



**The Association
of Energy Engineers**

www.aeecenter.org

MEDIA KIT

The Association of Energy Engineers (AEE) is a professional society of over 18,000 members in over 96 countries from the commercial, industrial, institutional, governmental, energy services, and utility sectors. AEE's overall strength is augmented by its brand content, from educational courses, certifications to our member newsletters, technical journals and conferences; AEE is the source for professionals in the energy & sustainability industry.

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CONTENTS

- **Network.....3**
- **Numbers.....5**
- **Audience Profile..6**
- **Offerings.....7**
- **Web.....8**
- **Newsletter..9**
- **Digital.....10**
- **Social.....11**

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NETWORK

Every year, AEE hosts premier events like the multi-day WEEC, GLOBALCON and EMC conferences, where attendees benefit from hearing from the leading experts in the industry and being recognized for outstanding work at events such as our International Awards Ceremony and Legends in Energy.

Keynote Speakers from AEE Conferences



Gen. Colin L. Powell (USA Ret.)



T. Boone Pickens
Founder & Chairman of BP Capital Management & Author



Amory Lovins
Co-Founder, Chairman & Chief Scientist of Rocky Mountain Institute



Thomas L. Friedman, Pulitzer Prize Winning Author & NY Times Columnist



Ted Koppel
Special Correspondent, Columnist & Anchor of ABC News' Nightline



Robert F. Kennedy, Jr.
Environmental Activist & Attorney



Ed Begley, Jr.
Actor, Energy Advocate & Noted Author



Arnold Schwarzenegger
CA Former Governor, Cultural Icon & Environmental Crusader



Bill Clinton,
Founder, Clinton Foundation, 42nd President of the U.S.



NETWORK

Our executive network, includes AEE Corporate Members, Event Sponsors and Lifetime Members:



NUMBERS

Maximize and maintain your visibility through a variety of online, print and social media promotions to reach an audience of energy professionals. Target across more channels and in more formats with industry-leading audience engagement and brand position solutions.

55,000

Newsletter
Subscribers



45,000+

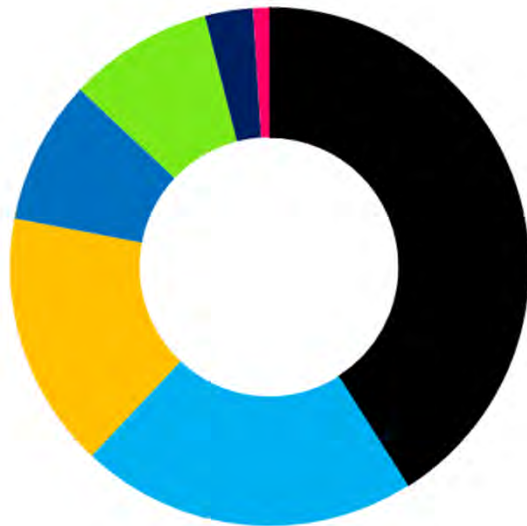
Followers

120,000+

Views AEE
Channel



AUDIENCE



INDUSTRY

- 39% Commercial & Industrial End User
- 25% Government
- 12% Energy Services
- 13% Institutional / Education
- 6% Utility
- 3% Financing
- 2% Other

INFLUENCE

Do you influence decisions on products & technologies your company utilizes for new or retrofit projects?



PURCHASE

Do you have purchasing responsibility?



- 71% Yes, I have purchasing responsibilities
- 24% Have input / influence on purchasing

- 73% Yes, I have influence on products & technologies utilized
- 15% Yes, depending on the purchase item(s)

OFFERINGS



WEB ADVERTISING

Web Banner
Member e-Newsletters
Buyer's Guide



DIGITAL & PRINT ADVERTISING

Digital Member Journal
Literature Display
Career Center



SOCIAL MEDIA ADVERTISING

Video
Dedicated Message

NEWSLETTER ADVERTISING*

Leaderboard / 468x60

Rate: \$795 per issue

accepted formats .jpg, .gif

Featured Sponsor Button / 150x150

Rate: \$595 per issue

accepted formats .jpg, .gif

Text Ad

Rate: \$395 per issue

Includes brief text & embedded link or contact info

Editorial Sponsor / 150x150

Rate: \$695 per issue

accepted formats .jpg, .gif

Featured Employer / 200x50

Rate: \$330 per issue

accepted formats .jpg, .gif

***Newsletter advertising options are the only way to reach our members via their e-mail addresses.**

Leaderboard Banner

Featured Sponsor Button

Editorial Sponsor

Featured Employer

AEE Industry News
Energy, Facility, Power News October Issue

Leader Board Opportunity
position your ad here - click for details

Inside this Issue:

- Energy Harvesting Device Sales will Reach Nearly 10 million units Annually
- FREE Whitepaper: Using Data Loggers to Improve Chilled Water Plant Efficiency
- AEE YouTube Channel: New Videos
- Energy 101 Webinar: Calculating Weather-Normalized Savings
- Energy Services Company (ESC) Market will Reach Nearly \$4.3 Billion in Annual Revenue by 2020
- US Smart Grid Could Save Each US Consumer \$100 Annually
- CenturLink Installing Boom Fuel Cells
- Sustainable Energy Fund Announces Special Fund-Raising Financing Program
- Council for Women in Energy and Environmental Leadership (CWEEEL) Monitoring Program Offers a "Tag-Tag" Award
- Saudi Aramco: Energy Management Award at WECC
- Featured Books - Save an Additional 10 Percent
- DEMT Instruments Announces the R3Coil TCA-S
- AEE Approved Provider for CEU/EPN/LEU in US/Canada Course Catalogue
- Mark Your Calendar!

Having trouble viewing the Newsletter? View online by clicking [HERE](#)

Featured Sponsors

- DEMT Instruments**
FINALLY. A FLEXIBLE CT WITH A SA OUTPUT!
Introducing the **R3Coil TCA-S**
"What if every meter could operate like a power tool?"
CONTACT DEMT: 800-284-0770 or <http://www.demtinstruments.com/>
- measuringlogic**
Your Energy Efficiency Partner
Find Out More About MeasuringLogic
- intech**
Integrated Energy Management
AccuSaver • Meter • AcuSaver

Featured Employer

SEA SAIN ENGINEERING ASSOCIATES, INC.
www.seainc.com
Resource Efficiency Manager

Featured Career Center Jobs

- Energy Services Manager
- Energy Auditor / CEM
- Sr. Project Manager
- Energy Engineer
- Energy Engineer / Auditor
- Sr. Energy Engineer / Energy Manager

Check out our new [Green Jobs RSS feed](#)

Subscribe to our feed and keep up to date on all current positions posted. View link below and simply click "Subscribe to this feed" to have job postings delivered daily! Check out our new [Check out our new](#)

Energy Harvesting Device Sales will Reach Nearly 10 million units Annually
Source: Navigant Research
Converting ambient energy to usable electrical energy, energy harvesting (EH) systems offer an inexpensive and compact way to power portable electrical devices that, in many cases, rely heavily on batteries. In the near future, EH technology will power an increasing number of consumer and industrial products that are unpowered or need to become disconnected from electrical outlets, according to a new report from Navigant Research, sales of energy harvesting devices will grow from less than 10 million units in 2012 to 18.7 million units by 2020.
[Read On...](#)

FREE Whitepaper: Using Data Loggers to Improve Chilled Water Plant Efficiency
New white paper from Smart Factors on using data to evaluate the potential positive impacts of controlling chilled water plant
Differential temperature (dT) on overall chilled water plant efficiency. It illustrates how system design, water quality, maintenance routines, cooling tower design, and cooling coil load all affect the efficiency of the plant and the expense of operating the system.
A free copy of the white paper can be downloaded at <http://www.smartcamp.com/white>

Saudi Aramco: Energy Management Award at WECC
Source: Company
Saudi Aramco continues to attract global attention for its work in reducing energy intensity and encouraging wise use of energy resources both within the company and the kingdom. The latest example of this is an international award from the Association of Energy Engineers (AEE) received at the 36th Annual AEE Awards Banquet on September 24, which honors individuals and companies that the AEE believes have provided notable contributions to the energy industry on the national and international levels. Established in 1977, the AEE is a non-profit professional society of over 16,000 members in 89 countries dedicated to furthering education in energy and management.
[Read On...](#)

Featured Books Save an ADDITIONAL 10 Percent
Enter in coupon code **EPN** at checkout and Save an EXTRA 10 Percent on e-Books ONLY! PDF format!

DIGITAL

Buyer's Guide

Basic Listing Rate: \$195 ; **Enhanced Listing Rate:** \$295

Company Directory –Basic Listing includes Company Description, Logo, & Contact info

Enhanced Listing includes above plus Product Description & Product Photo

Contact Jacqueline@aeecenter.org for detailed options.

Digital Member Journals

Rate: \$495 per ad

Full Page ad included in Digital Member Journal Library; includes *Energy Engineering Journal, Strategic Planning for Energy and the Environment Journal and Distributed Generation & Alternative Energy Online Journal*

Accepted formats .pdf

Contact Jacqueline@aeecenter.org for detailed options.

Literature Display

Rate: \$495 per display slot

Sponsor Brochures / Literature / Publications distributed onsite at AEE event

Contact Jacqueline@aeecenter.org for detailed options.

Career Center

Niche job searching portal that reaches energy management employers and professionals looking to advance their career or find the best candidate for positions. The Career Center is promoted on the AEE homepage, on the AEE News Site, EnergyVortex, and within the AEE Member Newsletters. View www.aeecenter.org/jobs for single posting options.

Contact Jacqueline@aeecenter.org for package and bulk rate options.

SOCIAL*

Video

Rate: \$395 per video
3-5 minute video clip showcasing your company's product, technology, or service case study, brief description and web link to have it featured and promoted through the AEE YouTube Channel

www.youtube.com/aee

Dedicated Message

Rate: \$195 per send
Reach over 45,000 of AEE's social media followers and promote your product, or technology with a dedicated message delivered through the AEE's social channels.

**All ad copy must be pre-approved prior to listing.*



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