



Association of Energy Engineers

2024

Media Kit

Why AEE?

- Our opportunities provide access to a growing network of professionals in the dynamic fields of energy engineering and energy management, renewable and alternative energy, power generation, energy services, sustainability, and all related areas.
- We limit options to provide a greater benefit for the marketer and reduce noise to our member base.
- Many of these opportunities are delivered on an opt in basis, enabling you to reach a highly targeted and open audience.
- AEE advertising is very effective based on cost vs reach.

At-a-Glance

Active Membership

17,000 Energy
Industry Professionals

Current Certifications

32,000 Certified
Industry Professionals

Global Presence

105 Countries

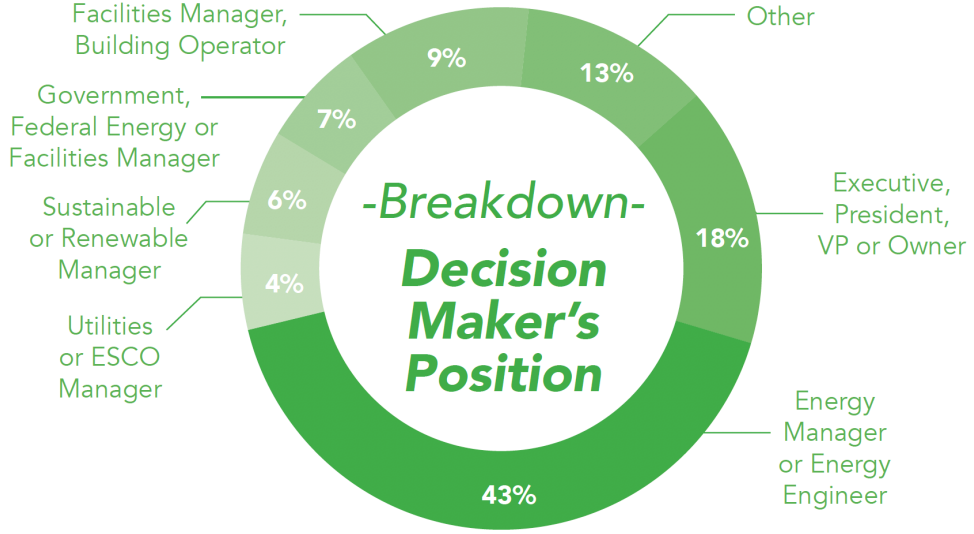
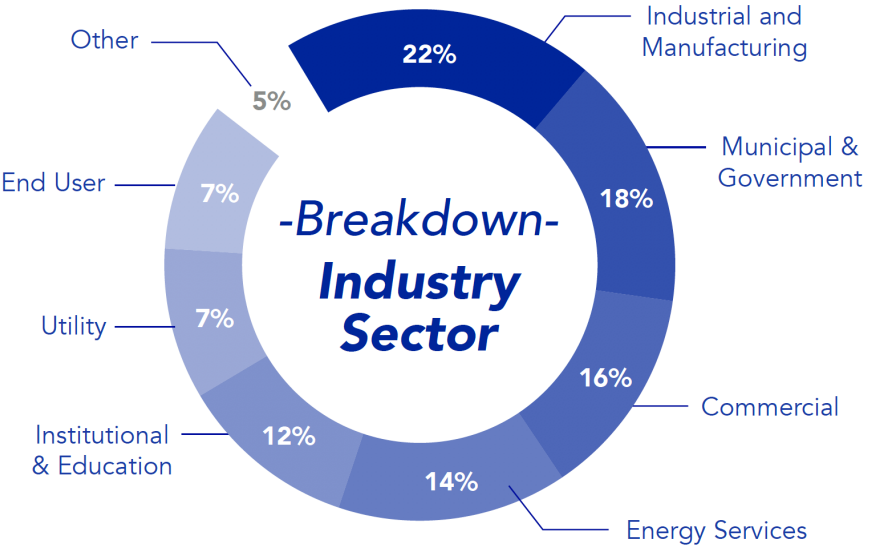
Local Level Commitment

57 **55**
U.S. Intl.
Chapters

Growing Base

45 Student
Chapters

AEE Audience



Examples of Title/Position/Interest

- Association of Energy Engineers (AEE) Members
- Certified Energy Managers (CEMs)
- Executives (CEO, CFO, COO)
- Energy Engineers
- Building Managers
- Facility Managers
- Utility Accountants
- Energy Service Performance Managers
- Energy Efficiency Consultants
- Project Engineers
- Resource Efficiency Managers (REMs)
- Plant Engineers, Managers & Administrators
- End Users
- Maintenance Managers
- Boiler Owners & Operators
- Corporate Planners
- Electrical, Mechanical & Process Engineers
- Energy Procurement Professionals
- Environmental Engineers & Managers
- Health Care Facility Administrators
- HVAC Contractors
- LDC and Municipality Representatives
- Utility Facility Managers & Account Managers
- Researchers in Public Institutions
- Certified Energy Auditors (CEAs)
- Certified Building Commissioning Professionals (CBCPs)
- Certified Lighting Efficiency Professionals (CLEPs)
- Certified Sustainable Development Professionals (CSDPs)
- Certified Carbon Reduction Managers (CRMs)
- Certified Energy Procurement Professionals (CEPs)

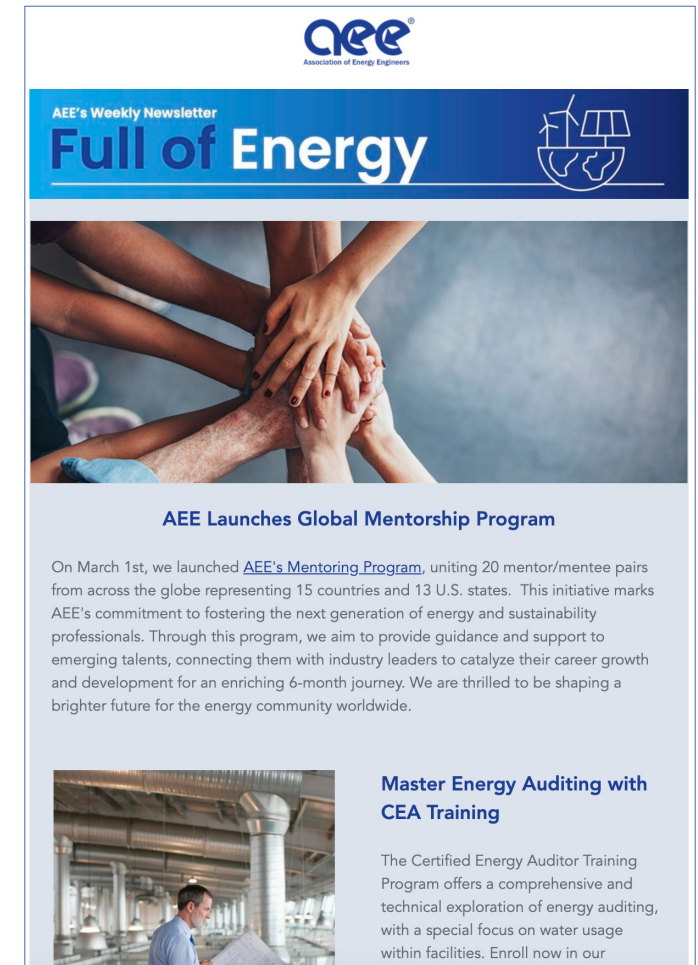
Weekly Email Newsletter

62,000+ highly segmented subscribers worldwide

Subscribers include AEE members, certified professionals, event attendees, and industry contacts.

Members: 39% open rate - 5% click-through rate

Nonmembers: 26% open rate – 4% click-through rate



The graphic shows the AEE logo at the top right, followed by the text 'AEE's Weekly Newsletter' and 'Full of Energy' in a large, bold font. To the right of the text is a stylized icon of a globe with energy symbols. Below this is a photograph of several hands stacked together, symbolizing teamwork. The main headline is 'AEE Launches Global Mentorship Program', followed by a paragraph of text. Below that is a smaller headline 'Master Energy Auditing with CEA Training' and another paragraph of text. A small photograph of a man in a blue shirt looking at a document is positioned to the left of the second paragraph.

AEE
Association of Energy Engineers

AEE's Weekly Newsletter
Full of Energy

AEE Launches Global Mentorship Program

On March 1st, we launched [AEE's Mentoring Program](#), uniting 20 mentor/mentee pairs from across the globe representing 15 countries and 13 U.S. states. This initiative marks AEE's commitment to fostering the next generation of energy and sustainability professionals. Through this program, we aim to provide guidance and support to emerging talents, connecting them with industry leaders to catalyze their career growth and development for an enriching 6-month journey. We are thrilled to be shaping a brighter future for the energy community worldwide.

Master Energy Auditing with CEA Training

The Certified Energy Auditor Training Program offers a comprehensive and technical exploration of energy auditing, with a special focus on water usage within facilities. Enroll now in our

Weekly Email Newsletter

Ad Space Information

Ad Banner

Banner space, prominently displayed in the main content of the newsletter with a link to a landing page of choice.

Insertions/Weeks	Price
1	\$1,800
3+	\$1,500 / each

Specs:

1200px x 500 px (.PNG or .JPG files)

Materials Deadline:

Friday previous week to publication (upon availability)

The screenshot displays a newsletter layout with several sections:

- Top Section:** A grey banner with text: "the new on-demand format, you have the flexibility to learn on your own terms, equipping you to excel in the world of energy auditing. [Learn more about the program here.](#)" and a blue box with the "cea" logo and "NOW ON-DEMAND" text.
- Middle Section:** A large banner for "AEE WORLD ENERGY CONFERENCE & EXPO" held in Nashville, TN, from September 25-27, 2024. It features a cityscape background and a prominent green circle with the text "CALL FOR PAPERS".
- Bottom Section:** Two article teasers. The left one is titled "NAESCO Paving the Path for Women in ESCO Industry" and includes a photo of a woman in a blue uniform and yellow hard hat. The right one is titled "Why Companies Are Racing to Embrace Net Zero Goals" and includes a photo of a person in a yellow safety vest working with equipment outdoors.

Weekly Email Newsletter

Ad Space Information

Advertorial

Advertising feature in news section bottom right space. Includes feature image, write-up and link to landing page of choice.

- Feature will be labeled as paid advertising space.

Insertions/Weeks	Price
1	\$2,200
3+	\$1,900 / each (*)

(*) Repeated insertions of same content must be at least 6 weeks apart.

Specs:

Image: 500px x 850 px (.PNG or .JPG files)

Copy: 450 characters -with spaces- max.

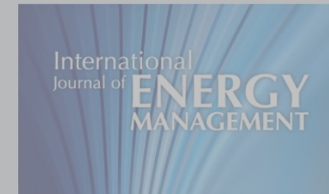
Link: Provide landing URL

Materials Deadline:

Friday previous week to publication (upon availability)

industry through mentoring, networking, and scholarships. Join today and support greater diversity, talent, and innovation in our industry!

Plant, offering invaluable insights into real-world energy systems. [Register now!](#)



Access the Latest Issue of the IJEM Journal

Access cutting-edge insights in energy management with the [International Journal of Energy Management \(IJEM\)](#), a bi-monthly publication exclusively available to members. As a member, you receive the electronic version (PDF) of this journal, featuring original articles and papers on the latest engineering and analytical approaches to energy management and efficiency. Log into your member portal to view the [latest edition](#).



Navigate Your Certification Journey

Discover which certification is the perfect fit for your professional journey. Whether you're looking to specialize in energy management, renewable energy, or other facets of the industry, our certifications offer the knowledge and recognition you need to succeed. With certifications you can enhance your expertise, advance your career, and make a meaningful impact in the world of energy. [Click here](#) to begin your certification journey!

Upcoming Member Webinars



March 07, 2024
9:30 am-10:30 am
EST | GMT - 5

**CWEEL International Women's Day Panel Discussion:
Empowering Women in the Green Economy**
Crissy Godfrey | Specialist Leader, Deloitte Consulting

Member Journals

A Trusted Source for Technical Information

AEE members receive complimentary subscriptions to these leading edge professional online publications:

- International Journal of Energy Management
 - International Journal of Strategic Energy & Environmental Planning
 - Alternative Energy & Distributed Generational Journal
- ✓ Members consider Journals the second most valuable benefit.
 - ✓ Members receive a dedicated email alerting them when each journal has been published.
 - ✓ Emails have a 57% open rate and 22% click through rate.

- *Optional hardcopy versions available to members when requested for an additional fee.*



Member Journals

Ad Space Information

- Limited to three Full-Page insertions per edition.

Ad Specs

Page size: 6" x 9" No Bleed

Ad size: 5.5" x 8.5"

File: Adobe Print Quality PDF Preferred

Note: Hardcopy journals are printed in grayscale (B&W)

Closing deadline:

4 (four) weeks prior to publish date

Materials Deadline:

2 (two) weeks prior to publish date

** See publish dates for each journal on next page*

International Journal of Energy Management	International Journal of Strategic & Environmental Planning	Alternative Energy & Distributed Generation Journal
Approx. 17,000	Approx. 17,000	Approx. 1,200
Feb, Apr, Jun, Aug, Oct, Dec	Jan, Mar, May, Jul, Sept, Nov	Mar, Jun, Sep, Dec
AEE MEMBERS	AEE MEMBERS	DIVISION MEMBERS
1 Insertion	1 Insertion	4 Insertions
\$995 full-color page	\$995 per page	\$395 per page

Member Journals

Publish Dates for 2024

International Journal of Energy Management	International Journal of Strategic & Environmental Planning	Alternative Energy & Distributed Generation Journal
February 26	January 29	March 12
April 24	March 26	June 10
June 24	May 20	September 12
August 26	July 29	December 2
October 28	September 23	
December 23	November 18	

AEE Events

Our globally recognized events serve as premier platforms for sponsors and exhibitors to showcase innovations, connect with industry leaders, and engage with an influential audience.

Why Partner with AEE?

Targeted Exposure: Position your brand in front of a dedicated, global audience of energy professionals eager for solutions and partnerships.

Strategic Connections: Network with industry leaders, potential clients, and partners in an environment ripe for collaboration and business growth.

Leadership Spotlight: Demonstrate your industry leadership and commitment to sustainable energy solutions on a global stage.

Learn more about AEE Events:



Contact Information

Quotes & Availability

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Specifications & Materials

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