

# ONLINE SUPPLIERS GUIDE

Located at APPAsuppliersguide.org, the new Online Suppliers Guide is a user-friendly forum designed to bring producers and consumers together. Available 24 hours a day, 365 days a year, the interactive Online Suppliers Guide makes it easy to locate products and professional services geared to the electric utility industry. With hyperlinks, multiple search capabilities and rich search results, our Online Suppliers Guide is designed to drive the purchasing process and bring customers to your site with a few clicks of the mouse.

## Generate viable sales leads with the APPA Public Power RFP Automator

**Electric utility professionals come to you when they are ready to buy** – With the RFP Automator, visitors can contact multiple vendors in a specific product/service category with project specifications, schedules and contact information.

**RFP releases can only be received if your company is a part of the Online Suppliers Guide!** Category Sponsors and Premier Listings will be listed first alphabetically, and then all others.

## THE ONLINE SUPPLIERS GUIDE IS A REFERENCE AT YOUR FINGERTIPS:

- Cross-promoted in other APPA publications and communication pieces
- Optimized to drive traffic from search engines and the APPA home page
- Categorical layout allows efficient browsing with just a few clicks
- Directs visitors to the landing page of your choice to learn more about your business
- Vertical search capability with Google™ integration returns richer results
- Various ad sizes and display options make it easy to customize your listing and enhance content

**APPA Corporate Members receive a 10% discount on display ad rates.**

## DISPLAY ADVERTISING

All display ads include a complimentary Premier Listing, a \$329.50 value. Upgrade your complimentary Premier Listing with video for only \$200 more.

### PAGE PEEL – EXCLUSIVE POSITION

Display your business uniquely on every page of the Online Suppliers Guide. With the move of a mouse, your company's message sweeps down over the site like the page out of a book, drawing attention and visitors to your website.

**12 Months:** \$7,500

### HOME PAGE HALF PAGE SKYSCRAPER

Your company's message is positioned alongside content on the home page. Maximum three ads rotating in position.

**12 Months:** \$1,750

### RUN-OF-SITE HORIZONTAL BANNER

No matter what page viewers are searching, your ad is prominently displayed in the same spot. Maximum eight ads rotating in position.

**12 Months:** \$1,250



## CATEGORY HALF PAGE SKYSCRAPER – EXCLUSIVE POSITION

For the ultimate in targeted marketing, the category skyscraper places your ad in front of viewers as they are browsing for your product or service.

**12 Months:** \$1,750

## PREMIER LISTINGS

### PREMIER LISTING GUARANTEED PLACEMENT

For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors. No scrolling required—when visitors click on a product/category on the home page of the Online Suppliers Guide, your Premier Listing is certain to be noticed. Rate includes Premier Listing with video capabilities.

**Category Sponsor #1:** \$1,500  
**Category Sponsor #2:** \$1,250  
**Category Sponsor #3:** \$1,000

### PREMIER LISTING PACKAGE

Premier Listings are designed to offer heightened visibility within the Online Suppliers Guide. Premier Listings appear on a first come, first listed basis on top of all basic listings, ensuring they are seen first.

**Includes three (3) product/service category listings of your choice. Additional category listings are \$50 each.**

*Premier Listing features:*

- Full-color company logo
- Active website, Facebook, Twitter and LinkedIn links, e-mail address and up to five detailed contacts
- Extended company profile and products and services listing
- Full-color product image and description — can be hyperlinked to a landing page of your choice
- Google™ Map It! — displays a Google™ map of your business location
- Google™ site search — allows users to search your company website directly from your Premier Listing
- Request for Information — generates a form through which users can contact a designated representative from your business directly

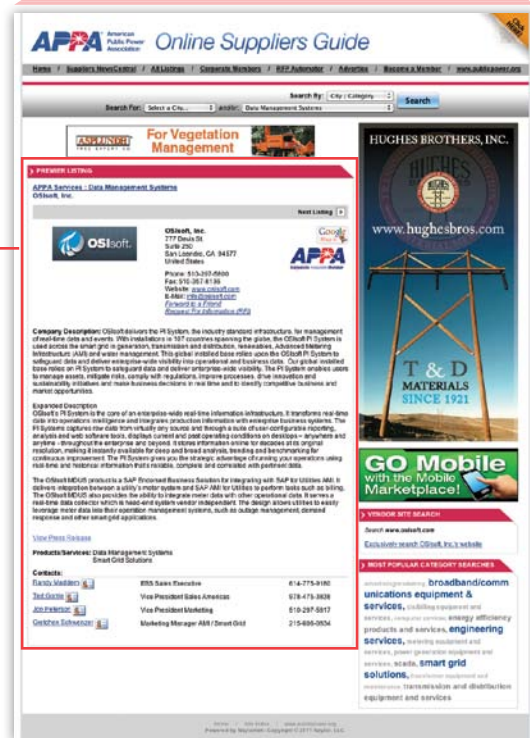
**Member Price:** \$299.50

**Non-Member Price:** \$329.50

## Ask your account executive how you can SAVE with our “integrated media buy” rates.

Discounts are available to advertisers that maintain a presence in APPA’s print communications and various digital media components.

**Submit your own press release or white paper by visiting “Suppliers NewsCentral” and clicking “Add/Edit Your Own News Item”.**



## VIDEO UPGRADE

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

**Upgrade:** \$200

## Premier Listing Categories

Our Online Suppliers Guide allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Three free categories are included with your Premier Listing, and additional categories are only \$50 each.

- |  |   |
|--|---|
| <input type="checkbox"/> Advertising/Marketing                           | <input type="checkbox"/> Mapping, GIS                                     |
| <input type="checkbox"/> Broadband/Communications Equipment and Services | <input type="checkbox"/> Metering Equipment Services                      |
| <input type="checkbox"/> CIS/Billing Equipment and Services              | <input type="checkbox"/> NERC Compliance                                  |
| <input type="checkbox"/> Communication Equipment and Services            | <input type="checkbox"/> Nonprofit Organizations                          |
| <input type="checkbox"/> Community/Economic Development Services         | <input type="checkbox"/> Power Generation Equipment and Services          |
| <input type="checkbox"/> Computer Services                               | <input type="checkbox"/> Power Marketing                                  |
| <input type="checkbox"/> Data Management Systems                         | <input type="checkbox"/> Power Quality                                    |
| <input type="checkbox"/> Distributed Generation                          | <input type="checkbox"/> Power Supply                                     |
| <input type="checkbox"/> Energy Efficiency Products and Services         | <input type="checkbox"/> Reliability Products and Services                |
| <input type="checkbox"/> Energy Storage Products and Services            | <input type="checkbox"/> Renewable Energy Products and Services           |
| <input type="checkbox"/> Engineering Services                            | <input type="checkbox"/> Safety Equipment and Services                    |
| <input type="checkbox"/> Environmental Compliance, Products and Services | <input type="checkbox"/> SCADA  |
| <input type="checkbox"/> Financial Services                              | <input type="checkbox"/> Security Equipment and Services, Cyber           |
| <input type="checkbox"/> Human Resources                                 | <input type="checkbox"/> Security Equipment and Services, Physical        |
| <input type="checkbox"/> Insurance and Risk Management                   | <input type="checkbox"/> Signs/Tags/Markers                               |
| <input type="checkbox"/> Interactive Voice Response (IVR)                | <input type="checkbox"/> Smart Grid Solutions                             |
| <input type="checkbox"/> IT Services                                     | <input type="checkbox"/> Test Equipment                                   |
| <input type="checkbox"/> Law Firms/Legal/Government Relations Services   | <input type="checkbox"/> Training   |
| <input type="checkbox"/> Lighting and Accessories                        | <input type="checkbox"/> Transformer Equipment and Maintenance            |
| <input type="checkbox"/> Management Consulting                           | <input type="checkbox"/> Transmission and Distribution Equipment/Services |
| <input type="checkbox"/> Manufacturers/Equipment Distributors            | <input type="checkbox"/> Utility Construction                             |
|  | <input type="checkbox"/> Vegetation Management                            |

If your product or service is not listed above, a new category can be created for you pending APPA approval. Ask your Naylor account executive for assistance.

*Three (3) free categories with any Premier Listing. Additional listings are \$50.00 each. No limit.*

\_\_\_\_\_ **Additional Categories X \$50.00 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## Space Reservation Form

To reserve your space on APPA's Online Suppliers Guide, please select from the options below, then return this completed form to your Naylor account executive.

**All ads will be posted for one year.** Advertisers will receive campaign-performance reports that detail ad impressions and click-throughs on an as-requested basis. Advertisers may change their artwork up to once a month at no additional charge.

- Page Peel** | \$7,500
- Leaderboard** | \$5,000
- Home Page Skyscraper** | \$3,500
- Category Skyscraper** | \$2,500
- Run-of-Site Vertical Banner** | \$1,250

All advertisers will receive an invoice for the total amount, due upon activation.

**All display ads include a complimentary Premier Listing, a \$329.50 value.**

- Check here to upgrade your complimentary Premier Listing with video for only \$200.

### Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the date of this contract. APP-00011

**Sign and return to:**

## Premier Listing Package

Premier Listings are designed to offer heightened visibility within the Online Suppliers Guide by appearing in on top of all basic listings. Premier Listings will appear in the order in which they are reserved—first come, first listed.

Premier Listings include all basic contact information, extended company profile, product/service description with full-color image, additional contact information, Google™ Map It and Site Search and links to Facebook, Twitter and LinkedIn. Listings will be active for one year.

- Members** | \$299.50
- Non-Members** | \$329.50

Includes three (3) product/service category listings of your choice. Additional category listings are \$50 each.

## Premier Listing Guaranteed Placement

For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors. No scrolling required— when visitors click on a product/category on the home page of the Online Suppliers Guide, your company is the first that they see. Includes Premier Listing and video upgrade.

- Category Sponsor #1** | \$1,500
- Category Sponsor #2** | \$1,250
- Category Sponsor #3** | \$1,000

## Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

- Video** | \$200

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the date of this contract. APP-00011

**Sign and return to:**

## Premier Listing Checklist

Below is a checklist of all elements required in order to process your Premier Listing.

**Full-Color Company Logo**

The size of your logo should be 240 pixels wide x 120 pixels high and no larger than 100kb. We accept JPG or GIF format. Your logo will link to your website, so please provide the URL to which you would like your logo to link.

**Company Contacts - Up To Five**

Please include job title, phone number and e-mail address. Indicate which person should be referenced as the "primary" contact. All e-mail addresses will be hyperlinked and active.

**Company Description**

This is strictly textual information about your company. You can include your company's mission statement, press releases, etc. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. All text should be provided to us in a Word document that allows us to cut and paste your description to your order.

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please e-mail this to your Naylor account executive.

**Website Activation**

Please provide us with the website URL to which your listing should link. Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.

**Product/Service Categories**

All extra information will show up under all of the categories you select. Three category listings are included in the initial price of the Premier Listing. Additional category listings can be purchased for \$50 each.

**Full-Color Product Image and Description**

The size of your product photo should be 240 pixels wide x 240 pixels high and no larger than 100kb. We accept JPG, GIF or Flash/SWF format (animation must be no longer than 25 seconds). Your image can be hyperlinked to any page on your website, so please provide the URL to which you would like your product image to link. You can also include a brief product description (500 characters maximum) that will appear next to the product image.

**Video (OPTIONAL)**

Your video should run no longer than five minutes. We accept the following video formats: .avi (Audio Video Interleave), .mov (Apple QuickTime Movie), .mp4 (MPEG-4 Video File), .mpg (MPEG Video File), .qt (Apple QuickTime Movie), .rm (Real Media File), .swf (Macromedia Flash Movie) and .wmv (Windows Media Video File). Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.

For more information, contact: