



e-cigre.org

# Grow your power reach



## 2022 Advertising Opportunities



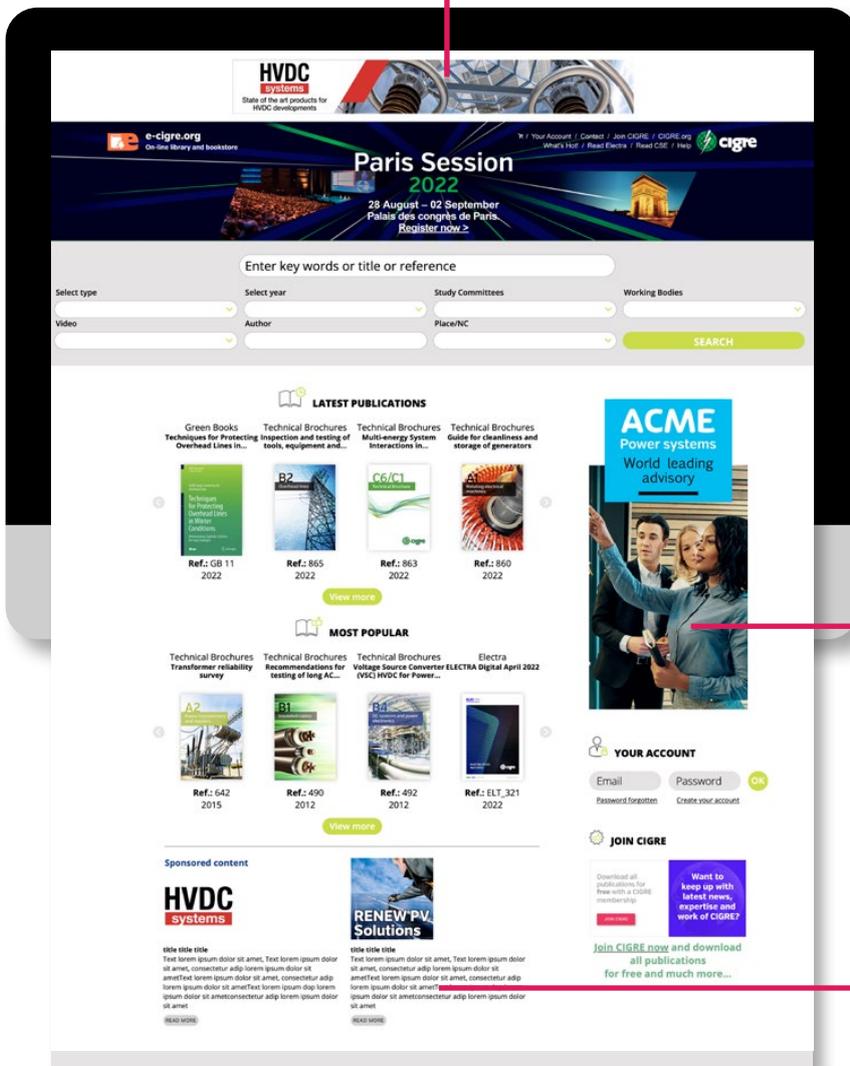
# Advertise on e-cigre.org and reach a power system audience of over 100,000!

Reach tens of thousands of power system professionals, students and educators all over the globe with e-cigre.org advertising options.

All of these options are the same price and offer external links to your website. So you can choose what best meets your campaign or brand goals.

## Option 1: Leaderboard

Place your advertisement at the top of every page on e-cigre.org. Ideal for maximum profile on all devices.



## Option 2: Tower advertisements

Place your advertisement next to the main content window of the site. Benefit from more space to promote your message.

## Option 3: Sponsored news content

Promote your article or technical paper with content marketing options.



For more information contact:

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CIGRE Central Office

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## How the advertising works

### Limited competition

Tower ads and leader boards randomly load from a maximum of three advertisers during any given month. Content marketing will have a maximum of four slots shown in a month.

### Flexible booking

Book all three slots, one slot for one month, or any combination for up to twelve months. You choose what best meets your goals.

### Universal price

One universal price allows you to choose what best meets your needs.

## Reach a global technical audience with e-cigre.org advertising

e-cigre is the home to CIGRE's globally renowned publications and is used by over 120,000 power systems professionals, educators and students per year.

Users span the power system, including over 1200 major organisations featuring a large number of DSO and TSO system operators, equipment and technology providers, consultancies and educational institutions.

## Our members and users value your messages

Our member research confirms that they value your advertising. Your advertising helps them stay across key products and services, equipment manufacturers, consultancies and what other companies are offering.

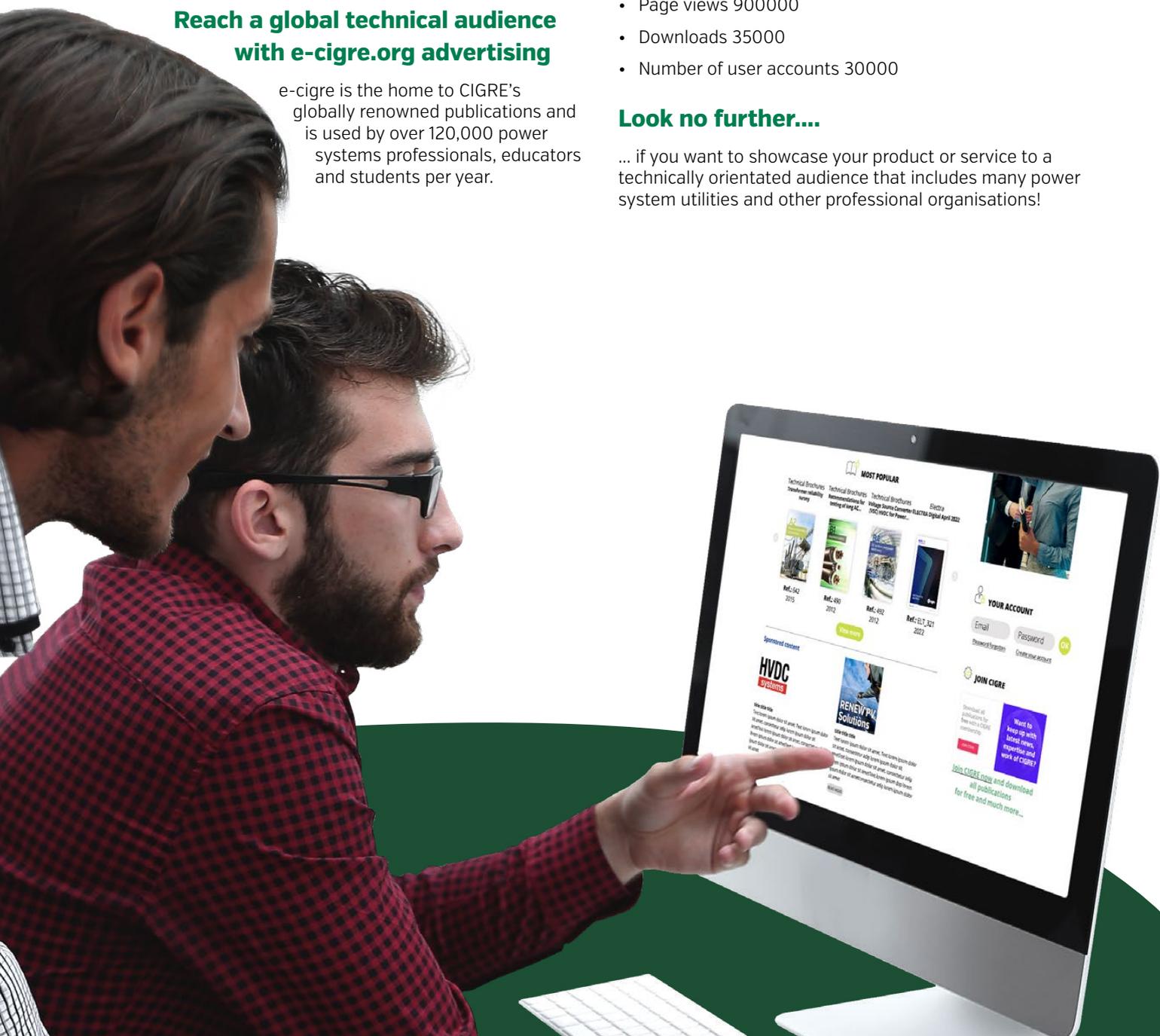
## Site traffic

Typical site activity in a 12 month period is as follows:

- Users 110000+
- Page views 900000
- Downloads 35000
- Number of user accounts 30000

## Look no further....

... if you want to showcase your product or service to a technically orientated audience that includes many power system utilities and other professional organisations!



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For power system expertise

## Fee schedule

Prices are shown per month and do not include VAT or relevant sales taxes in your jurisdiction.

Area	1 month booking	3 months	6 months	9 months+
Leaderboard	2500€	2400€	2300€	2200€
Tower Ads	2500€	2400€	2300€	2200€
Sponsored news content	2500€	2400€	2300€	2200€

- Please note that up to three tower ads and leaderboards may be on e-cigre.org at any one time. These load randomly each time a user visits a new page.
- For sponsored content a maximum of four advertorials will be permitted at any one time.

## Specifications

- Advertiser’s external links open in a new tab
- Animation and tracking codes are supported
- CIGRE reserves the right to:
  - reject advertising if it is not appropriate
  - reject animations if they are not user friendly.

### Leaderboards

Please provide your leaderboard advertisements in a ready to use 728 x 90 pixel format.

Jpegs and animated gifs are accepted.

Maximum file size 500kb.

Provide your external link.

### Tower Advertisements

Please provide your tower advertisements in a ready to use 300 x 600 pixel format.

Jpegs and animated gifs are accepted.

Maximum file size 1mb.

Provide your external link.

### Sponsored news content

Provide up to 50 words of content including your headline, an external link and your graphic (no bigger than 150 x 150 pixels). No animations are permitted within sponsored content.



## Creative support

If you would like support to produce your advertisement, please provide your design and we can convert it to a suitable format. Fees for this work will be charged on a case-by-case, time-and-materials basis, but will not exceed €500 per ad.

## Bookings

Booking close for each month on the 20th of the month prior. Please confirm your booking and supply your creative content no later than this date. CIGRE cannot guarantee availability as advertisements are sold on a first come first served basis.



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