

# GET IN ON 2022

## thebuzz

### Energy Industry Calendar

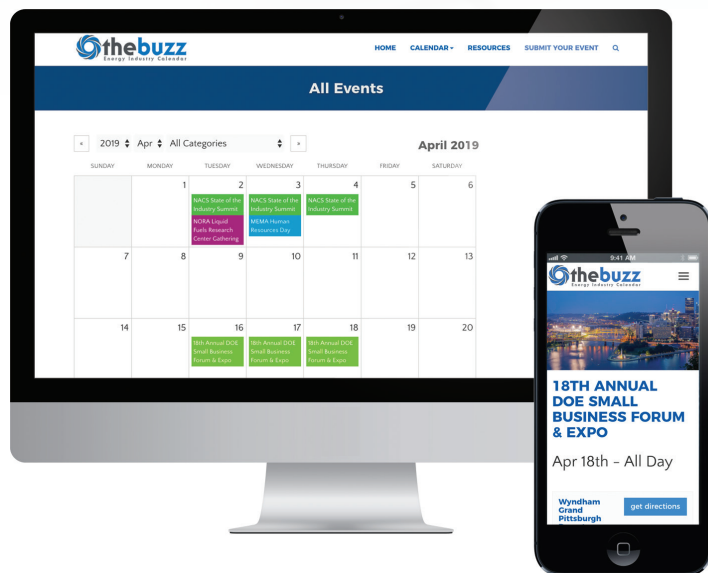
Don't miss out on this opportunity to reach energy industry decision-makers! Business and association leaders are all buzzing about **thebuzz.energy**, the free, interactive, cloud-based calendar listing trade shows, meetings, fund raisers, golf outings and more for Oilheat, Bioheat fuel, propane, HVAC and related industries.

But the buzz is also about everything **thebuzz** is gearing up to offer (very soon!) beyond association event listings: apps for Apple and Android devices, email and text alerts, blogs, videos, podcasts, job postings, classified advertising, and social media connections.

**Advertisers all want to get in on thebuzz!** We offer the opportunity to reach the entire market or pick your regions, sponsor content, connect through social media, be featured on a podcast or post your videos.

**Now you can reach the decision-makers who need your products,** by advertising on **thebuzz.energy**.

Contact PriMedia and ask about advertising opportunities on **thebuzz.energy**. Let's plan our futures together!

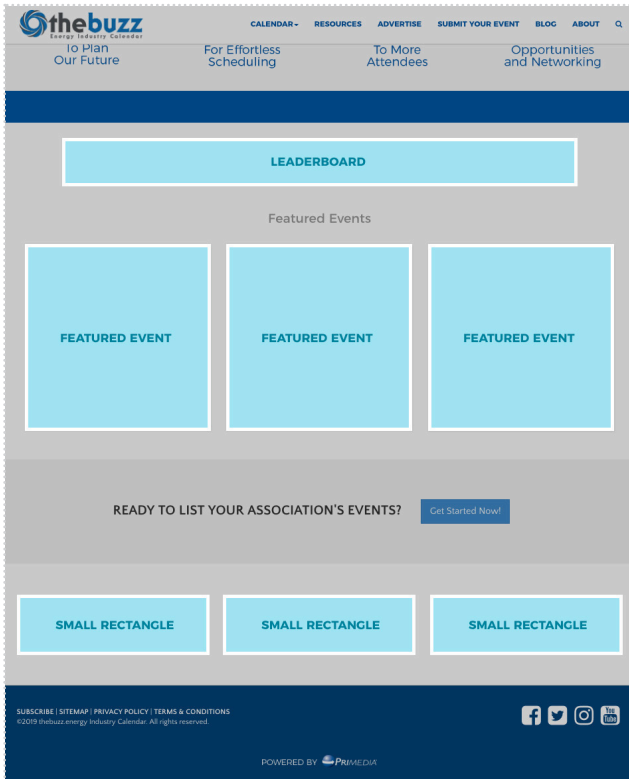


## WEB AD SPECIFICATIONS

- Acceptable file formats: **GIF, JPG, PNG,**
- All colors saved in RGB for web
- Maximum Image Size, 40K
- Animated GIF or PNG format, 3x loop limit.
- One URL per ad unit

## READY TO START BUZZIN'?

Email web ad files to:  
**advertise@thebuzz.energy**



The homepage layout includes a top navigation bar with links: CALENDAR, RESOURCES, ADVERTISE, SUBMIT YOUR EVENT, BLOG, ABOUT. Below the navigation bar are three main sections: "To Plan Our Future", "To More Attendees", and "Opportunities and Networking". The main content area features a large "LEADERBOARD" section, followed by "Featured Events" with three event tiles. Below this is a section titled "READY TO LIST YOUR ASSOCIATION'S EVENTS?" with a "Get Started Now!" button. At the bottom, there are three "SMALL RECTANGLE" ad spots. The footer contains social media links, a privacy policy link, and a "POWERED BY PRIMEDIA" logo.

### HOME PAGE

Advertising opportunities available:

- **Leaderboard** (970x90)
- **Featured Event**  
purchase includes:
  - One of three "Featured Event" spots on the homepage
  - ROS Tile ad
  - Listing on the "All Events" calendar
  - Event Page - Exclusive (no other advertisers on page)
  - Link to website
  - One social media post
- **Small Rectangle** (320x100)

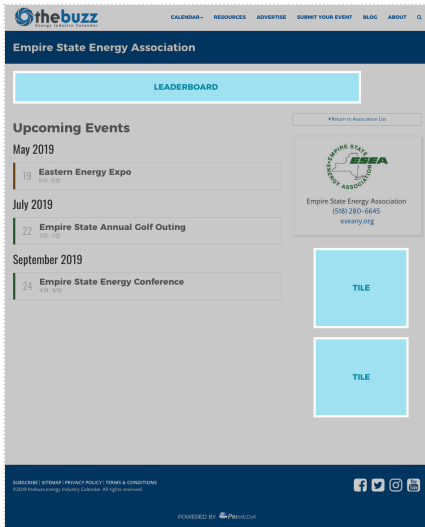


The "All Events" page layout includes a top navigation bar with links: CALENDAR, RESOURCES, ADVERTISE, SUBMIT YOUR EVENT, BLOG, ABOUT. Below the navigation bar is a "All Events" section. The main content area features a large "LEADERBOARD" section, followed by a calendar view for February 2019. The calendar shows various events such as "SCMA 2019 Executive Leadership Conference", "NPGA 2019 Winter Board of Directors Meeting", and "MPMACS Winter Seminar". To the right of the calendar are three "TILE" ad spots. The footer contains social media links, a privacy policy link, and a "POWERED BY PRIMEDIA" logo.

### ALL EVENTS CALENDAR

Advertising opportunities available:

- **Leaderboard** (970x90)
- **Tile** (350x300)
- **Business Calendar Listing**  
includes:
  - Listing on the "All Events" or Association calendar
  - Event Page



## ASSOCIATION PAGE

Advertising opportunities available:

- **Leaderboard** (970x90)
- **Tile** (350x300)

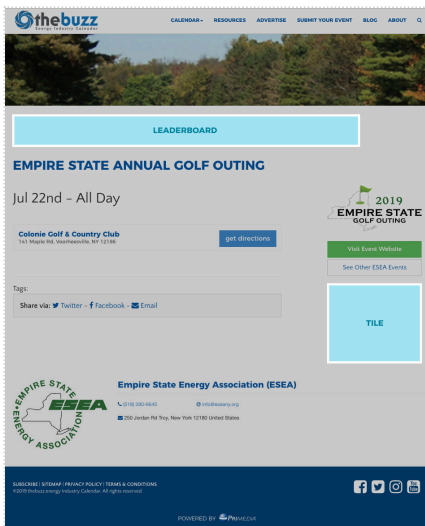
## ADDITIONAL OPPORTUNITIES

### EMAIL SPONSOR

- Your logo featured on the monthly "See What's Buzzin'" blast
- Weekly repeat blasts all month
- Thousands of contacts on our distribution list
- Keeps your name in front of your customers!

### SOCIAL MEDIA

- thebuzz.energy is on Facebook, Twitter, Instagram, YouTube and more
- Promote your company, products or event across all applicable platforms
- Two posts per month, per platform



## EVENT PAGE

Advertising opportunities available:

- **Leaderboard** (970x90)
- **Tile** (350x300)

### SPONSORED BLOG

- Offers multi-channel promotion:
  - Posted on thebuzz.energy
  - Promoted in "See What's Buzzin'" blast
  - Promoted across all applicable social media accounts
- Provide your content, or our creative team will write and design it for you

## CREATIVE SERVICES

- Our award-winning graphic designers and copywriters create your marketing materials for thebuzz.energy
- Writing: Blogs, event descriptions, landing pages, ad copy and more
- Design: Ads, landing pages, blog artwork, and more
- One hour of creative services included with all placements
- Estimated time requirements will be reviewed and approved before execution

**Ground-level prices - Limited Time**

<b>PLACEMENT</b>	<b>RUN OF SITE</b>	<b>ASSOCIATION SPECIFIC</b> (per association)	<b>EVENT PAGE ONLY</b>
FEATURED EVENT	<b>\$ 750</b>	<b>N/A</b>	<b>N/A</b>
SMALL Rectangle (Home Page Only)	<b>\$ 250</b>	<b>N/A</b>	<b>N/A</b>
Leaderboard	<b>\$ 500</b>	<b>\$ 425</b>	<b>\$ 375</b>
Tile	<b>\$ 400</b>	<b>\$ 340</b>	<b>\$ 295</b>
Business Calendar Listing (per date)	<b>\$ 375</b>	<b>\$ 325</b>	<b>N/A</b>

All prices net, per month

**More Opportunities! Contact us for details.**

- Videos
- Social media marketing
- Email marketing
- Sponsored blog content
- User polls and surveys
- Sponsored podcasts (general topics)
- Featured podcasts (company interview/event specific)
- Webinar & Virtual Meeting Management
- Event Management & Marketing

Contact us for more information at **advertise@thebuzz.energy**

**Terms and Conditions**

- All content is subject to approval of publisher. PriMedia, Inc., and thebuzz.energy reserve the right to reject any content considered objectionable as to wording or appearance, or not in harmony with the best interest of our readers. Political advertising is not accepted.
- Advertisers and their agencies assume liability for all content of advertisements and assume responsibility for any claims that may arise from their advertising.
- PriMedia is not responsible for failure to display any ads because of labor disputes, strikes government action, war, fire, riots, breakdown of equipment, breakdown of server, acts of God or other circumstances beyond PriMedia's control.
- Ground-Floor Pricing is net monthly and must be paid in full in advance.
- PriMedia and thebuzz.energy have made no warranties or promises related to user traffic, impressions, page views or click throughs rates.

## ADVERTISER

Company Name

Billing Address

City/State/ZIP

Phone

Contact Name

Contact Email

## AGENCY

Company Name

Billing Address

City/State/ZIP

Phone

Contact Name

Contact Email

## BILL

☐ Advertiser

☐ Agency

☐ Other

## PLACEMENT

FEATURED EVENT

## RUN OF SITE

\$ 750

## ASSOC. SPECIFIC (per association)

N/A

## EVENT PAGE ONLY

N/A

SMALL Rectangle (Home Page Only)

\$ 250

N/A

N/A

Leaderboard

\$ 500

\$ 425

\$ 375

Tile

\$ 400

\$ 340

\$ 295

Business Calendar Listing (per date)

\$ 375

\$ 325

N/A

All prices net, per month

## ADDITIONAL SERVICES

Email Sponsor

\$350/month

Sponsored Blog

\$375/month

Social Media (2x/month)

\$225/month

Creative Services

\$245/hour

## PLACEMENT SCHEDULE

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

## RUN OF SITE ADVERTISING

Featured Event

Small Rectangle (Home Page Only)

Leaderboard

Tile

Business Calendar Listing (per date)

## ASSOCIATION SPECIFIC (per association)

Assoc. 1:

Assoc. 2:

Assoc. 3:

Leaderboard

Tile

Business Calendar Listing (per date)

## EVENT PAGE ONLY

Event:

Leaderboard

Tile

## ADDITIONAL SERVICES

Email Sponsor

Sponsored Blog

Social Media

Cost per month

Total

By signing here, you confirm your company's advertising reservation, agree to pay for the advertising each month, and accept the Terms and Conditions on the previous page.

Signature:

Date: