



Media Kit

www.EthanolPlug.com, A Division of Chelden Group, LLC

www.EthanolPlug.com is a one stop portal for all biofuel-related news, jobs, blogs, events, advocacy, and policy. We are proud to be the home of the world's **MOST COMPREHENSIVE** green/renewable energy events calendar. With the events page search capability, our calendar is more than a mere list; it is a TOOL for event organizers as well as attendees.

Our members are dedicated professionals and find value in our website as measured by an average time of 25 minutes per visit. We concentrate on content, comprehensiveness, and information accessibility but our experience has taught us the value of esthetics and presentation. With the countless numbers of websites in cyber space, users prefer websites not only with rich content but pleasing to the eyes. We also focus on customer service and user feedback as we believe our end users know best!

In addition to providing our users with the latest news, most comprehensive energy events database, green jobs database, green energy finance information, and blogs; our other services include, member discussion and picture forums, monthly e-newsletter, e-updates, industry press releases, surveys, and videos.

Though very proud of our site, we are never content and are constantly on the lookout for innovative ideas.

Key Statistics

Key Average Monthly Statistics:

Unique Visitors: 21,000

Page Views per month: 250,000

Page Views per Visitor Session: 14

Average Session Duration: **24.74** minutes

E-newsletter readership (members and subscribers): 12,500

Visitor Demographics

Registered Users	Profession (%)
Business Owners ¹	43.5
Events Organizers ²	23.1
Researchers/Science	15.6
Fed. & St. Government	7.6
Students	3.8
Media	1.9
Unknown	4.5

Table 1. Distribution of www.EthanolPlug.com users by profession

Registered Users	Continent (%)
Americas	70.9
Europe	16.6
Asia	7.1
Oceania	4.3
Africa	1.1

Table 2. Distribution of www.EthanolPlug.com users by continent

(1) 87% of business owners are in the “Green-Energy” industry

(2) 99% of events organizers organize Green-Energy events

Sponsorship Packages

Platinum Sponsorship

Premium ad. placement. No scrolling required to view advertisement graphics

- ✓ Premium placement of your event banner and message in our monthly e-newsletter
- ✓ Blast email to our registered and subscribing members (once per quarter)
- ✓ Premium placement of your banner or skyscraper ad in our website and events page
- ✓ High lightened and emboldened event title (see event calendar for example)
- ✓ Search prioritization
- ✓ Web Exclusive about your event (advertiser provides details)
- ✓ Pre- and post-event Press release (advertiser provides details)
- ✓ Premium banner placement in monthly e-Newsletters for duration of contract term
- ✓ Video message of your event (provided by your organization)
- ✓ Customization of event description page (graphics are retrieved from your event website)
- ✓ Highly targeted and prestigious affiliation with the World’s Most Comprehensive Events Calendar
- ✓ Profile of your company in our company profile page (100 – 150 words)
- ✓ We are also willing to work with you in the implementation of reasonable promotional ideas not mentioned above

Gold Sponsorship

Premium ad. placement. No scrolling required to view advertisement graphics

- ✓ Placement of your event logo on our events page
- ✓ High lightened and emboldened event title (see event calendar for example)
- ✓ Premium logo placement in monthly e-Newsletters for duration of contract term
- ✓ Pre-event Press release (advertiser provides details)
- ✓ Customization of event description page (graphics are retrieved from your event website)
- ✓ Highly targeted and prestigious affiliation with the World’s Most Comprehensive Events Calendar
- ✓ Profile of your company in our company profile page (50 – 75 words)

Silver Sponsorship

Scrolling required to view advertisement graphics

- ✓ Placement of your event logo on our events page
- ✓ High lightened and emboldened event title (see event calendar for example)
- ✓ Logo placement in monthly e-Newsletters (twice per quarter)
- ✓ Customization of event description page (graphics are retrieved from your event website)
- ✓ Highly targeted and prestigious affiliation with the World’s Most Comprehensive Events Calendar
- ✓ Profile of your company in our company profile page (25 – 50 words)

Package Rates (All amounts in US dollars)

Gold Sponsorship	Regular Ad	Skyscraper Banners	
Dimension	170 x 100 pixels	170 x 300 pixels	170 x 600 pixels
Price/Month	\$200	\$300	\$500

Silver Sponsorship	Regular Ad	Skyscraper Banners	
Dimension	170 x 100 pixels	170 x 300 pixels	170 x 600 pixels
Price/Month	\$120	\$220	\$380

Platinum Sponsorship	BANNER ADS		
Dimension	600 x 90 pixels		
Price/Month	\$1200 (see above for list of solution)		

BANNER ADS.	BANNER ADS.		
Dimension	600 x 90 pixels (Banner Ads. only)		
Price/Month	\$600 (With all benefits of the GOLD plan)		

Use this link to see examples of ad placements:

<http://www.ethanolplug.com/CalendarAdvertisementRates/tabid/135/Default.aspx>

NOTE:

- (1) Minimum subscription period: Quarters (i.e. 3, 6, 9, & 12 months)
- (2) Payable in US dollars by Paypal, credit card, or check
- (3) 5% discount available if our logo and link is placed in your website
- (4) Prices and terms subject to change
- (5) File types include: Animated GIF, JPEG, Flash, TIFF
- (6) All banners and logos link to advertisers website

Useful Contacts

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