

Encouraging Consumer Investment

Smart Energy Living[®] is a program of Colorado Energy Science Center (CESC). CESC is a non-profit founded in 1999 by Battelle and Midwest Research Institute, the managing partners of the National Renewable Energy Laboratory.

Our goal is to provide the resources consumers need to make investments in clean and efficient energy. That includes reliable information and links to companies that provide the best products and services. We encourage you to join us in our effort to motivate Colorado homeowners to make smart energy choices.

Leadership & Collaboration

CESC's board of directors is a strategic, influential group of leaders from the energy research, government, academic, and business sectors. CESC partners with a wide range of local and national organizations including corporations, utilities, industry, government and non-profit organizations.

Smart Energy Living Magazine

This semi-annual publication utilizes local and national energy experts as contributors. The advertising is critical to connect our readers to quality companies.

NEW! SmartEnergyLiving.org

The website offers comprehensive and powerful tools to motivate homeowners. Be sure your company is listed in our online directory.

Consumer Workshops

These workshops offer in-depth information and time with experts.

Energy Makeover Contest

We partner with Xcel Energy and Colorado Springs Utilities to hold high-visibility Energy Makeover Contests. Homeowners receive energy improvements worth over \$25,000.



Cause Marketing

The Cause of Energy Conservation

Experts agree: Homeowner conservation is a central, vital and cost-effective strategy for extending our nation's energy supply.

Cause related marketing is a key component of building a brand. In fact, 92% of Americans have a more positive image of companies and products that support causes. The Smart Energy Living program encompasses two of the three top social concerns that consumers identified – quality of the environment and education.*

Your advertising support demonstrates a commitment to energy conservation.

Media Partnerships

As part of ambitious growth plans, Smart Energy Living has developed media partnerships with CBS4, KHOW 630AM and KOA 850AM. Smart Energy Living commercials feature the station logo, partnership recognition and our corporate sponsor logos.



Our piggy bank character visually defines the campaign.



Editorial Focus

SPRING 2006

A special focus on efficient electricity will begin with a brief overview of energy supplies, costs and the importance of conservation. We'll cover how to reduce consumption by sealing the home envelope, windows, appliances, lighting, cooling and grid-tied PV systems. We'll include an update on the new federal tax credits and local solar rebates, and explain how energy improvements produce a positive monthly cash flow. Finally, we will expand our focus to include outdoor water conservation and landscaping strategies that help with summer heat gain.

FALL 2006

In addition to our annual issue on efficient heating strategies, we'll explore trends in home comfort, indoor air quality, water heating and sealed fireplaces. There will be a special focus on new home choices and how to select a realtor. We'll recommend devices to save waters indoors. A feature article will detail the latest transportation options for commuters.

* Source: The Cause Marketing Forum, www.causemarketingforum.com

Circulation & Distribution

A Targeted Reach

Our proprietary database, compiled from the Energy Makeover Contests and advertising campaign, reaches the only targeted list of Colorado homeowners requesting clean and efficient energy solutions.

Market Reach

We reach millions of consumers with energy efficiency messages in print, online, and on television and radio.

Our homeowner program achieves over 20 million impressions annually.

- 200,000 annual Smart Energy Living magazine readers.
- 300,000 annual SmartEnergyLiving.org visitors.
- 1.2 million viewers via the advertising campaign, with a frequency of 5.4 and 7.5 million total impressions in the first quarter of 2006 alone.
- 1.5 million customers from the Energy Makeover contests, with 8 million impressions.
- 3 million subscribers/viewers from our regular news coverage in major media and community papers.

Magazine Distribution Highlights

Educated Consumers

Wild Oats Markets
Building Departments
Libraries
Corporate Employers
School Districts
Universities

Utilities

Xcel Energy
Fort Collins Utilities
Colorado Spring Utilities

Major Events

Home Energy Workshops
Home Shows
Solar Home Tours
Sustainable Living Fair
New Belgium Brewing Environmental Tours

Energy & Environmental Organizations

Boulder Green Building Guild
Built Green Colorado
Center for ReSource Conservation
Colorado Dept. of Public Health & Environment
Colorado Renewable Energy Society
Energy Outreach Colorado
National Renewable Energy Laboratory

2006 Ad Rates & Terms

Closing Dates

Spring/Summer 2006

Space reservation due Mar. 27, artwork due Mar. 30

Fall/Winter 2006

Space reservation due Jun. 30, artwork due Jul. 6

Production Costs

Advertisers are responsible for providing artwork according to the mechanical specifications. We can help design your ad, standard production costs apply. Contact us at 303-216-2026 for details.

Discounts, Billing & Commission

Advertisers who reserve space in two or more issues may receive a 5% discount. Payment is due prior to publication, invoices will be sent at the time of space reservation. CESC will extend a commission to recognized ad agencies.

Terms

Ad payment due with space reservation. CESC reserves the right to refuse to publish an ad with unsubstantiated claims. All claims must be substantiated by independent, scientific data. Any ad closely resembling editorial content must be labeled "Advertorial" or "Advertisement", and approved by CESC. Ad rates, distribution and terms subject to change. CESC makes no endorsements of any company listed in the publication.

Cancellation: ad contracts are subject to a \$75 cancellation fee; ads canceled after the space reservation deadline will be charged 50% of the open ad rate. Returned checks will be charged a \$50 fee.

Mechanical specifications attached on a separate page.

DISPLAY ADVERTISING (rates effective 1/06)

Editorial	4-color	B/W
Inside Front/Back Cover	\$4595	N/A
Double Truck (2 page spread)	\$7350	\$5880
Full page	\$3675	\$2940
1/2 page	\$2070	\$1650
1/4 page	\$1000	\$840

Classified

Regional Market Sections for Denver Metro, Boulder/Ft. Collins and Colorado Springs

Large	\$400	\$350
Medium	\$300	\$250

Online Advertising

Includes link to your website and/or email. These introductory prices are per category and for a limited time only.

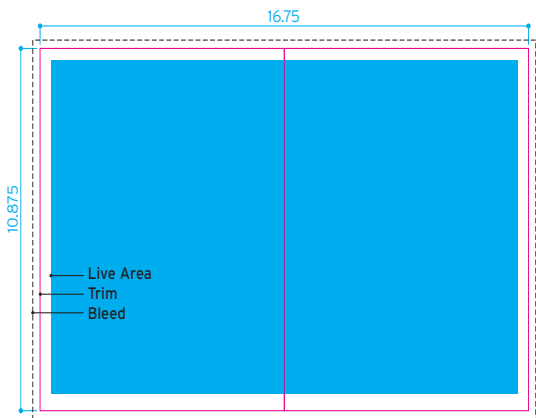
	Banner Ad	Listing
with magazine ad	\$75/month	\$150/year
online only	\$100/month	\$225/year

Categories include (but are not limited to) air duct cleaning, air duct sealing, appliances, energy analysts, energy suppliers, insulation, finance & mortgages, green building, landscaping, lighting, heating & cooling, new homes, real estate, recycling, remodeling, solar energy, water (heating, conservation, drinking), transportation, utilities, windows & siding, window coverings.

Minimum industry certifications are required in several categories. Ask your account executive for details.

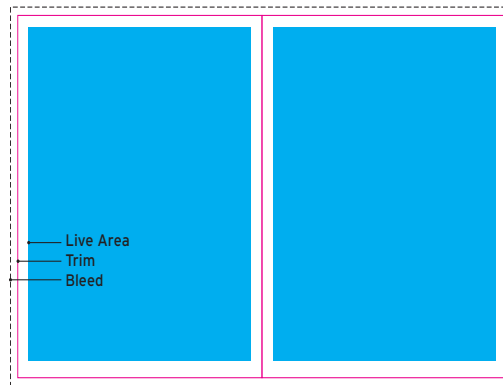
AD SIZE	BLEED	LIVE AREA	NON-BLEED	TRIM
2-page Spread	17.25 x 11.375	16 x 10	16 x 10	16.75 x 10.875
Full Page	8.875 x 11.375	7.625 x 10	7.625 x 10	8.375 x 10.875
4th Cover	8.875 x 9.375	7.875 x 8.375	7.875 x 8.375	8.375 x 8.875
1/2 Page (vert)	----	----	3.6875 x 10	----
1/2 Page (horiz)	----	----	7.625 x 4.875	----
1/4 Page	----	----	3.6875 x 4.875	----
Large Classified	----	----	3.6875 x 2.3125	----
Medium Classified	----	----	1.7187 x 2.3125	----

MAGAZINE SPECS: Binding – Saddle stitch, Trim Size – 8.375 x 10.875



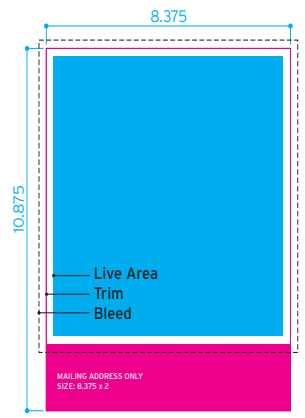
2 Page Spread

Live Area 16 x 10
Spread Trim 16.75 x 10.875
Spread Bleed 17.25 x 11.375



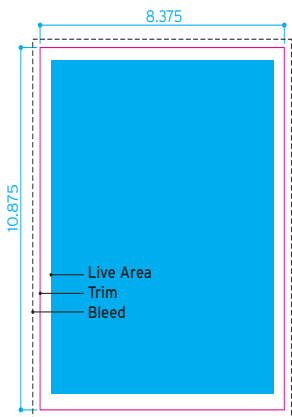
2 Page Spread – non-bleed

Live Area 7.625 x 10
Spread Trim 16.75 x 10.875
Spread Bleed 17.25 x 11.375



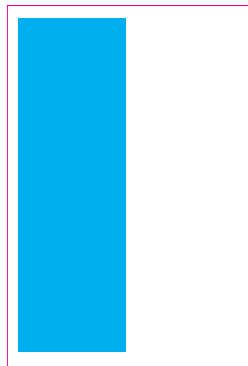
Page C4 - Back Cover

Live Area 7.875 x 8.375
Trim 8.375 x 8.875
Bleed 8.875 x 9.375



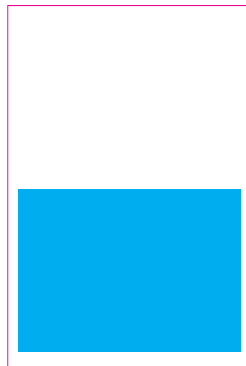
Full-Page

Live Area 7.625 x 10
Trim 8.375 x 10.875
Bleed 8.875 x 11.375



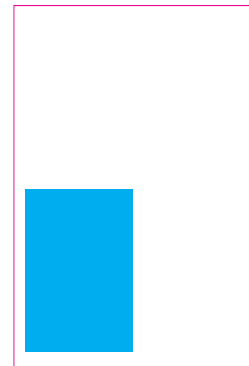
1/2 Page Vertical

Non-bleed 3.6875 x 10



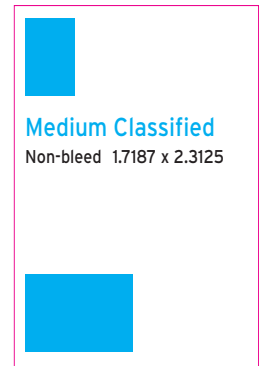
1/2 Page Horizontal

Non-bleed 7.625 x 4.875



1/4 Page Vertical

Non-bleed 3.6875 x 4.875



Large Classified

Non-bleed 3.6875 x 2.3125

Ad Material Requirements 2006

General Advertising Specifications

In keeping with industry standards regarding digital ad delivery, Smart Energy Living Publishing is now promoting PDF/X-1a as the preferred submission format for all advertising files. We strongly encourage all advertisers to become familiar with the PDF/X standard. It is widely accepted and extremely reliable. However, we will continue to accept native file formats for a limited time. For more information regarding this file format and a list of software vendors and service bureaus that support them, visit www.ddap.org or www.swop.org.

PDF/X-1a

- PDF/X1a file saved on a CD-ROM. Only one ad per file
- All High-resolution images and fonts must be included when the PDF/X1a file is saved
- Only use Type 1 Fonts - No TrueType fonts or Font substitutions.
- Images must be SWOP (CMYK or Grayscale) TIFF or EPS at 300 dpi
- NO RGB or JPEG Images. Do not nest EPS file into other EPS files. Do not embed ICC profiles within images
- All required trapping must be included in the file(s).

Proofing

Color proofs should be submitted with digital files, and they should be printed at 100 percent. In absence of paper proofs or unacceptable proofs, Smart Energy Living is not responsible for the color reproduction. Digital color calibrated proofs that meet SWOP standards should be used for digital ad materials. Black-and-white laser proofs are acceptable with color ads, but Smart Energy Living cannot guarantee accurate color with such submissions. In cases when proofs cannot be supplied at 100 percent, please clearly indicate at what percentage the proof is printed.

Software

Acceptable applications: InDesign CS, Adobe Photoshop (4.x or higher), and/or Adobe Illustrator (6.x or higher). Smart Energy Living cannot guarantee correct output from any other application (such as Adobe PageMaker and any word processing applications), and ads built and submitted in such programs are subject to refusal.

Fonts should be PostScript, Type 1 fonts. Smart Energy Living cannot guarantee correct output of any file using TrueType fonts. Both screen and printer fonts must be included with your ad. This includes fonts used in EPS files. Colors should be built using a CMYK model. All spot colors will be converted by Smart Energy Living to the closest possible CMYK equivalent.

All images used in the layout of your ad should be included with your submission. Raster images should be scanned at 100 percent at a print resolution of 300 dpi, and saved as CMYK or Grayscale TIFF images. Bitmapped images are acceptable for most scanned logos. Images not meeting these specifications are subject to refusal and rescanning, and the advertiser risks incurring late and/or scanning charges. Dot values in raster images of 85 percent may print solid, and 3 percent may print white. Vector images should be saved as EPS files using CMYK colors with outlined fonts. Raster images used in EPS files must be embedded.

Ad layouts should be designed to the ad size: any placement, approval information, or other information should be placed on the pasteboard. Bleeds should be built into the document size, not extended to the pasteboard (see Trim and Bleed Sizes on previous page). Any ad created with a document size different from the ad size (including ads with bleeds) may be subject to refusal, and the advertiser risks incurring late and/or scanning charges.

Miscellaneous

Black-and-white ads cannot be submitted as color. Please scan your discs for viruses. Smart Energy Living cannot be responsible for returning proofs. Any disc intervention by Smart Energy Living is subject to charges to the advertiser. Please print your files to a PostScript printer prior to submission as a precautionary measure.

Contact Information

Please send all questions, comments or concerns regarding ad material requirements to your account executive and/or
Kirstin Marr
Editor-in-Chief
1626 Cole Blvd., Suite 375
Lakewood, CO 80401
kmarr@smartenergyliving.org
303-216-2026

**Send advertising files to
production@smartenergyliving.org**