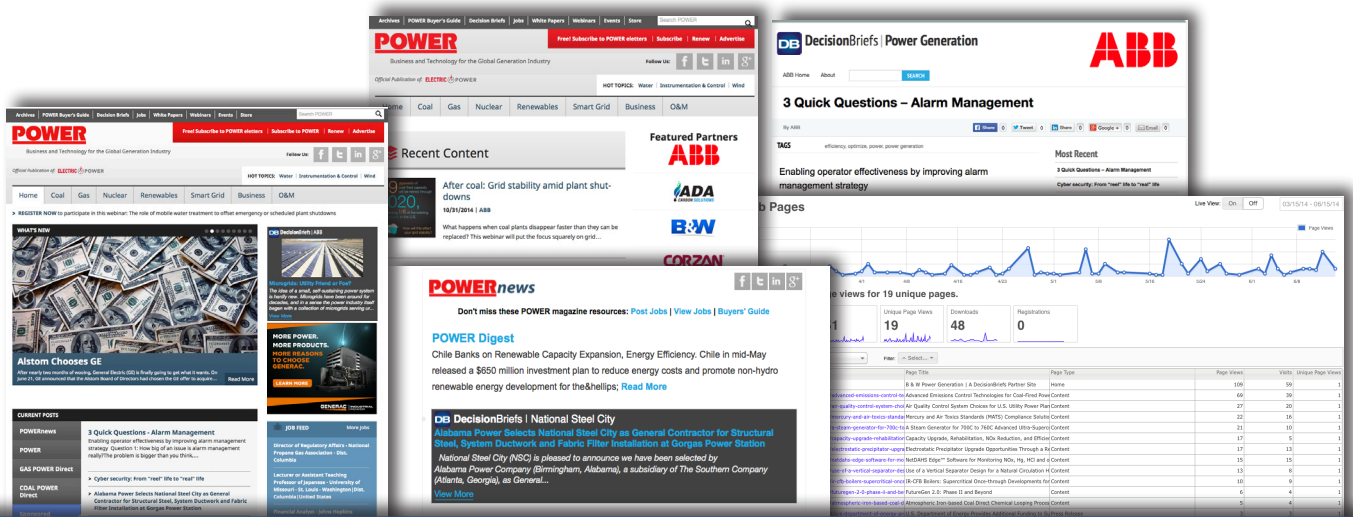




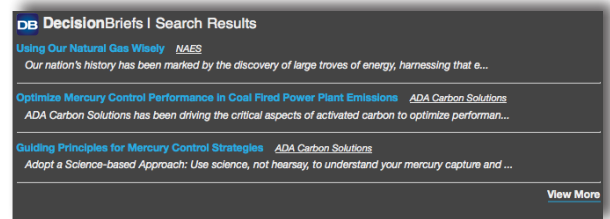
DecisionBriefs |

**POWER**



## WHAT IS DECISIONBRIEFS?

- Leverage POWERmag.com audience with your content
- Gain access to qualified decision makers. POWER readers can customize a DecisionBriefs e-newsletter to receive your latest content
- Wish your content was easier to find? DecisionBriefs allows your content to be searchable on POWERmag.com alongside POWER editorial content
- Want even more exposure? Highlight your article, white paper, webinar, video, or any other content on the homepage and run-of-site on POWERmag.com, in our monthly DB e-newsletter, or in any of our e-newsletters (POWERnews, GAS POWER, or COAL POWER)
- Post press releases directly to the homepage of POWERmag.com
- Need a way to track your ROI? Measure the analytics to fine-tune your content strategy
- Lead Generation



**61%** of POWER's audience reads sponsored content on websites (content generated by a product or service supplier)

**87%** of those readers find the sponsored content to be useful or interesting.

*\*According to the 2014 E-media Study*



## PRICING

### Standard DecisionBriefs Offering:

**\$5,000 (\$417/month)**

- » Database to store your content (articles, case studies, videos, webinars, etc)
- » Platform to distribute your content - Content searchable on POWERmag.com
- » Deep analytics to measure your ROI
- » Salesforce Dashboard to monitor and nurture leads
- » Marketing - focused columns for press releases
- » Editorial - focused column for your main content
- » Charter members will receive two press release postings per month on POWERmag.com
- » (1) piece of content posted on POWERmag.com for 5 days
- » (2) content postings in monthly DB e-letter

### Silver Package:

**\$10,500 (\$875/month)**

- » Standard DecisionBriefs Offering
- » (8) pieces of content posted on POWERmag.com for 5 days each
- » (4) pieces of content posted in DB e-letter
- » (2) pieces of Content posted in POWER e-newsletter (POWERnews, GAS POWER, or COAL POWER)

### Gold Package:

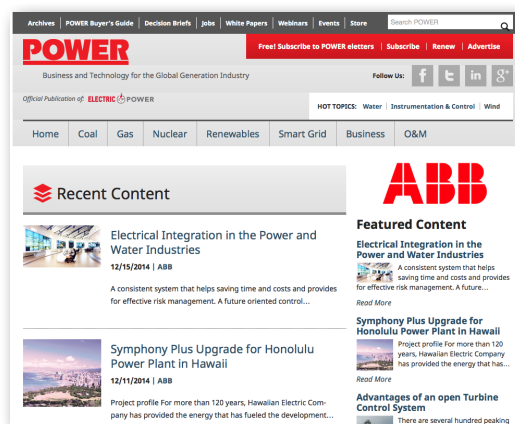
**\$18,000 (\$1,500/month)**

- » Standard DecisionBriefs Offering
- » (12) pieces posted on our social media feeds
- » (12) pieces of content posted on POWERmag.com for 5 days each (1 per month)
- » (6) pieces of content posted in DB e-letter
- » (4) pieces of content posted in POWER e-newsletter (POWERnews, GAS POWER, or COAL POWER)

### À la carte pricing

- » Content Posting on POWERmag: \$800/5 days
- » Content Posting in DB e-letter: \$800 (15k circulation)
- » Content Posting in e-newsletter: \$1,000 (POWERnews, GAS POWER, or COAL POWER)
- » LinkedIn Post \$300/post

\* Content Development pricing available upon request.

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