

Alternative Energy

Africa

2012
Media Planner



Filling The Energy
Information Gap In Africa



www.AE-Africa.com

Accra * Cairo * Houston * Lagos * Milan * Moscow

Editorial Calendar

	Ad Closing December 10 Materials Due December 13	Ad Closing February 10 Materials Due February 13	Ad Closing April 10 Materials Due April 13
Regional Focus	North Africa	Southern Africa	West Africa
Editorial Feature	Project Funding	Transmission & Distribution	Energy Storage
Alternative Focus	Solar	Wind	Hydropower
Product Focus	Wind Turbines and Gear Boxes	Hybrid Modules	Solar Innovations
	Ad Closing June 10 Materials Due June 13	Ad Closing August 10 Materials Due August 13	Ad Closing October 10 Materials Due October 13
Regional Focus	Northwest Bend (Senegal to Benin)	East Africa	Renewable Frontiers
Editorial Feature	Privatization	Renewable Energy Pricing	Project Implementation Evaluation
Alternative Focus	Geothermal	Biofuels	Waste-to-Energy
Product Focus	Mini-Hydro	Efficiency Monitoring Systems	Fuel Cells

Special features in every issue include:

- Markets & Policy
- African Politics
- Local Impact
- Book Review
- ...and much more

Bonus Distribution*

January/February	May/June
World Future Energy Summit Africa Energy Indaba 2 nd Annual Global Biofuels Summit 2 nd Commercial Farm Africa	African Utility Week 2012 Power Kick for Africa 20 th European Biomass Conference & Exhibition
March/April	July/August
World Biofuels Market 6 th German-African Energy Forum Wind Power Africa BioEnergy World Africa Power & Electricity World Africa	Solar Power International 2012
	September/October
	Energy From Waste European Future Energy Forum Power-Gen Africa

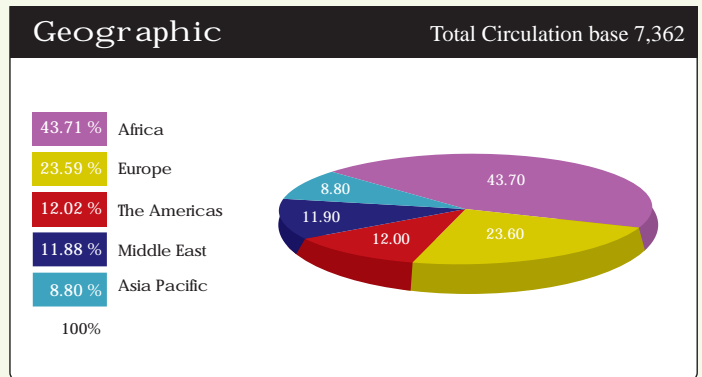
*As events are continually added and dates subject to change, please check with publisher for the most updated list of events.

The Authority on Africa

With Africa considered a continent of under-exploited opportunities, its alternative/renewable energy sector is poised to reach new heights. The investment into research & development coupled with continued technological advancements have created an opportunity to penetrate the continent. These developments, while helping to push sustainable operational business practices, have also stimulated new governmental policies and improved regulation.

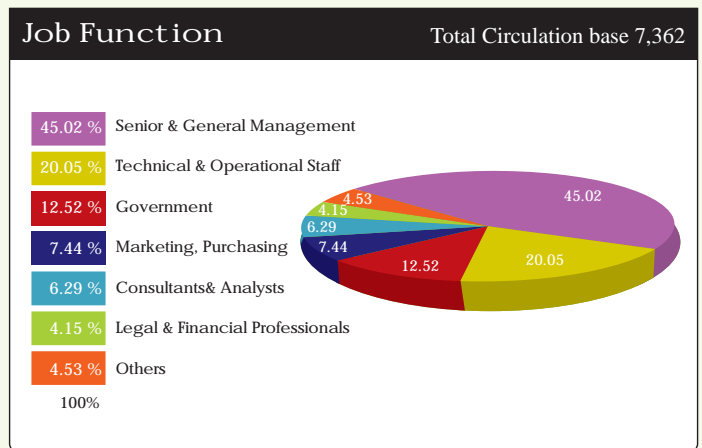
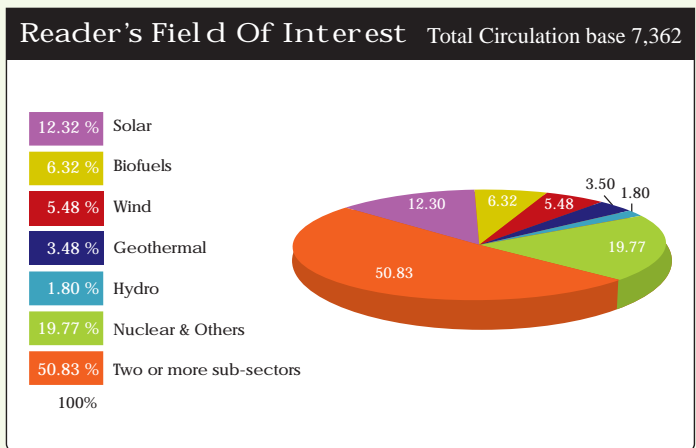
Since 2008, *Alternative Energy Africa* has been the only authority on Africa's alternative/renewable energy sector offering its readers the latest news with a continental focus combined with an international reach. *AEA* maintains a presence throughout Africa with contributors spanning the continent to give our readers the real story. Our on-the-ground presence coupled with experience makes our publication a strategic resource for industry players.

As of October 2011



“Alternative Energy Africa is THE source for industry news on the continent. Suntech consistently turns to AE Africa for cutting edge insight since no other magazine has the beat on renewable energy like AE Africa does.”
 – Ryan Ulrich, Communications, Suntech

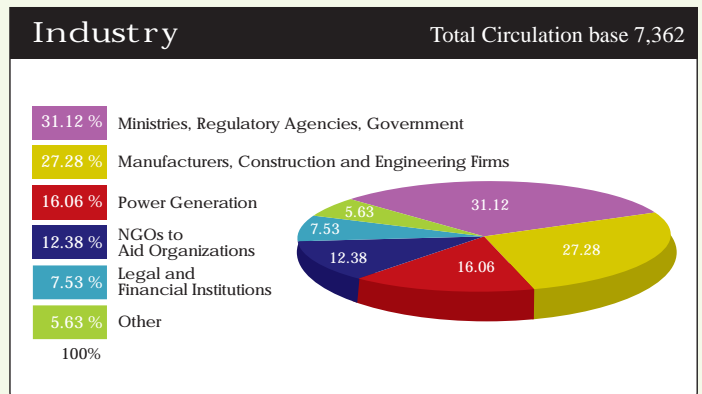
“Witty, independent and passionate. AEA is an insightful magazine that everybody who wants to do business in Africa in the RES field should read.”
 – Jerome Mazet, TrinaSolar
 Director, Global Branding & APMEA Marketing



Your Company Center Stage

Even if unable to attend an important industry event, *Alternative Energy Africa* will make sure that your company is still in the mix and not on the sidelines. We are present for the most important events in the sector.

Looking to be seen? Look no further! We offer a specialized suite of advertisement options tailored to fit your company's needs. Whether you're focused on print advertising, online marketing, or a combination of both, we put together a marketing plan catering to any company's business strategy while propelling its visibility among the Who's Who in the industry.



Home Page



The screenshot shows the homepage layout with several key sections:

- Main Center (468x80):** Features a large article titled "World First: Samsung Africa Introduces Solar-Powered Internet" with a sub-headline "Boksburg, South Africa has just received a world first as Samsung Africa launched its Solar Powered Internet School model at the Samsung Engineering Academy... Read More".
- Other Center (468x80):** Features an article titled "World Biofuels Markets" with a sub-headline "WORLD'S TOP BIOFUELS INDUSTRY MEETS TO DO BUSINESS".
- Side (180x150):** Features an article titled "Ecowas Launches Three RE Projects in West Africa" with a sub-headline "Funded by the European Union, the Economic Community of West African States has launched three projects to promote renewable energy and power generation in the region... Read More".
- biofuelsb2b (180x150):** Features an article titled "Sell & buy Biofuels... Biofuels Marketplace".
- News Headlines:** A list of various news items including "Siemens HQ Breaks Ground at Masdar City", "New Tools to Help Solar DEBs", "Tunisia Votes for 1st Time after Revolution", "UK Moves to Increase Power Generation Portfolio", "Upandan Opposition Leader Pleas for Rescue", "Desertec Highlights Challenges in EHEA Region", "Siemens HQ Breaks Ground at Masdar City", "New Tools to Help Solar DEBs", "Tunisia Votes for 1st Time after Revolution", "UK Company Acquires SA Environmental Consultants", "E-Coining Up: African Clean Tech Association", and "US RE Company Swallows up Jordanian Firm".

Just for Organizers

Alternative Energy Africa works closely with the leading conference organizers in the industry. Certain events need additional marketing and in order to help cast your event into the limelight, we can assist you in capturing the attention of our readers with special upgraded packages to suit your event's needs. Our marketing department can create a plan to ensure your event is at the forefront which includes increased ad space, web and print editorials, and prime banner locations on our website and/or weekly newsletter.

Newsletter



The screenshot shows the newsletter layout with several key sections:

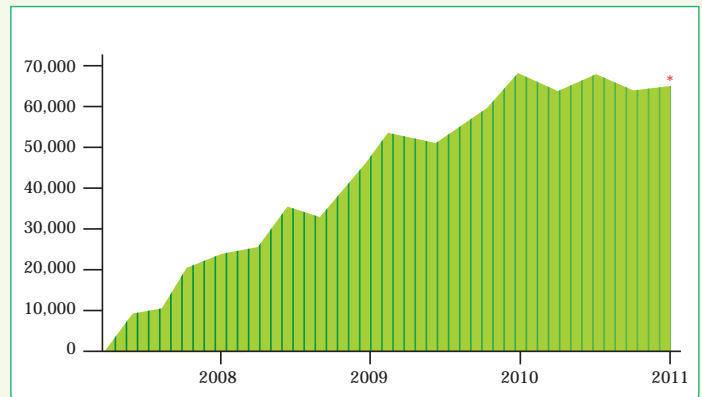
- Main Center (468x80):** Features a large article titled "Power MENA" with a sub-headline "Unleashing Africa's Energy Potential".
- Other Center (468x80):** Features an article titled "2nd DII DESERT ENERGY CONFERENCE CARD (2011) 2nd- 3rd November 2011".
- Side (180x150):** Features an article titled "The Africa Green Energy & Environment Summit + Exhibitions" with a sub-headline "October 17-20, 2011".
- News:** A list of various news items including "Uganda to Finance New Power Projects", "Waste-to-Energy Project in Nigeria Looks for Help", "SABIC's Energy Challenges Meet Solutions", "Ethiopia: Five Times Current RE Generation in Five Years", "UNDP, BoI Combine for Nigerian Renewable Energy", "South Africa Adds Green Building Regulation", "Africa's Chance to Provide World's RE Needs", "Egypt: 24 Dead, Over 200 Wounded in Military, Protestor Clashes", "Renewable Energy Organization Extends Further into Africa", and "Regulating Green Energy Tax Incentives".

Online Spotlight

AE-Africa.com has surged forward as “the online resource” for Africa’s renewable energy sector, showing a significant increase in website traffic year-over-year. We include the most pertinent news updates to keep your organization in-the-know. The website provides the latest updates on projects, financing, major players, and other crucial developments throughout the continent and around the globe. New features have been added including AEA web-only specials which highlight major developments from the investment, regulatory, and infrastructure sub-sectors.

News alerts are sent via email to make sure that you don't miss the most important breaking developments when they happen. And our weekly newsletter ensures that the week's top stories and upcoming events are delivered straight to your inbox, keeping you up to date on the most pertinent happenings in the alternative/renewable energy industry.

Year-over-Year Web Traffic Increase on AE-Africa.com



* As of October 2011

Online Banner Ad Rates

Home Page			
Position/No. Inserts		Weekly	Monthly
Main Center	468x80	\$300	\$980
Other Center	468x80	\$225	\$750
Side	180x150	\$150	\$500

Newsletter			
Position/No. Inserts		Weekly	Monthly
Main Center	468x80	\$220	\$740
Other Center	468x80	\$170	\$600
Side	180x150	\$150	\$500
Event Listing	180x150	\$100	\$300

For all other website pages, or for special sizes or requirements, contact a sales representative. Maximum file size: 80 kb

2012 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 an unbeatable value.

Why AEA? Return on Investment

Whether you are looking to invest in this exciting industry or are already established, *AEA* provides in-depth insights helping our subscribers better analyze the African markets. Our editorial team analyzes each sector from wind, solar, hydro, biofuels, geothermal, etc. to provide intelligence from all the major hotspots throughout the continent. *AEA* continuously monitors continental activity including government legislation and financial mechanisms that could help or hinder investment. We are the 'go-to' source for information on Africa's robust alternative energy sector.

Special Positions (Non-cancelable)

Position/No. Inserts	1x-3x	4x-6x	7x-12x
Back Cover*	\$3,800	\$3,650	\$3,550
Inside Front Cover*	\$3,550	\$3,450	\$3,350
Inside Back Cover*	\$3,200	\$3,100	\$3,000
Full Cover Gatefold*	\$6,000	\$5,850	\$5,750
Half-page Gatefold*	\$4,400	\$4,250	\$4,100
Two-page Spread*	\$5,500	\$5,250	\$5,050
Half-page Spread*	\$3,600	\$3,500	\$3,400
Fold-downs	Quote Upon Request		
Sponsored editorials with reprint package offered; pricing and details are available upon request.			

*Cover and premium positions may NOT be cancelled. Inserts, supplements, reprints, bellybands, and special marketing requests count toward frequency rate - full circulation or targeted markets: contact a sales representative for quotation.

Subscriptions

Years	Print	Electronic	Both
One year	\$210	\$160	\$255
Two years	\$330	\$230	\$410

Weekly e-newsletter included at no extra charge.

Recruitment & Event Rates (Black & White)

Size (55 mm Width)	1-5 ads	6-15 ads	16-25 ads	26+ ads
Recruitment per 70 mm length	\$130	\$120	\$110	\$100
Event per 35 mm length	\$110	\$105	\$95	\$90

4-Color: add 25%. Recruitment and event advertising also available online.

Cross Platform Marketing

Our integrated marketing options allow your company to be seen by a wider global audience. And with a specially tailored marketing package, we can ensure that your advertising dollar receives maximum exposure for the highest return on your investment. *Alternative Energy Africa* is the **ONLY** publication that puts you at the forefront of the burgeoning African market while gaining international recognition. We want to help you meet your targets. Contact us to get started on your 2012 campaign that can include online and print advertising, exclusive editorial, and much more.

4-Color Standard Rates

Position/No. Inserts	1x-3x	4x-6x	7x-12x
Full Page	\$3,150	\$2,995	\$2,895
2/3 Page	\$2,355	\$2,225	\$2,125
1/2 Page Island	\$2,140	\$2,000	\$1,900
1/2 Page	\$1,995	\$1,875	\$1,775
1/3 Page	\$1,525	\$1,420	\$1,330
1/3 Page Island	\$1,540	\$1,440	\$1,360
1/4 Page	\$1,250	\$1,180	\$1,110
1/6 Page	\$1,000	\$950	\$900

All frequency rates are for campaigns conducted within one 12-month period. Position requests opposite editorial - add 10% to applicable rate. *Recruitment and event advertising also available online.

Gold

Package Price \$25,000

6 Full Page Ads
1-Year Linked Banner on *AE-Africa.com* (180x150)
20 Weekly e-Newsletter Banners (180x150)
1 Sponsored Editorial in the Issue of Choice

Silver

Package Price \$20,000

6 1/2 Page Ads
1-Year Linked Banner on *AE-Africa.com* (180x150)
10-Weekly e-Newsletter Banners (180x150)
1 Sponsored Editorial in the Issue of Choice

"Africa is the future for renewable energy and *Alternative Energy Africa* tells where we are, where we were, and where we will be in the future."

- Eric McCartney, Executive Director
Chapin International LLC

"*AEA* is a must have news magazine for businesses looking to explore the renewable market in Africa. Information and insights provided in the magazine are both critical and timely."

- Ravi Yadav, Project Manager,
Alternative Energy, GlobalData

Publisher's Copy Protective Clause















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

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 10th of the month preceding issue month unless specified otherwise;
- art work due by the 13th of the month preceding issue date. Magazine issued within the first week of all odd-numbered months (ie January, March, etc).
4. **Positioning** – Regular full page adverts 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.

Advertisement Specifications

1. **Standard Page:** Standard type and advertising page size is 8.3" x 11.0" (210 mm x 280 mm).
2. **Bleed:** 3 mm bleed on all sides. All type must be inset 0.20" (5 mm) inside the final trim size, all four sides.
3. **Pre-Trim Size:** 8.5" x 11.3" (216 mm x 286 mm).
4. **Ad Materials:** All ad materials should be supplied in one of the following digital file formats accompanied by a hardcopy color proof. Ad materials other than acceptable digital files will incur additional charges (see Production Charges).
 - a. **Acceptable Digital Files:** Adobe Acrobat PDFs (8 bits/channel, binary CMYK, all fonts embedded) or flattened CMYK TIFF or EPS files, 300 dpi at actual size. Please do not submit files created in wordprocessing programs such as MS PowerPoint, MS Publisher, etc. Production charges will be incurred if files do not meet these acceptable digital file guidelines.
 - b. **Graphic/Imaging Formats:** All graphic elements should be imported from drawing or imaging applications. To assure optimum results, graphics should be saved as PDF, TIFF, or EPS files. We do not accept JPEG, GIF, or Pict files. Images should be placed at 100% of size in final document, converted to CMYK, and saved as either a PDF, TIFF, or EPS file.
 - c. **Storage Media:** Files may be submitted using the following media: Email, CD-ROM, or FTP. When submitting your electronic file, clearly label with the magazine issue date, Advertiser's and Agency's complete contact details, list of contents, platform (Mac, PC), and file name/number. Files sent through electronic channels must be compressed. Files less than 8 MB may be e-mailed.

				
Full Cover Gatefold	Half-page Cover Gatefold	Full Page Spread	Half page Spread	Full Page
420 x 280 MM	105 x 280 MM	420 x 280 MM	420 x 140 MM	210 x 280 MM
16.5 x 11 Inches	8.3 x 11 Inches	16.5 x 11 Inches	16.5 x 5.5 Inches	8.3 x 11 Inches
				
1/2 Page Horizontal	1/2 Page Island	2/3 Page Vertical	1/3 Page Horizontal	1/3 Page Vertical
210 x 140 MM	130 x 186 MM	140 x 280 MM	210 x 95 MM	70 x 280 MM
8.3 x 5.5 Inches	5.1 x 7.3 Inches	5.5 x 11 Inches	8.3 x 3.7 Inches	2.8 x 11 Inches
				
1/3 Page Island	1/4 Page Box	1/4 Page Strip	1/6 Page Strip	
130 x 130 MM	105 x 140 MM	210 x 70 MM	210 x 45 MM	
5.1 x 5.1 Inches	4.1 x 5.5 Inches	8.3 x 2.8 Inches	8.3 x 1.8 Inches	

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

General Inquiries

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