

The Smarter Grid

An E-Newsletter from the Editors of T&D World

A newsletter covering the latest Smart Grid initiatives, insights and innovations.

The goal of the smart grid is to provide more data to more people, both within the utility and also to consumers, making the grid more efficient and cost effective. *The Smarter Grid* newsletter covers the latest initiatives, insights and innovations related to the smart grid, delivering valuable information to 36,000+ subscribers. Position your message directly within The Smarter Grid and reach the desktops of these highly targeted power-delivery professionals on the second and fourth Thursdays of each month.

- ① **Exclusive lead banner** with text ad and multiple hyperlinks to your site. Only fixed position within newsletter.
Price: \$1,855 Size: 468x60
- ② **Tower Ad** with hyperlink to your site.
 - Tower 1 Price: \$1,855 Size: 160x600
 - Tower 2 Price: \$1,755 Size: 160x600
 - Tower 3 Price: \$1,655 Size: 160x600
 (2nd and 3rd towers will appear 1 1/2 inches below the preceding tower)
- ③ **Rotating Banner** with 50-word text ad and multiple hyperlinks to your site. Maximum of six per newsletter.
Price: \$1,655 Size: 468x60

Rates are shown as monthly net pricing, 3 month consecutive minimum.

Formats Accepted: JPG, GIF Animated GIF, 35K max

If you are sending an animated GIF please make sure the first frame contains all necessary information. Readers on Outlook 2007 will only be able to see the first frame. Readers on other versions of Outlook or on different e-mail programs will be able to see the full animation.

The screenshot shows the newsletter layout with several key elements:

- Header:** "TRANSMISSION & DISTRIBUTION WORLD The Smarter Grid initiatives | insights | innovations".
- From:** Transmission & Distribution World | A Penton Media Publication | September 23, 2010 Vol. 1, No. 6.
- Advertisement 1 (Top Right):** "Want a Print Subscription? CLICK HERE" with "UNSUBSCRIBE" and "PREFERENCES" links.
- Advertisement 2 (Middle Right):** "connect smartly with HDE" and "CAPACITOR CONTROLS" featuring a blue globe graphic.
- Table of Contents:** A list of articles including "Baltimore Gas and Electric Teams with Accenture and Oracle for Smart Meter Implementation", "Westar Energy Selects Smart Grid System", "Austin Energy Selects Autodesk Utility Design Software", "Nashville Electric Service Deploys Mobile Networking and Fleet Management", "Rushmore Electric Power Cooperative Builds Smart Grid Network with Exalt", "Pee Dee Electric Co-op Implementing Meter Data Management System", "Arizona Public Service Testing Self-Healing Grid Technology", "District Customers Respond to Smart Grid Pricing", "Navajo Tribal Utility Authority Deploys EnergyAxis Smart Grid Solution", "Orlando Utilities Commission Deploying New Meter Data Management System", "Colorado Springs Utilities Implementing New EMS and SCADA", "Honeywell Manages Demand Response Programs For Two Midwest Utilities", "Cobb Electric Membership Chooses ABB Technology for Smart Grid Program", "Kansas City Power and Light Deploying Gridstream for Smart Grid Project", "Cisco and Itron Join to Deliver Smart Grid Platform", "e-DMZ Security Supports NERC Compliance", "Grid Net and Sprint Enable First 4G Smart Grid and Smart Home Solutions for Utilities", and "Automated Callout Evolves at Dominion".
- Advertisement 3 (Bottom Left):** "GarrettCom" with the tagline "Networking for your substation should be the easy part. Partnering with GarrettCom makes it simple and rock solid. Rely on our 20 years of expertise and proven solutions that include substation-hardened products, resilient networking, Ethernet, serial, WAN, cyber security and outstanding support. See GarrettCom, for the strongest link, www.garrettcom.com".
- Top Story:** "Baltimore Gas and Electric Teams with Accenture and Oracle for Smart Meter Implementation".
- Advertisement 4 (Bottom):** "ACLARA" with the tagline "A wide-area network designed specifically for utilities".
- Highlights:** A list of short news items including "Westar Energy Selects Smart Grid System", "Austin Energy Selects Autodesk Utility Design Software", and "Nashville Electric Service Deploys Mobile Networking and Fleet Management".

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