

## Media Planner 2 0 0 9

■ Filling the Energy Information Gap in Africa ■



# Calendar

	January/February	March/April	May/June
Regional Focus	North Africa	Southern Africa	East Africa
Editorial Focus	Renewable Energy Finance	Environment and Safety	Carbon Development Mechanisms
Technology Focus	Wind Power	Waste to Energy/Bio to Energy	Geothermal & Hydropower
Bonus Distribution	World Future Energy Summit Biopower Generation Clean Energy Power 2009 Green Energy RETECH 2009	Africa Power & Electricity Renewable Energy World 2009 4 <sup>th</sup> German-African Energy Forum World Biofuels Markets	International Hydropower Association Congress

	July/August	September/October	November/December
Regional Focus	West Africa	Northwest Bend	Central Africa
Editorial Focus	Alternative Energy Careers	Green Products	Research and Development Initiatives
Technology Focus	Solar & Photovoltaics	Fuel Cells & Hydrogen	Emerging Technologies
Bonus Distribution	Check <a href="http://www.AE-Africa.com">www.AE-Africa.com</a>	RENEXPO 2009 International Renewable Energy Conference ISES Solar World Congress 2009	Check <a href="http://www.AE-Africa.com">www.AE-Africa.com</a>

\*As events are continually added and dates subject to change, please check with publisher for the most updated list of events *Alternative Energy Africa* will participate in and offer Bonus Distribution at.

## In Every Issue

- Corporate News
- World Renewable News
- Project Updates
- Executives on the Move
- Local Impacts
- Industry Events
- Tech News
- Recruitment Center

“

I keep myself updated on the latest developments in the alternative and renewable energy sectors via “*Alternative Energy Africa*.” I do find your website and magazine very informative. Joseph Olutunmogun, Power Generation Consultant (UK)

”



African governments and private sector companies are increasingly looking to bring a secure energy supply to their countries, especially in light of rising fuel prices worldwide that are straining their economies. As a result, a vast increase in the number of alternative and renewable energy projects has swept across the African continent, making it difficult to keep abreast of all the developments. It is for this reason that *Alternative Energy Africa* magazine and [www.AE-Africa.com](http://www.AE-Africa.com) were launched – to fill the energy information gap in Africa.

## Alternative Energy Africa Magazine

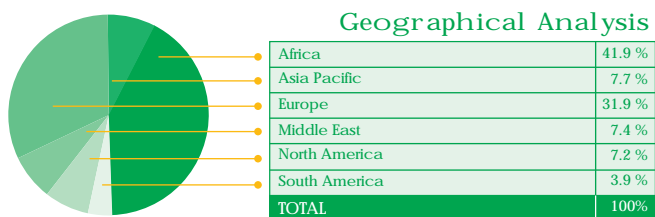
*Alternative Energy Africa* has become the industry player's alternative energy magazine of choice for getting the whole picture from the African continent. Our distribution numbers reflect the highly targeted nature of *Alternative Energy Africa*. We are unique in this aspect, focusing on those who really count in the industry. And because we will not include numbers from across the industrial spectrum you can be sure that the return on your advertising investment is high.

*Alternative Energy Africa* is now "the premiere source" of alternative and renewable energy news covering the African continent specifically. *Alternative Energy Africa* updates its readers on private sector projects, government initiatives, business and investment news, and strategies for a thriving alternative/renewable energy market in the African continent. This, in addition to providing updates on global developments from the industry. Our readers look to us as the authority on the continent's development of its emerging alternative and renewable energy sectors.

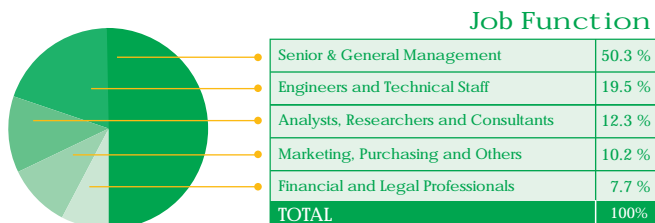
## Newsletter and Website

[www.AE-Africa.com](http://www.AE-Africa.com) provides access to the **latest news** out of the African renewable and alternative energy scene, and access to a regularly updated regional **events calendar** making sure you know when and where all the important industry events are taking place. In addition, you can find a useful **directory** of companies and associations serving the industry internationally, and in Africa.

Busy, and don't have time to check the news day by day? Then, *Alternative Energy Africa's Weekly Recap* is exactly what you need. Our digital newsletter bundles all the important news items of the past week and delivers them right to your inbox. Concise and easy to read, you will be kept up-to-date on what's going on in Africa and the world, in one review.



Total circulation base 5,087



## 2009 Rates

*Alternative Energy Africa's* numerous advertising options can assist any company in reaching their target audience, whatever the annual budget. Combine print and online advertising for unbeatable value.

**4-Color Standard Rates** All rates are quoted in US dollars.

Position/No. Inserts	1x-3x	4x-6x	7x-12x
Full Page	\$1,900	\$1,750	\$1,600
Half Page	\$1,200	\$1,100	\$1,000
Third page	\$850	\$775	\$700
Quarter page	\$650	\$600	\$550
Classified Ad B & W	\$150	\$140	\$130
Recruitment Ad B & W	\$150	\$140	\$130

Position requests opposite editorial – add 10% to applicable rate. B&W Ads – deduct 25%, 2-color Ads – deduct 15%.

Inserts, supplements, reprints, bellybands, and special marketing requests – full circulation or targeted markets: contact sales representative for quotation.

### Special Positions (Including 4-Color Process)

Position/No. Inserts*	1x-3x	4x-6x	7x-12x
Inside Front Cover	\$2,400	\$2,300	\$2,200
Inside Back Cover	\$2,000	\$1,900	\$1,800
Back Cover	\$2,500	\$2,400	\$2,300
Spread	\$3,500	\$3,400	\$3,300
Gate Fold	Quote Upon Request		

\*All frequency rates are for campaigns of any size or position combination conducted within one 12-month period.

## Online Ad Rates

Size (Pixels WxH) Position	*Rates		Size (Pixels WxH) Position	Rates	
	Weekly	Monthly		Weekly	Monthly
728x90 Main Center	\$180	\$660	468x80 Main Center	\$150	\$560
468x80 Other Center	\$150	\$560	180x360 Skyscraper	\$140	\$500
180x150 Left	\$100	\$380	180x240 Right	\$125	\$450
180x150 Right	\$100	\$380	180x150 Right	\$110	\$400

\*Guaranteed home-page positioning add 10%

Website and Newsletter package deal, deduct 25% from combined cost. Maximum file size: 120 kb

For special sizes or requirements, contact sales representative

## Subscriptions-One Year

Hard Copy 6 Issues	\$150
Hard Copy 6 Issues + Electronic Copy	\$200
Electronic Copy Only - 6 Issues	\$100

Weekly electronic newsletter included at no extra charge.



## Publisher's Copy Protective Clause

1. Advertisers are liable for all content of advertisements printed and for any claims made against *Alternative Energy Africa*. The Publisher reserves the right to reject any advertising that does not conform to the publication's standards.
2. In the event that no acceptable copy is furnished, Publisher reserves the right to repeat latest advertisement for scheduled space.
3. With the exception of premium positions, contracts may be terminated by either party with 30 days notice before closing date.
4. In the event of non-payment of invoices, the Publisher may terminate the contract without notice.
5. Contracts for covers and special positions are non-cancelable, except for non-payment of invoices at Publisher's discretion.
6. Cancellations will be accepted only before closing date for reservations.
7. Advertising materials not requested by Advertiser within one year will be destroyed unless instructions are sent in writing to Publisher.

## Advertisement Specifications

- **Standard Page:** Standard type and advertising page size is 8.3" x 11.0" (210 mm x 280 mm).  
**Bleed:** 3 mm bleed on all sides. All type must be inset 0.20" (5 mm) inside the final trim size, all four sides.  
**Pre-Trim Size:** 8.5" x 11.3" (216 mm x 286 mm).
- **Materials-**The preferred platform for submitting materials is PDF with a minimum resolution of 300 dpi. EPS and Tiff are also accepted. Images should be placed at 100% of size in final document, converted to CMYK, and saved either as a PDF, EPS, or Tiff file.

## Advertising Policy

1. **General** – If more or less space than contracted is used within one year from date of first insertion, the rate will be adjusted to the earned rate published herein. Advertiser will be short-rated at the prevailing frequency rate if they have not completed the terms of their contracted frequency rate within 12 months of first insertion order.
2. **Frequency Rates** – Number of insertions in a 12-month period determines frequency rate. Covers, each ad, each page of a spread, and each page of preprinted inserts count as one insertion toward earning a frequency rate of 1x – 12x.
3. **Issuance & Closing** – Published six times per year. Closing date to reserve ad space is the 15<sup>th</sup> of the month preceding issue month unless specified otherwise; art work due by the 20<sup>th</sup> of the month preceding issue date. Magazine issued within the first week of all odd-numbered months (ie January, March, etc).
4. **Positioning** – All regular, non-cover position advertisements are run-of-the-house positioning. If a special placement is requested such as facing editorial, there is a 10% premium above published ad rates.
5. **Payment Terms** – Terms of payment are Net 30 on approved credit, first time advertisers are COD. Late payments will incur an interest charge of 1.5% per month, compounded monthly, if received after the payment due date.
6. **Agency Commission** – A 15% agency commission applies to recognized agencies. Payment due Net 30 from billing date (on approved credit). Publisher will hold Agency and Advertiser jointly responsible for payment.



Ad Size	Full Page	1/2 Page Horizontal	1/2 Page Island	1/3 Page Horizontal	1/3 Page Vertical	Quarter	Classified	Recruitment
<b>Mm</b>	210 x 280	210 x 140	130 x 186	210 x 95	70 x 280	130 x 130	55 x 77	55 x 77
<b>Inches</b>	8.3 x 11	8.3 x 5.5	5.1 x 7.3	8.3 x 3.7	2.8 x 11	5.1 x 5.1	2.2 x 3	2.2 x 3

NOTE: Ads scaled to other publications will be centered in space nearest to size and proportion.

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