



Energy Marketers Working  
Together for a Better Future

# MEDIA KIT 2024

*ESEA's, expanded Member Section has more tools for dealers,  
and is a must have addition to your marketing budget.*

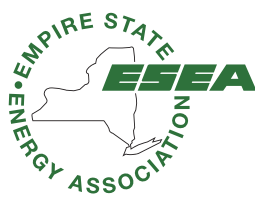
As an advertiser on the ESEA website Member Section, your message will be in front of full-service **Bioheat® Fuel dealers throughout New York State.** And the members only section is a true resource for these members, bringing them back to the page regularly!

Members will check in for these important updates:

- Member Database Look Up
- Member List Export
- Member List Mail Labels
- ESEA By-Laws
- Spill Reporting
- Digital Membership & Buyers Guide
- Digital Magazine
- Member Newsletters
- Member Updates
- Events
- Webinars
- Industry Links & Resources
- And More!



This is your chance to reach the industry decision makers among New York State dealers, wholesalers and producers; equipment manufacturers; and industry affiliates.  
Call 800-796-3342 to find out more about these marketing opportunities.



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**Leaderboard (728x90):** Anchored at the top of each page, the leaderboard is the first image site visitors see, and is positioned directly above ESEA's own Member Section. Maximum 3 advertisers.

**Position 1 Rectangle (865x165):** Looking for a value proposition option to reach the New York Bioheat® Fuel industry? These banner ads reach targeted Bioheat® Fuel decision makers, by displaying under the main section of the member area on the left.

**Position 2 Rectangle (865x165):** Looking for a value proposition option to reach the New York Bioheat® Fuel industry? These banner ads reach targeted Bioheat® Fuel decision makers, by displaying under the main section of the member area on the right.

**Sponsored Page:** Put your company into the section navigation with a sponsored page. Navigation links will connect to your company's personal page. Include your company branding, contact information, company bio and/or current promotion (max. 200 words combined), and lead generating contact form.

**Video Content:** Make your video easily accessible to all members. Includes a Position 1 or 2 rectangle banner linking to your video content.

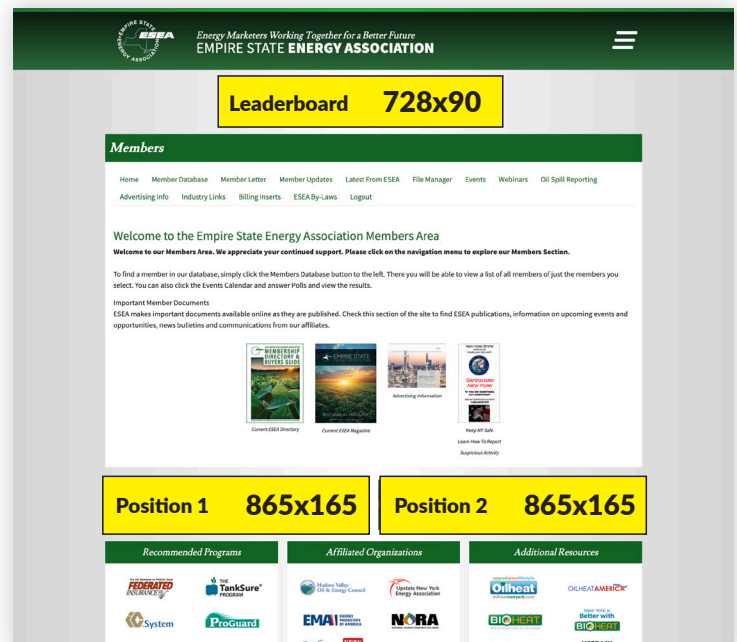
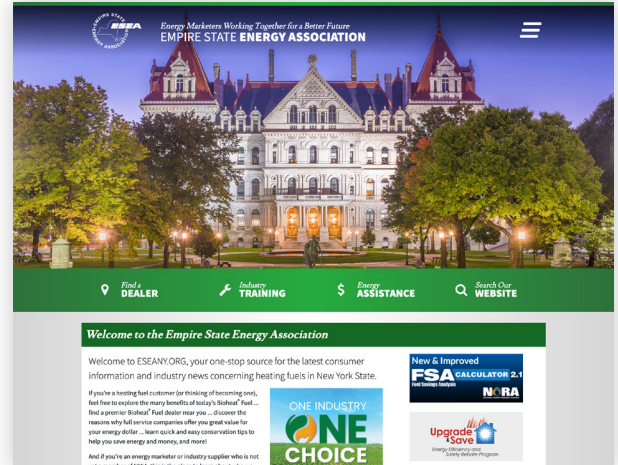
**Classified Ads:** New to the Member Section, classified ads allow you to post equipment sales, employment openings, merger/acquisition and investment opportunities, or product promotions at the most cost-effective marketing option available.

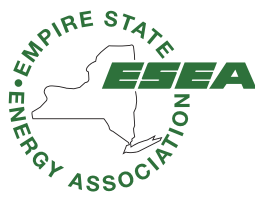
**Member Letter Spotlight Sponsor:** Put your company front and center and show your support by becoming an ESEA Member Letter Spotlight Sponsor! This sponsorship includes your company logo, a paragraph highlighting your business, as well as contact information and website link in 3 issues of our Member letter. Plus we'll include your company logo and link year-round on the new ESEA website.

## Additional Marketing Opportunities:

We can develop a marketing program to help you reach ESEA members over multiple channels. Talk to one of our advertising specialists at 800-796-3342 about:

- Creative services – need an ad? Let our designers create one for you.
- Sponsored email marketing – your message, our contacts
- Sponsored webinars
- White paper distribution





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## Net Rates

### *ESEA Member Pricing*

**Each ad position accepts three**

| <b>All Ads displayed Run of Site</b>   | <b>3 Months</b> | <b>6 Months</b> | <b>12 Months</b> |
|--|-----------------|-----------------|------------------|
| Leaderboard (728x90)                   | \$300.00        | \$540.00        | \$965.00         |
| Position 1 Rectangle - Left (865x165)  | \$270.00        | \$500.00        | \$850.00         |
| Position 2 Rectangle - Right (865x165) | \$270.00        | \$500.00        | \$850.00         |
| Sponsored Page                         | \$400.00        | \$720.00        | \$1,250.00       |
| White Paper Distribution               | \$750.00        | \$1,350.00      | \$2,400.00       |
| Video Content                          | \$450.00        | \$800.00        | \$1,400.00       |

**Member Letter Spotlight Sponsor:** 3 Member Letter Issues. 12 Months on Site. \$500.00

#### **Classified ads**

|                     |             |             |             |
|---------------------|-------------|-------------|-------------|
| Base ad (25 words)  | \$100.00    | \$190.00    | \$360.00    |
| Additional content: | \$0.25/word | \$0.20/word | \$0.15/word |
| Photo/Graphic       | \$30.00     | \$55.00     | \$95.00     |

#### **Custom Services:**

- Creative Services/Ad Design
- Sponsored Webinars
- Sponsored Email Marketing

**Call 800-796-3342 for information**

*All materials must be provided as JPEG or PNG, 72 dpi, RGB color, or advertiser will be charged an additional fee.*

Send all artwork to [Jbruno@goprimedia.com](mailto:Jbruno@goprimedia.com).

Call 800-796-3342 for more information.





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## Insertion Order

### Advertiser

Company Name

Billing Address

City/State/ZIP

Phone

Contact Name

Contact Email

### Agency

Company Name

Billing Address

City/State/ZIP

Phone

Contact Name

Contact Email

**Bill to:** \_\_\_\_\_ **Advertiser** \_\_\_\_\_ **Agency** \_\_\_\_\_ **Other** \_\_\_\_\_

|  | <b>3 Months</b> | <b>6 Months</b> | <b>12 Months</b> |
|--|-----------------|-----------------|------------------|
| Leaderboard (728x90)   | \$300.00        | \$540.00        | \$965.00         |
| Position 1 Rectangle (865x165)                               | \$270.00        | \$500.00        | \$850.00         |
| Position 2 Rectangle (865x165)                               | \$270.00        | \$500.00        | \$850.00         |
| Sponsored Page   | \$400.00        | \$720.00        | \$1,250.00       |
| White Paper Distribution                                     | \$750.00        | \$1,350.00      | \$2,400.00       |
| Video Content  | \$450.00        | \$800.00        | \$1,400.00       |
| Member Letter Spotlight Sponsor: 3 Issues. 12 Months on Site |                 |                 | \$500.00         |

### Classified ads

|                     |             |             |             |
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*Pricing is per period, not per month.*

### Classified Ad Content

\*Content will be reviewed by publisher. Advertiser will be advised if content is above the 25 word maximum for a base ad.

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### Placement Schedule - 3 Month Minimum on All Placements

*Please check all that apply*

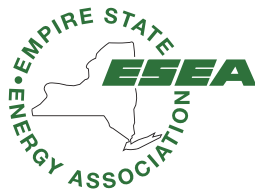
|  | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Leaderboard                                  |     |     |     |     |     |     |     |     |     |     |     |     |
| Position 1 Rectangle                         |     |     |     |     |     |     |     |     |     |     |     |     |
| Position 2 Rectangle                         |     |     |     |     |     |     |     |     |     |     |     |     |
| Sponsored Page                               |     |     |     |     |     |     |     |     |     |     |     |     |
| Video Content                                |     |     |     |     |     |     |     |     |     |     |     |     |
| White Paper Distribution                     |     |     |     |     |     |     |     |     |     |     |     |     |
| Classifieds: Base Ad (supply content above)* |     |     |     |     |     |     |     |     |     |     |     |     |
| Classifieds: Ad Photo/Graphic                |     |     |     |     |     |     |     |     |     |     |     |     |
| <b># of Months</b>                           |     |     |     |     |     |     |     |     |     |     |     |     |
| <b>Total:</b>                                |     |     |     |     |     |     |     |     |     |     |     |     |

*By signing here, you confirm your company's advertising reservation, agree to pay for the advertising each month, and accept the Terms and Conditions on the next page.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Email to jbruno@goprimedia.com or fax to 516.222.2357





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## **Terms and Conditions**

Copy Regulation: All advertisements are accepted and published by the publisher entirely on the representation that the agency and/or the advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that in consideration of the publication of advertisements, the advertiser and/or the agency will indemnify and save the publisher harmless from and against any claims or suit for libel, violation or right of privacy, plagiarism, copyright or trademark infringement and any other claims or suits based on the contents or subject matter of such publication.

The right is reserved to reject any advertising considered objectionable as to wording or appearance, or not in harmony with the best interest of our readers.

Publisher is not responsible for failure to publish any advertisement because of labor disputes, strikes, government action, war, fire, riots, breakdown of equipment, acts of God or other circumstances beyond the publisher's control.

Upon signing orders or contracts, payment for first insertion is required. Credit cards (Visa, MasterCard, American Express and Discover) or checks will be accepted for prepayment.

Rates are based on total number of insertions used within each contractual year. Insertions may be the same or varied sizes. If more or fewer insertions are used within one year than specified in the billing rate, charges will be adjusted to correspond with the earned space rate. Discounts or no-charge placements will be offered at the end of the contract term, and credited at the smallest ad placement within the contract term. Contracts may be cancelled by the advertiser or Publisher on written notice, 30 days in advance of the closing date. The advertiser will be billed for actual space used within the contract year. Advertising copy from most recent insertion will run if copy is not received by specific deadline, or, if there is no previous insertion, client is liable for cost of contracted space not used, and space will be allocated at discretion of publisher.

Publisher reserves the right to insert the word "Advertisement" or "Sponsored" on content that simulates the editorial format.

Invoicing will be rendered monthly. Invoices rendered to Advertiser shall be conclusive as to the correctness of the items stated unless Company receives written objection within fifteen (15) days thereof. Non-receipt of invoices or lack of invoicing shall not impact Advertiser's liability hereunder. Any discounts given shall be forfeited/reversed for invoices not paid within sixty (60) days from the date thereof. Invoices shall be due thirty (30) days after the date of invoice and failure to pay within such timeframe shall result in a default hereunder and shall further be deemed a default under any other agreements with Company. Invoices not paid when due shall accrue interest at the rate of one and one-half percent (1.5%) per month (18% annual), or such lesser rate permitted by law. After 30 days, advertising can be withheld until the outstanding balance is paid.

Agency and Advertiser shall be jointly and severally liable for payment of the amounts owed under this Contract. In the event of default or material breach by Advertiser/Agency, in addition to other remedies available at law, Company may: (a) cancel this Contract without prior notice and demand payments of all amounts remaining due and owing; (b) without terminating this Contract, declare the entire balance of payments to be made hereunder immediately due and payable; (c) remove all of Advertiser's advertisements without limiting Advertiser's liability hereunder; and/or (d) declare Advertiser in default under any other agreement with Company. Waiver by company of any breach by Advertiser/Agency hereunder shall not prejudice the rights of the Company with respect to any breach not specifically waived by Company. Any collection expense will be borne by advertiser including all fees and reasonable legal fees. Should it be necessary for any litigation to take place on this account, including matters of the collection of unpaid bills, cases will be heard in the State of New York, County of Rensselaer.

No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with the Publisher's stated policies will be binding on the Publisher. This Contract contains the full agreement of the parties, and no prior representation or assurance, verbal or written not contained herein, shall affect or alter the obligation of either party hereto.