials Deadline October 18, 2010</p>

NET ADVERTISING RATES*

Position Guarantee: 15% Premium | Revisions and Proofs: \$50.00

All rates include a direct link from your company's ad to your Web site in the digital version of *Utilimetrics Quarterly*.

SIZE	1x		2-3x		4x	
	FULL COLOR	B&W	FULL COLOR	B&W	FULL COLOR	B&W
Double Page Spread	\$2,699.50	\$1,839.50	\$2,509.50	\$1,709.50	\$2,319.50	\$1,579.50
4th Cover	\$2,569.50	\$1,709.50	\$2,439.50	\$1,639.50	\$2,299.50	\$1,559.50
2nd or 3rd Cover	\$2,359.50	\$1,499.50	\$2,229.50	\$1,429.50	\$2,089.50	\$1,349.50
Full Page	\$1,909.50	\$1,049.50	\$1,779.50	\$979.50	\$1,639.50	\$899.50
2/3 Page	\$1,759.50	\$899.50	\$1,639.50	\$839.50	\$1,509.50	\$769.50
1/2-Page Island	\$1,639.50	\$779.50	\$1,519.50	\$719.50	\$1,409.50	\$669.50
1/2 Page	\$1,519.50	\$659.50	\$1,409.50	\$609.50	\$1,309.50	\$569.50
1/3 Page	\$1,029.50	\$499.50	\$959.50	\$459.50	\$889.50	\$429.50
1/4 Page	\$699.50	\$389.50	\$649.50	\$359.50	\$599.50	\$329.50
1/6 Page	\$619.50	\$299.50	\$579.50	\$279.50	\$529.50	\$259.50
1/8 Page	\$549.50	\$229.50	\$509.50	\$209.50	\$469.50	\$199.50

*Members will receive a 5% discount on advertising rates.

DIRECT-MAIL OPPORTUNITIES[†]

Advertise your products and services by including your direct-mail piece in the clear plastic bag in which our publication is mailed. Whether you are promoting an event, new product or your entire product line, including a direct-mail piece with our publication will ensure tremendous exposure for your company.

SURFACES	PRINT
1-Page (2 surfaces)	\$1,209.50
2-Page (4 surfaces)	\$1,509.50
Postcard	\$1,209.50

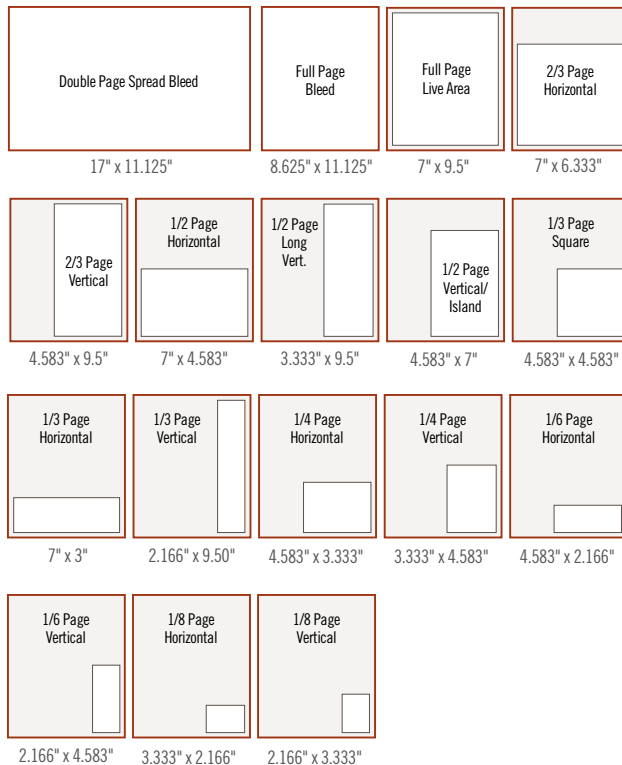
[†]All direct-mail pieces are furnished by advertiser. 3-page (6 surfaces) or more available. Only one print direct-mail piece allowed per issue. Please contact your sales associate for applicable rates and specs.



PRINT SPECIFICATIONS

MAGAZINE AD SIZES AND DEPICTIONS

Trim Size | 8.375" x 10.875" DPS Live Area | 15.417" x 9.5"



Text placed outside the live area within any full page or DPS ads may be cut off.
Please keep text within the live area at all times.

SPECIFICATIONS

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15 percent.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black and white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.

Cancellations

All cancellations must be received in writing prior to the advertising sales deadline. All premium positions and direct-mail pieces are non-cancelable.



UTILIMETRICS QUARTERLY

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digital edition

In addition to print, *Utilimetrics Quarterly* magazine is available to Utilimetrics members in a fully-interactive digital version. Members and readers receive each issue via e-mail and each new issue is posted to the Utilimetrics Web site. A full archive of past issues will be available for a 12-month period, ensuring longevity for your online presence.

READERS CAN VIEW EACH PAGE OF *UTILIMETRICS QUARTERLY* AS IT APPEARS IN PRINT.

With the digital edition readers can:

- + Download the issue for offline viewing.
- + Forward articles of interest to friends and colleagues or link from a Web site.
- + Click on advertisements of interest to go directly to the advertiser's Web site.



BRANDING OPPORTUNITIES

All digital edition advertising positions are **EXCLUSIVE** as each is awarded to only one business.

eSPONSORSHIP

When you sponsor the *Utilimetrics Quarterly* magazine digital edition, your company is the first ad readers see when they open their copy.

1x	2-3x	4x
\$1,300	\$1,150	\$1,000

eSKYSCRAPER

Our eSkyscraper places your message in a prominent position to the right of the *Utilimetrics Quarterly* digital edition the entire time the magazine is visible, providing consistent and lasting exposure.

1x	2-3x	4x
\$1,300	\$1,150	\$1,000

eTOOLBAR

The eToolbar sponsorship allows your company to be in front of readers the entire time they are browsing the digital edition of *Utilimetrics Quarterly*.

1x	2-3x	4x
\$700	\$625	\$575

ONLINE SPECIFICATIONS

DEPICTIONS



eSPONSORSHIP



eSKYSCRAPER



eTOOLBAR

SIZES AND SPECIFICATIONS

eSPONSORSHIP

Static or animated: JPG, GIF or SWF/FLA
800 x 1071 pixels

Video formats: AVI, MPG, MOV, FLV or REAL PLAYER
431 x 277 pixels

Animation and video must be less than one minute in duration

eSKYSCRAPER

JPG or GIF
228 x 1140 pixels
File size no greater than 100kb
No animation

eTOOLBAR

JPG or GIF
250 x 50 pixels
File size no greater than 100kb
No animation

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15 percent.

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For more information about Utilimetrics, contact:

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