



www.rmел.org

MEDIA GUIDE



**GAIN DIRECT ACCESS TO KEY LEADERS
IN THE ELECTRIC UTILITY INDUSTRY!**

***Electric Energy triannual magazine
Membership Directory and Resource Guide
RMEL eNews
RMEL Member Guide***

FOR MORE INFORMATION, PLEASE CONTACT:

Mike Ross
Publication Director
(352)333-3485
mross@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



WHY ADVERTISE WITH RMEL?

- Our publications are distributed via print and digital editions to **more than 7,500 readers**, with titles including:
 - **Presidents**
 - **Vice Presidents**
 - **Directors**
 - **Senior Managers**
 - **Operations Managers**
 - **Engineers**
 - **IT Professionals**
 - **Consultants**
 - **Manufacturers**
 - **Policy Makers...and more!**
- We have the **most diverse membership of all electric energy associations**. Our members include IOUs, REAs, Municipal Utilities, Public Power Districts, Government, Generation and Transmission electric utilities.
- **Our members have buying power and are in the market for products and services** related to the generation, transmission and distribution of electricity, including consulting, project management, construction, engineering, safety consulting, renewable technology, security, power plant retrofitting and more!

WHO WE ARE

RMEL is a not-for-profit energy trade association that has served the electric utility industry with a variety of education and networking services since 1903. Dedicated to fostering a thriving community of electric energy professionals, our members share ideas, techniques and programs to better serve the industry and its customers. RMEL, through its diverse membership, educational events, and programs, facilitates the discovery of solutions and strategies for vital issues facing the electric utility industry.

RMEL MEDIA CONNECTS YOUR BUSINESS WITH LEADERS IN THE ELECTRIC UTILITY INDUSTRY. CONTACT US TO RESERVE YOUR SPACE TODAY!



ELECTRIC ENERGY
triannual print and digital magazine



MEMBERSHIP DIRECTORY AND RESOURCE GUIDE



RMEL eNEWS
monthly eNewsletter



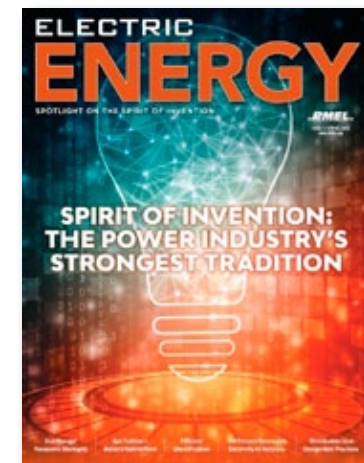
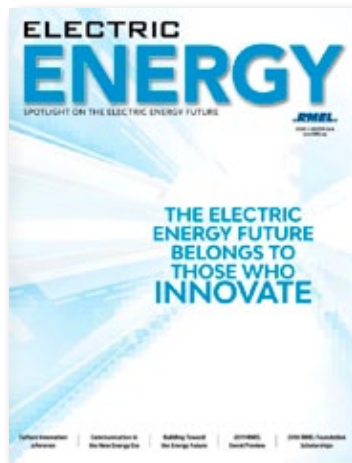
RMEL MEMBER GUIDE
members only

ELECTRIC ENERGY MAGAZINE

2019 Editorial Calendar

ISSUE/SHIP DATE	THEME	AD CLOSE	MATERIAL DUE
Spring April 2019	Security – What’s in Place to Respond WHEN Someone Gets In	3/4/2019	3/6/2019
Summer July 2019	Aligning Technology, IT and Operations to Optimize the Innovation Opportunity	5/13/2019	5/15/2019
Winter November 2019	Workforce - Leadership and Culture Are Critical	9/19/2019	9/23/2019

*Editorial Calendar is tentative and subject to change.



**RMEL Media Connects your business with leaders in the electric utility industry.
Contact us to reserve your space today!**

ELECTRIC ENERGY MAGAZINE MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

Net Advertising Rates

All rates include an Ad Link in the digital edition of the publication.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1-2x	3-4x
Double Page Spread	\$3,670	\$3,410
Outside Back Cover	\$2,680	\$2,530
Inside Front or Inside Back Cover	\$2,470	\$2,320
Full Page	\$2,100	\$1,950
1/2-Page Island	\$1,790	\$1,680
1/2 Page	\$1,610	\$1,510
1/3 Page	\$1,410	\$1,330
1/4 Page	\$1,200	\$1,140
1/8 Page	\$750	\$720

Digital Edition Branding Opportunities

Leaderboard | \$1,030

Skyscraper | \$930

Sponsorship | \$770

Toolbar | \$460

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**RMEL Champions will receive 10% off all display ad rates.
All members will receive 5% off all display ad rates.**

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of January 2018.

MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color	Rates
Double Page Spread	\$3,670
Outside Back Cover	\$2,980
Inside Front or Inside Back Cover	\$2,770
Die-cut Tab	\$2,400
Full Page	\$2,100
1/2-Page Island	\$1,790
1/2 Page	\$1,610
1/3 Page	\$1,410
1/4 Page	\$1,200
1/8 Page	\$750

Black-and-White	Rates
Full Page	\$1,680
1/2-Page Island	\$1,430
1/2 Page	\$1,290
1/3 Page	\$1,120
1/4 Page	\$960
1/8 Page	\$600

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ELECTRIC ENERGY MAGAZINE

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on RMEL's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, *Electric Energy* magazine and the *Membership Directory and Resource Guide* are also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



www.naylor.com/rme-nxt/

DIGITAL EDITION OPTIONS



A Large Toolbar | \$460

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

B Skyscraper | \$930

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

C Sponsorship | \$770

Your message will be prominently displayed directly across from the cover of the publication. Video and animation capabilities are available.

D Leaderboard | \$1,030

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

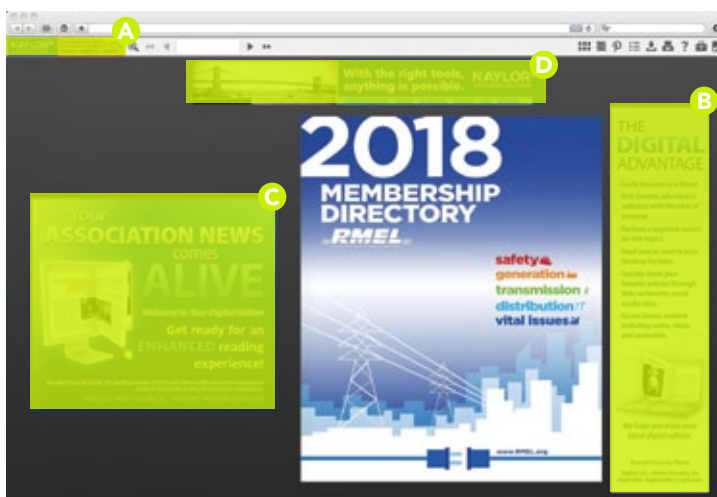
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www.naylornetwork.com/rme-directory/

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Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

For the latest online specs, please visit: <http://www.naylor.com/onlinespecs>

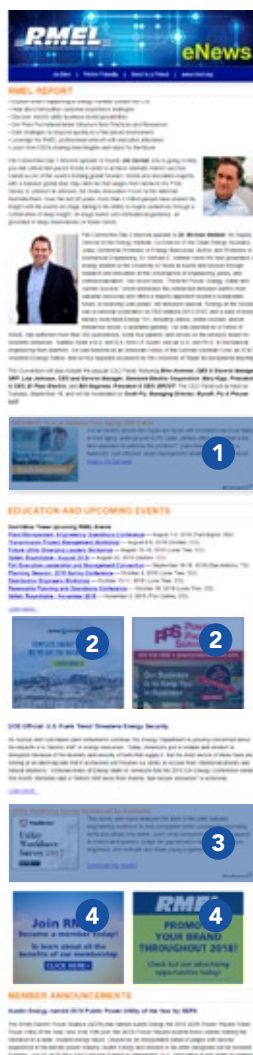
RMEL eNEWS

ABOUT THE eNEWSLETTER

Now more than ever, professionals consume information on the go. RMEL eNews allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 3,200 decision-makers on a regular basis
- In addition to RMEL members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other RMEL publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



1 1st Sponsored Content

12 Months | \$3,090 6 Months | \$1,700 3 Months | \$930

- Only one spot available – NO ROTATION

2 Top Rectangle Ads

12 Months | \$2,830 6 Months | \$1,570 3 Months | \$850

- Only two spots available – NO ROTATION

3 2nd Sponsored Content

12 Months | \$2,580 6 Months | \$1,420 3 Months | \$770

- Only one spot available – NO ROTATION

4 Bottom Rectangle Ads

12 Months | \$2,320 6 Months | \$1,290 3 Months | \$700

- Only two spots available – NO ROTATION

Distributed monthly

Sections include:

- RMEL Report
- Education and Upcoming Events
- RMEL Member Information
- Industry Information... and more!

Online Specifications

For more information, visit:

www.naylor.com/clientSupport-onlineGuidelines.asp

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RMEL MEMBER GUIDE

ABOUT WWW.RMEL.OFFICIALBUYERSGUIDE.NET

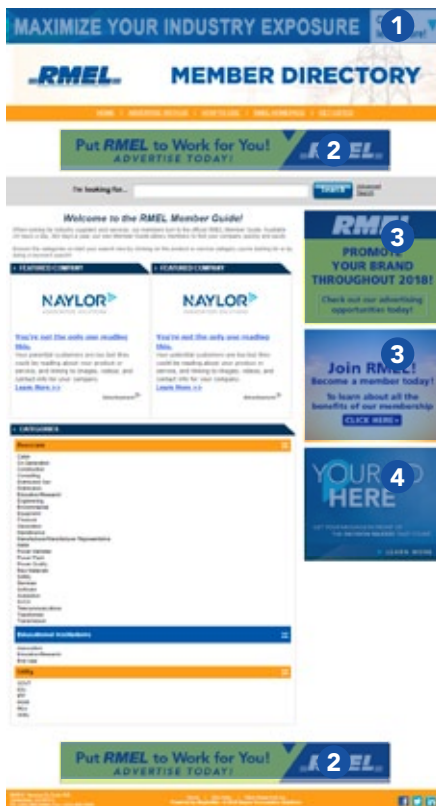
The RMEL *Member Guide* is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, the RMEL *Member Guide* makes it easy to locate products and professional services geared to the electric utility industry.

A Reference at Your Fingertips:

- Cross-promoted in other RMEL communication pieces
- Optimized to drive traffic from search engines and the RMEL home page
- Efficient browsing with fewer clicks
- Users can set the *Member Guide* as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content



THE PURCHASE OF ANY MEMBER GUIDE DISPLAY AD COMES WITH A COMPLIMENTARY PREMIER LISTING – A \$495 VALUE!



1 Curtain Ad – EXCLUSIVE POSITION | \$1,800

Display your business uniquely on every page of the *Member Guide* and showcase your company at the top of every page with a call to action. Viewers click and expand the ad to view your full message.

2 Banner Package | \$1,550

No matter what page of the *Member Guide* visitors click on, your message will be prominently displayed! Available to five companies, your ad will rotate in both leaderboard positions and the first and second rectangle of every page on the site.

3 Featured Companies | \$1,290

These two run-of-site positions are located in the center of the *Member Guide*, resulting in ongoing exposure of your message. There are two spaces with a maximum of five advertisers rotating in both positions.

Category Rectangle | \$1,030

- 4 The category rectangle ad appears in the right column, second rectangle, of the super category(ies) of your choice and on all related sub-category pages, ensuring your message impacts those in the market for your specific products and services. Two advertisers rotate per super category.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

NOTE: THIS IS A MEMBERS ONLY OPPORTUNITY!

ELECTRIC ENERGY MAGAZINE MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

BUNDLED PACKAGE OPPORTUNITIES

RMEL offers bundled packages to fit your marketing needs. Our packages offer the solutions for you to receive repeat advertising opportunities throughout the year while saving on your marketing costs. Please select from the following options and return the completed billing form to your Naylor account executive.

Package A | \$6,443

- Full-page, full-color ad in the *RMEL Membership Directory*
- Full-page, full-color ad in the next three issues of *Electric Energy* magazine

Package A

Net Price: \$8,400
Annual Savings: \$1,957
Package Price: \$6,443

Package B | \$4,998

- 1/2-page, full-color ad in the *RMEL Membership Directory*
- 1/2-page, full-color ad in the next three issues of *Electric Energy* magazine

Package B

Net Price: \$6,440
Annual Savings: \$1,442
Package Price: \$4,998

**All bundled packages advertisers qualify for
10% off all banner ads on the RMEL eNewsletter.**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

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

Payment Authorization Signature: X _____ Date: _____

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Please sign and return to:

RMEL MEMBER GUIDE

Premier Listing Package | \$510

Premier Listings are designed to offer heightened visibility within the RMEL Member Guide. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Premier Listing
- Request for information: a contact form to reach a representative from your business

The purchase of any Member Guide display ad comes with a COMPLIMENTARY Premier Listing – a \$495 value!



MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the Member Guide, your company is the first that they see. Includes Premier Listing upgrade.

- Category Sponsor #1 | \$920
- Category Sponsor #2 | \$820
- Category Sponsor #3 | \$720

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 5 minutes.

Upgrade | \$200

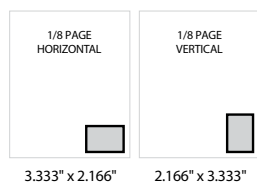
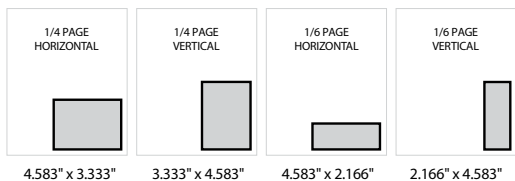
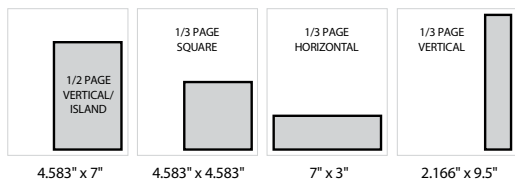
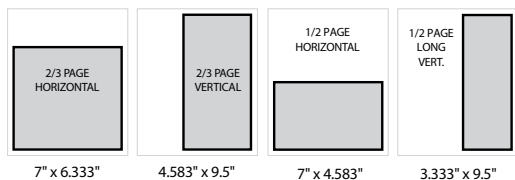
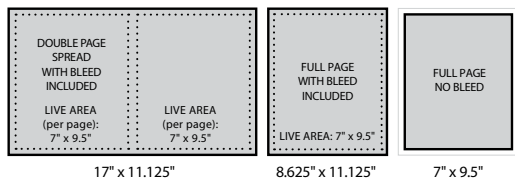
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PRINT ADVERTISING SPECIFICATIONS

ELECTRIC ENERGY MAGAZINE MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

Magazine/Directory Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal Flyersheets: 8.5" x 11"

Digital Edition

For more information, visit:

<http://www.naylor.com/onlinespecs>

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RMEL MEMBER GUIDE

INDEX OF ADVERTISERS

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. If your product or service is not listed below, a new category can be created for you.

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Power Marketers <input type="checkbox"/> Power Plant Operations & Maintenance <input type="checkbox"/> Power Protection <input type="checkbox"/> Power Systems <input type="checkbox"/> Project Support Services <input type="checkbox"/> Protective Ground Mats, Portable <input type="checkbox"/> Pullers Tensioning <input type="checkbox"/> Purchasing Brokers <input type="checkbox"/> Rental Equipment <input type="checkbox"/> Retirement Services <input type="checkbox"/> Retrofitting <input type="checkbox"/> Roadway Lighting <input type="checkbox"/> Safety Equipment <input type="checkbox"/> SCADA Systems <input type="checkbox"/> Software Management Systems <input type="checkbox"/> Substation Automation Protection <input type="checkbox"/> Substation Recovery Trailers <input type="checkbox"/> Substation: Construction, Operations & Maintenance <input type="checkbox"/> Sustainable Energy | <ul style="list-style-type: none"> <input type="checkbox"/> Switchgear & Circuit Breakers <input type="checkbox"/> Tank & Tower Erectors <input type="checkbox"/> Telecommunication Services <input type="checkbox"/> Testing - Electrical <input type="checkbox"/> Tools - Utility <input type="checkbox"/> Trading Strategies <input type="checkbox"/> Trailers <input type="checkbox"/> Training <input type="checkbox"/> Transducers <input type="checkbox"/> Transformer Cooling Fans & Accessories <input type="checkbox"/> Transformer Pads <input type="checkbox"/> Transformer Re-Manufacturer & Repair <input type="checkbox"/> Transformers, Instrument <input type="checkbox"/> Transmission System Control Products <input type="checkbox"/> Tree Maintenance <input type="checkbox"/> Turbine Component Repair Services <input type="checkbox"/> Turbine Generator Blade | <ul style="list-style-type: none"> Inspection Equipment <input type="checkbox"/> Turbine Generator Controls <input type="checkbox"/> Turbine Generator Inspection & Repair <input type="checkbox"/> Underground Construction Equipment <input type="checkbox"/> Utility Billing Systems <input type="checkbox"/> Utility Notification <input type="checkbox"/> Utility Poles <input type="checkbox"/> Water Source <input type="checkbox"/> Wind Power Consultants <input type="checkbox"/> Wire & Cable <input type="checkbox"/> Wireless Communications Systems <input type="checkbox"/> Other: <input type="checkbox"/> _____ _____ _____ |
|--|---|---|

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20.00 = \$ _____

Initial: _____ Date: _____