

renewable energy **focus**

Covering renewables from innovation to market

JANUARY/FEBRUARY

**PV Expo • EWEA Offshore 2015 • EcoBuild
 2015 Utility Solar Conference**

Solar: Advancements in forecasting tools; performance monitoring for optimum plant operation

Wind: Innovations in turbine testing equipment; engineering for variable wind speeds; offshore plant O&M

Green design: Combined heat and power projects; building-integrated PV

Market focus: UK

MARCH/APRIL

**PV America • SNEC PV Power Expo • ALL ENERGY 2015
 Europe • World Geothermal Conference**

Solar: Focus on concentrated solar power

Metering: Smart grids and energy storage

Wind: Maximizing power output

Geothermal: Uncovering thermal sources

Biomass: Biofuels and energy from waste

MAY/JUNE

**Intersolar Europe (show preview) • Intersolar US • European
 Biomass Conference • 2015 Global Offshore Wind**

Solar: Focus on inverters, PV modules, part I; solar heating and cooling

Wind: Weighing the merits of preventative maintenance in offshore wind farms; infrastructure challenges in undersea cable installation

Bioenergy: Biomass conversion case studies, project profiles

Market focus: Germany

JULY/AUGUST

Solar Power International • Wind Energy 2015

Special Report: Annual Lahmeyer Global Renewable Power Generation (comprehensive sector by sector analysis)

Solar: hybrid energy systems for off-grid applications; Inverters, modules-Part II

Wind: Risk assessment and mitigation

SEPTEMBER/OCTOBER

CanWEA 2015 • RenewableUK

Solar: Financing basics; PV certification

Wind: Wind turbine components and subsystems; impact of new standards on turbine design

Hydropower: Hydroelectric turbine O&M

Market focus: India & China

Innovation: 2015 Ashden Awards

NOVEMBER/DECEMBER

EWEA Conference • World Future Energy Summit 2016

Solar: Advancements in solar heating and cooling; innovative energy storage solutions

Wind: Project planning and permitting

Infrastructure: Role of microgrids; pros and cons of net metering

Market focus: "MENA" region (Middle East, Africa)

*Preliminary — provisional show distribution; content subject to amendments at editor's discretion.

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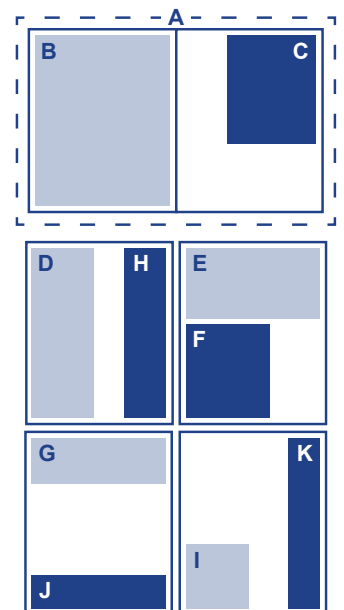
Covering renewables from innovation to market

Print Advertising Rates

Number of insertions	1 time	3 times (unit price shown)	6 times (unit price shown)
Full page	€5,058/\$5,533	€4,804/\$5,256	€4,045/\$4,426
Double page spread	€8,312/\$9,364	€7,482/\$8,406	€6,650/\$7,472
1/2 page	€3,443/\$3,769	€3,270/\$3,579	€2,755/\$3,014
1/2 page island	€3,803/\$4,161	€3,612/\$3,953	€3,044/\$3,331
1/3 page	€2,332/\$2,547	€2,216/\$2,420	€1,863/\$2,039
1/4 page	€2,025/\$2,206	€1,856/\$2,098	€1,621/\$1,763
Inside front cover	€7,804/\$8,518	€7,439/\$8,120	€6,345/\$7,809
Outside back cover	€8,312/\$9,089	€7,895/\$8,633	€6,650/\$7,273
Inside back cover	€7,304/\$7,982	€6,939/\$7,585	€5,845/\$7,273

Print Advertising Specifications

Position	MM	Inches
Double Page Spread (Live type area) A	258mm x 370mm	10 1/8 x 14 5/8
Double Page Spread (Trim)	297mm x 420mm	11 1/16 x 16 4/16
Double Page Spread (Bleed)	303mm x 426mm	11 7/8 x 16 6/8
Full Page (Live type area) B	258mm x 185mm	10 3/16 x 7 5/16
Full Page (Trim)	297mm x 210mm	11 1/16 x 8 4/8
Full Page (Bleed)	303mm x 216mm	11 7/8 x 8 1/8
Half Page Horizontal E	124mm x 185mm	4 7/8 x 7 5/16
Half Page Vertical D	258mm x 86mm	10 3/16 x 3 3/8
Half Page Island C	185mm x 124mm	7 5/16 x 4 7/8
Third Page Island F	118mm x 116mm	4 1/4 x 4 3/16
Third Page Vertical H	60mm x 258mm	2 3/6 x 10 3/16
Third Page Horizontal G	185mm x 92mm	7 5/16 x 3 9/16
Quarter Page Standard I	124mm x 86mm	4 7/8 x 3 3/8
Quarter Page Horizontal J	60mm x 185mm	2 3/8 X 7 5/16
Quarter Page Vertical K	258mm x 43mm	10 3/16 X 1 11/16



2015 Special Options

High Visibility Package

Got a big announcement? Want to get the company name out there quickly? Heading to an event and want to make a splash? Select from all (or a selection) of these options:

- Logo on the cover of the magazine as "Issue sponsor";
- 2 page bye-line article (or company profile) in the issue;
- Full page advertisement in the magazine;
- 1 targeted email to a list of your choice;
- Advertising of your choice on www.renewableenergyfocus.com

Editorial Support

For a small charge, any press releases not selected by our editorial team can be published as a "Sponsored Announcement";

- And of course we have advertorial options available if you have a longer article you want to publish.

Exhibition package

Want to drum up some interest in your expo presence before you start putting your booth up? Why not be the exclusive sponsor of one of our event e-newsletters. We tailor the editorial to your organisation too (i.e. we select some of our archived feature articles that relate to your company's business sector).

We also have special distribution packages available for the major events.

Channel Sponsorship

Targeting a single area? Want to focus your resources where it counts? Book all Special Options three ad slots on one of our web channels (i.e. Wind, Solar PV, Solar Electricity etc).

Want even more options?

- **Inserts:** your brochure/marketing material inserted into print copies and/or digital edition;
- **Reprints:** a reprint and PDF service for articles featuring your company.

Advert copy requirements

Adverts should be supplied as Composite PDF version 1.3

Please ensure that:

1. Artwork is within CMYK colour space
2. Image resolution is at least 300dpi
3. Total ink coverage does not exceed 300%
4. Fonts are embedded and subsetted
5. Transparencies are flattened
6. No colour management profiles should be included, ie: ICC profiles

We cannot accept artwork in Microsoft product formats.

Please note that:

- Overprint and knockout is the responsibility of the originator. If your requirements are outside of typical printer default settings (100% black set to overprint, and 100% white set to knock out) you must inform us.
- We cannot accept responsibility for colour without contract proof.

Method of supply

- **FTP:** <ftp://stsales@ftp.elsevier.com>
- **Username:** stsales
- **Password:** 5a 135_ftp
- Email to adcop@elsevier.com

Digital edition enhanced advertising

- Rich media - Files must be in 'shockwave flash' format - SWF or FLV. FLV files must have supporting content in a publicly accessible location. Max file size is 2MB, and cannot run for more than 30 seconds.

Artwork assistance

For customers needing assistance when submitting artwork: +44 (0)1865 843868.

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Digital opportunities

High visibility branding

www.renewableenergyfocus.com

Our website is complemented with electronic media solutions which deliver information to readers in various forms:

Leaderboard/Skyscraper/'Rectangle' ads:

Banner ads are trackable. You can choose to advertise on the homepage/all site, or on selected channels to narrow your focus.

[Click here for all the options on specifications and pricing >>>](#)

Add the e-newsletter too

The Renewable Energy Focus e-newsletter includes banner advertising (such as a leaderboard and content box) allowing you to promote a brand, service, new product or corporate initiative - while driving traffic to your website. Open and Click-through rates are trackable.

Got a message for our database?

Our e-review service offers you an exclusive opportunity to send a sponsored email message to our opt-in e-newsletter database. We provide you with statistics on how many emails were viewed and the number of people who clicked on links to your website.

In addition, if you want to target a bespoke selection, you can select names from the Renewable Energy Focus email database. Selections can be made by industry type, geographical location and various other criteria.

New for 2015: video content

In 2015, Renewable Energy Focus will host video content on the website, gathering together the best videos from the industry and hosting them on our website. We will be looking to feature the educational and "how-to-do-it" videos from across the industry.

This will provide excellent sponsorship opportunities.

Lead generation options

Generating concrete leads is the holy grail for many organisations and Renewable Energy Focus provides a number of different ways to do this:

WEBINARS

- **200 leads guaranteed**
- **Best selling lead-generation programme**

The Renewable Energy Focus webinar series is an online 1-hour seminar designed to educate industry members about new technologies, case studies, 'best practices,' and hot topics/issues impacting the industry.

Sponsors have an opportunity to present their message to a captive audience and capture contact details of registrants online.

Our editorial team will work with you to develop the topic and help recruit relevant speakers.

[Want pricing details?
Click here >>>](#)

[Want to check out our website?
Click here >>>](#)

[Want details of our lead generation
special package?
See below](#)

WHITE PAPER DOWNLOADS

One of Renewable Energy Focus' most successful lead generation programmes, white paper and article downloads, offer sponsors an opportunity to obtain contact details of industry members who access their technical article for free.

Renewable Energy Focus will promote the programme to its database, providing additional branding exposure for sponsors.

AUDIO PODCAST

Renewable Energy Focus offers an exclusive opportunity to communicate with industry professionals with buying power and generate leads via an audio/visual podcast.

[Click here for examples of our products:](#)

- [Print magazine >>>](#)
- [E-newsletter >>>](#)
- [Webinar >>>](#)
- [White paper download >>>](#)
- [Podcast >>>](#)

Online advertising rates and specifications**

Specifications	1 month**	3 months (Total price)	6 months (Total price)	12 months (Total price)
Leaderboard (728x90) (max 40kb, flash*, GIF or JPG file)	€2,082/\$2,763	€3,392/\$4,522	€6,376/\$8,501	€10,746/\$14,327
Skyscraper (120x600)*** (max 40kb, flash*, GIF or JPG file)	€1,584/\$2,112	€2,934/\$3,910	€5,524/\$7,366	€10,141/\$13,521
Large Rectangle MPU (336x280) (max 40kb, flash*, GIF or JPG file)	€2,846/\$3,796	€4,845/\$6,460	€8,767/\$11,689	€12,793/\$17,056
Button (150x100) (max 40kb, flash*, GIF or JPG file)	€518/\$691	€846/\$1,127	€1,594/\$2,125	€2,689/\$3,585

*All flash banners need to have clicking information embedded exactly as follows: **on (release) { getURL (clickTag,"_blank") }**

**Rates include homepage. For non homepage rates, please contact your account manager for details. It is also possible to buy extra "Share of Voice" where appropriate space remains available.

***Price shown for right side upper Skyscraper. Left side lower skyscraper available at 40% discount.

E-newsletter (every week)*

Specifications	1 Month	3 months (Total price)	6 months (Total price)	12 months (Total price)
Banner (468x60) (max 40kb, GIF or JPG file)	€743/\$992	€2,117/\$2,823	€4,150/\$5,533	€6,847/\$9,129
Button (150x100) (max 40kb, GIF or JPG file)	€432/\$576	€1,070/\$1,428	€1,934/\$2,580	€2,939/\$3,919
Content Box (no more than 50 words) (Logos no wider than 120 and no higher than 100 pixels)	€523/\$697	€1,377/\$1,838	€2,574/\$3,423	€3,631/\$4,841

* For premium E-newsletter requests add 20%

E-review

1 x Rate	2 x rate (unit price shown)	3 x rate (unit price shown)
€3,047/\$4,188	€2,830/\$3,888	€2,613/\$3,590

Bespoke selection from magazine circulation:
€400/\$520 per 1000 names (Minimum charge €750/\$1,000)

Lead Generation

Webinar packages	prices on request
Podcasts	prices on request
White Paper Downloads	prices on request

Other Promotional Options	
Belly Band	prices on request
Insert/Outsert	prices on request
Exclusive e-newsletter sponsorship	prices on request

renewable energy
focus

www.renewableenergyfocus.com

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