

Why Energy?

Energy is the world's most important commodity. Period. Every year, about \$5 trillion across the globe is spent finding, refining, and delivering energy. The late economist Julian Simon called energy the "master resource." Without energy, there is no transportation. And without transportation, there is no commerce. At *Energy Tribune*, our goal is to go beyond the daily headlines. We seek to lead the debate on critical issues like biofuels, peak oil, global warming, nuclear power, and the viability of renewables.

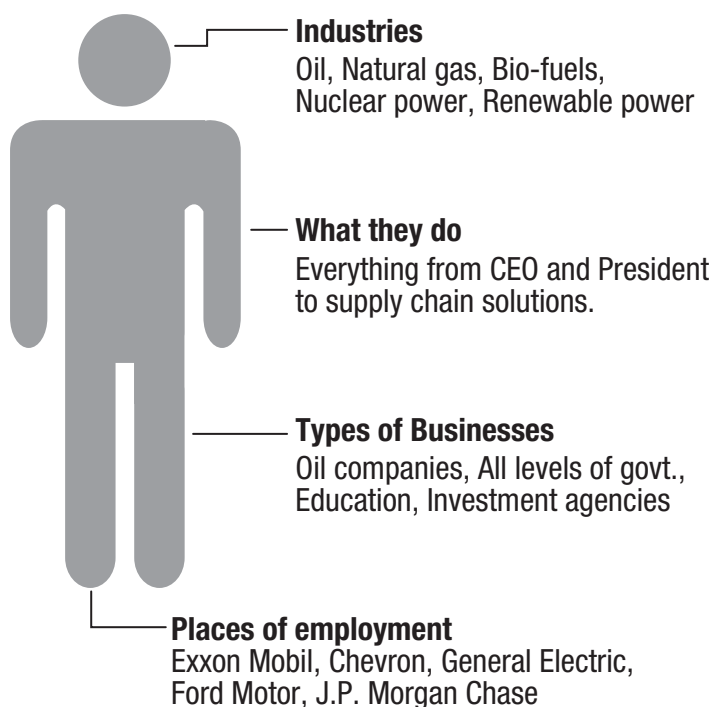
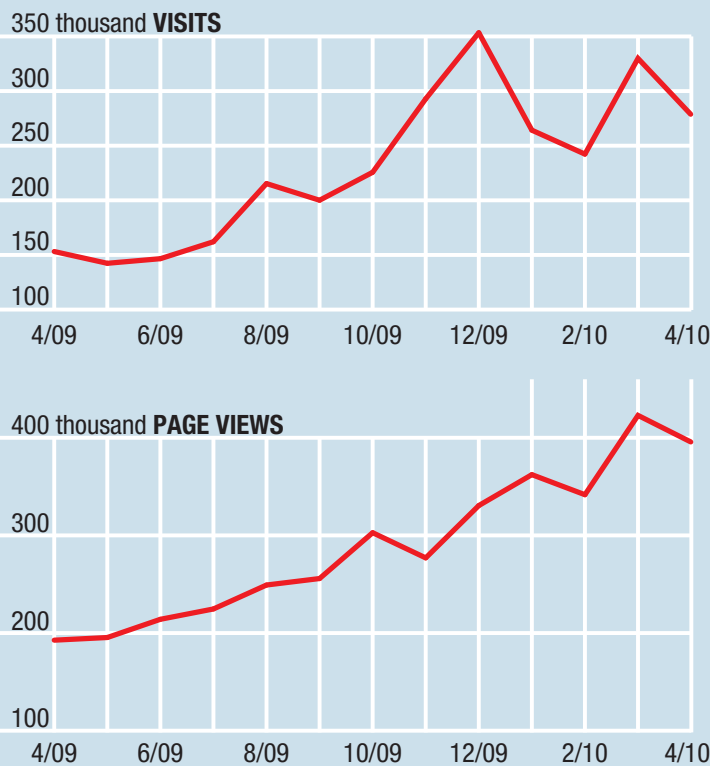
What is Energy Tribune?

Energy Tribune is a web based publication providing news and commentary to executives and professionals in biofuels, oil, natural gas, nuclear power, and renewable energy. *Energy Tribune* offers a clear alternative to the business-as-usual energy media. And as the issues of energy supply, energy consumption, and global warming continue to dominate the global debate, we will keep taking a hard look at the issues that matter.

Who reads it?

Energy Tribune readers are executives and professionals in the energy sector seeking up to date information on an ever changing industry. Visitors to *Energy Tribune* come from all 7 continents including visitors from the leading energy producing and consuming countries.

Traffic stats



What's available?

At *Energy Tribune* we understand that you must make every marketing dollar count. This is why we work with advertisers to make sure their messaging is prominent and compelling to potential buyers. Choose graphic and textual advertising options as targeted or as broad as you need.

Graphic Banners

Graphic banners offer you the chance to deliver targeted branding and messaging to *Energy Tribune's* readers. Choose from a variety of sizes, and work with one of our online advertising specialists to get the most from your campaign. *Energy Tribune* supports video, animated, static, Flash, interactive, and HTML text based advertisements.



Leaderboard
728 x 90

Medium
Rectangle
307 x 250

Small Leaderboard
484 x 55

Lower
Rectangle
307 x 250

Sponsored Articles

Do you have a complex message and need an opportunity to explain your value propositions in creative ways? *Energy Tribune* sponsored articles allow you to deliver your message to a qualified audience with the space you need to deliver a clear and complete message to potential buyers.

The image shows a screenshot of the Energy Tribune website with several callouts and annotations:

- RSS Feed Article promotion:** A red box points to the 'RSS Feeds' link in the top navigation bar.
- Sponsored Article:** A red box highlights a sample article layout on the left side of the page. The layout includes:
 - Posted on Feb. 26, 2010
 - By "your name", "your company"
 - THIS IS A PAID ARTICLE.**
 - Title of Your Article**
 - China has a stated goal of increasing its natural gas consumption. But gas only accounts for less than 3% of the country's primary energy consumption while coal provides more than 70%, a share not seen in the West since the nineteenth century. The paltry gas consumption in China is minuscule even compared to primary consumption levels in Asia and around the world. Gas accounts for about 6.5% of primary energy use in Asia and for about 24% of total energy worldwide.
 - Natural gas consumption by China in 2009 was 3 billion cubic feet (bcf), about one-seventh of United States consumption and less than Japanese consumption, a country with less than one-tenth as many people as China.
 - About 6% of Chinese natural gas consumption has been imported since 2008 and gas pricing has become a critical issue. For example, in 2008, the average domestic gas price was about \$5.70 per mcf, while the average imported gas was twice as much. In winter 2009 the domestically produced gas had a cap of \$6.15 per mcf, but LNG imported from Qatar cost as much as \$14.60 per mcf. The second west-east pipeline gas from Central
- Headlines Article promotion:** A red box points to the 'Headlines' section on the right side of the page, which lists several news items with dates and times.
- Addictor Click:** A red box points to a banner advertisement for 'Addictor Click' with the text 'Your mouse will hate you for this.'

How it works

1. You will write an article about the topic of your choice (subject to editorial review).
2. *Energy Tribune* will promote your article on the home page, in the "Headlines" area on the right side bar (seen on all pages), in the *Energy Tribune* newsletter, and in the *Energy Tribune* RSS feed.

Contact

Please contact one of our online advertising sales specialists. We can assist you with your order and as always, we'll be happy to answer any questions. Our sales specialists are online advertising experts and can provide support on launching and tracking the success of your campaigns.

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