

2025 MEDIA GUIDE

A growing windpower resource
targeting **professionals involved
in all aspects of a wind
farm's lifecycle.**

Windpower
ENGINEERING & DEVELOPMENT

www.windpowerengineering.com

WTWH
Media LLC



WINDPOWER ENGINEERING & DEVELOPMENT NETWORK

Windpower Engineering & Development is an established, highly informative industry resource, targeting professionals involved in all aspects of a wind farm's lifecycle. This includes developers, engineers, technicians, manufacturers, and researchers who work to site, build, maintain, repair, or optimize wind-related components, software, and projects.

This **2025 Media Guide** contains information on best in class ROI solutions including:

- Audience Marketing
- Content Syndication
- Lead Generation
- Content Development
- Marketing Services

TABLE OF CONTENTS



Audience Marketing

Online Display
High-Impact Display – Flex
High-Impact Display – Prelude
First-Party Audience Targeting
Audience Extension
Remarketing / Retargeting Campaigns
Editorial e-Newsletter Sponsorship
CoBranded e-Newsletters
Partner Promotion – Sponsor HTML
Partner Promotion – Single Offer
Supplied Content



Lead Generation

Webinars



Content Studio

Content Campaign Programming
Content Development (Print Content)
Content Development (Digital Content)
Voices/Views



Editorial

2025 Planning Guide
Leadership in Wind Energy
Enhanced Supplier Pages
Print Specifications



Marketing Services

Social Media Management
PPC Management: Google Ads
Video Production Services

Contact Us ➤

WINDPOWER ENGINEERING & DEVELOPMENT NETWORK AUDIENCE

WEBSITE

33,805+
PAGE VIEWS

The Windpower Engineering & Development Network logs over 20,665 monthly users and over 33,805+ pageviews.

WEEKLY NEWSLETTER

15,500 Subscribers

Digital circulation reaches over 15,500 online subscribers with mobile optimized content.

SOCIAL

171,520+
FOLLOWERS

Over 171,520+ Social followers across all platforms. The Windpower Engineering & Development network has a highly-engaged social media audience.



SURROUNDING WINDPOWER PROFESSIONALS

with information on their terms

TARGET AUDIENCE:

Owners, Operators, Developers, Engineers, Technicians, Manufacturers, and Researchers that work to either site, build, maintain, repair, or optimize wind related components, software, and projects.

Founding Principles

- Media consumption has forever changed and continues to evolve.
- Marketers must have ROI to justify marketing investments.

AUDIENCE REACH

Weekly Newsletter

- 15,500 digital subscribers

Monthly Website Traffic

- 33,805+ monthly page views
- 20,665+ monthly users

Social Media Audience in Industry –

Total Social Reach: 171,520+

- Facebook
- X
- Instagram
- LinkedIn
- YouTube



Delivering ROI for Marketers

How do we do this? We build integrated media packages across platforms.

BACK TO
TOC

Online Display

Run of site ads display across the entire network.

DISPLAY AD CREATIVE SIZES

First value designates pixel width @ 72 DPI:

- 300x600
- 728x90
- 300x250

\$70/CPM – Min 10K impressions per month.

- 970x250 – *\$90/CPM*

PRESTITIAL ADS

640x480 and 300x225 @ 72 DPI

Contact your representative for more details.

WALLPAPER ADS - RESPONSIVE DESIGN

Simultaneously displays ad creative on the right and left hand sides of the site. Creative can be different for the left and right and can have specific urls for each side.

Optional: In addition to the 300x1000, provide a 130x1000 for smaller desktop displays and a 320x50 image for mobile displays.

WALLPAPER SPECS: 300X1000, 130X1000 and 320x50

File type: .gif, .jpg, .bmp, .png, videos (.mp4, VAST, YouTube), and HTML tags. File size: 4MB max for combined size of all assets.

Contact your representative for more details.



300x600



728x90



300x250



970x250

300x1000
Wallpaper Ad640x480
Prestitial Ad - Desktop300x225
Prestitial Ad - Mobile

DISPLAY AD & PRESTITIAL AD REQUIREMENTS

- File Type: jpg, gif or HTML5
- File size: max 1MB
- Animation: 3X Loop Limit
- Audio: Sound off by default
- Rich Media Accepted

TARGETING

Programs can be specifically targeted against relevant categories, geo, timing and exclusion across the Windpower Engineering & Development Network.

High-Impact Display – Flex

The Allstream® **Flex** provides the ability to engage viewers with video and imagery in dynamically embedded experiences throughout page content with the ability to display edge-to-edge on the screen in the focal point of the viewer.

ASSET SPECIFICATION

DESKTOP & MOBILE

- Asset Video: Video Dimension: 16:9 Aspect Ratio (ex: 1920 x 1080px) OR 4:1 Aspect Ratio (ex: 1920 x 480px)
- Asset Image (optional): Same Dimension as video provided (ex: 1920 x 1080px or 1920 x 480px)

\$150/CPM

FILE TYPES

IMAGES

- Media Types: Image URL, GIF, JPG, BMP, PNG
- File Size: Allstream® hosted file size recommended under 100KB*

VIDEOS

- Media Types
 - Video URL, YouTube ID, VAST, MP4
- File Size
 - Allstream® hosted file size recommended under 4MB*.
- Resolution
 - 720p or 1080p
- Frame Rate
 - 24-30 fps
- Bitrate
 - Mobile Web: 800Kbps to 5000 Kbps
 - Desktop: 800 Kbps to 10000 Kbps

*Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.



Desktop & Mobile examples

4:1 Aspect Ratio Video OR 16:9 Aspect Ratio Video

**Once the video ends, it is possible to display an image in its place*

High-Impact Display – Prelude

The Allstream® **Prelude** dynamically displays adaptive imagery, video, or combination of multimedia at the top of the page for increased viewer engagement.

ASSET SPECIFICATION

DESKTOP & MOBILE (IMAGE ONLY)

- Asset Image: Image Dimension: 4:1 Aspect Ratio; 1920x480px (Recommended Size)

DESKTOP & MOBILE (IMAGE AND VIDEO)

- Asset Image: Image Dimension: 1067x480px
- Asset Video: Video Dimension: 16:9 Aspect Ratio

\$150/CPM

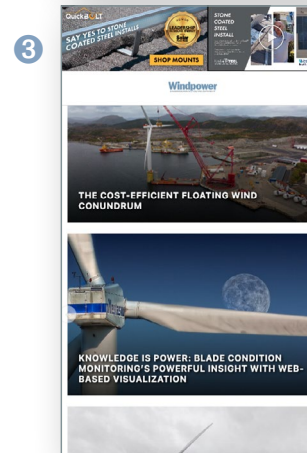
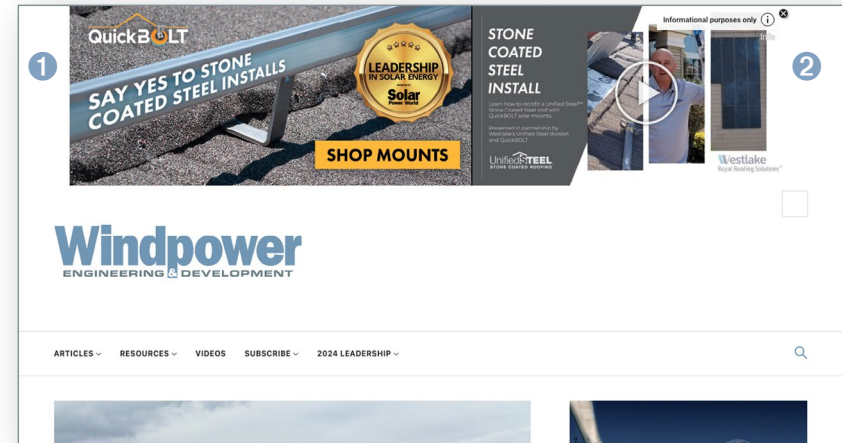
FILE TYPES

IMAGES

- Media Types
 - Image URL, GIF, JPG, BMP, PNG
- File Size
 - Allstream® hosted file size recommended under 100KB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.

VIDEOS

- Media Types
 - Video URL, YouTube ID, VAST, MP4
- File Size
 - Allstream® hosted file size recommended under 2 MB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers and older devices that do not support auto play via Allstream® frame player.
- Video Length
 - Variable (Recommended up to 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)



Desktop & Mobile examples (IMAGE + VIDEO Version)

1. Desktop: 1067x480px image(s)
2. Desktop: 16:9 Aspect Ratio Video
3. Mobile: Entire ad is responsive and displays the same way for the mobile view.

First-Party Audience Targeting

Content Affinity Targeting

We use our first-party data platform to identify and engage targeted audiences with relevant ad experiences based on our site users content consumption habits.

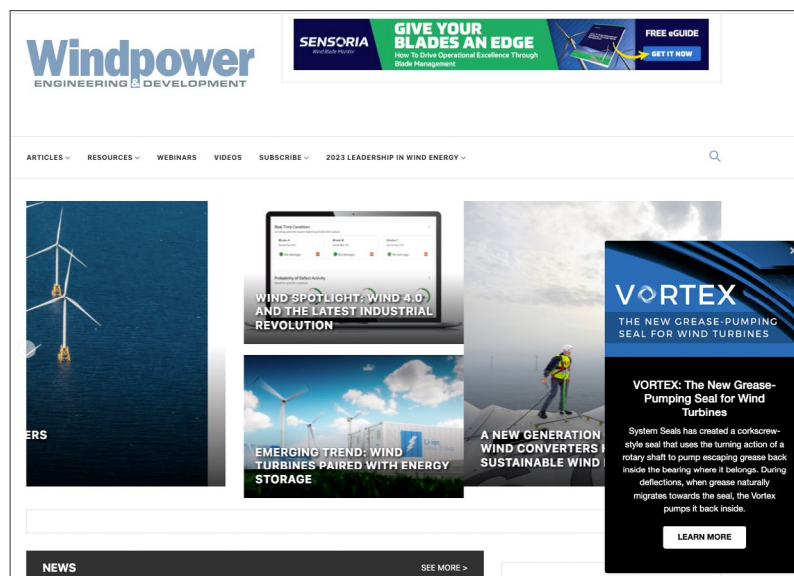
CONTENT AFFINITY TARGETING

- Target by content affinities across the Windpower Engineering & Development network.
- Personalized offers with your message serve to site users based on their content affinity.

Contact your sales representative for more information and package pricing.

Online Ad Specifications:

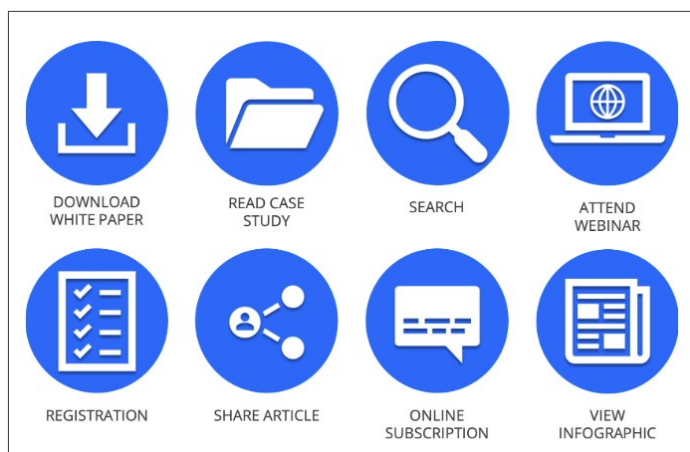
- Headline (no more than 8 words)
- One sentence description (no more than 25 words)
- 386x225 image
- Click-through URL



Audience Extension

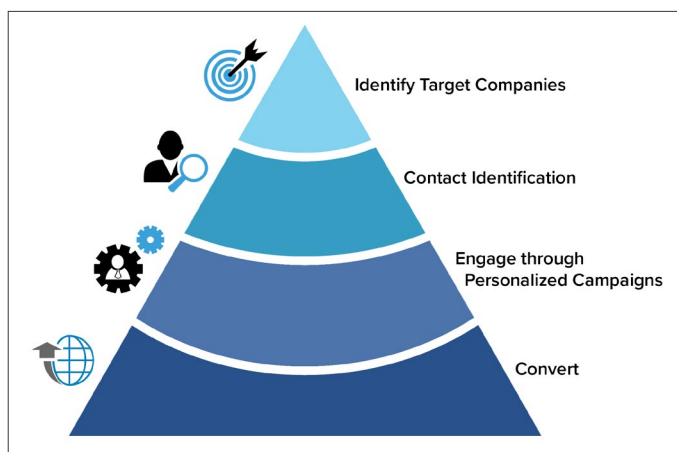
Intent-Based Marketing | Account-Based Marketing

Our AI data management tool analyzes content consumption of users at hundreds of thousands of B2B companies and identifies when users in those organizations are indicating active demand for products or services you offer. Leveraging your target account list, our data management platform identifies anonymous users available for targeting at those companies you are trying to reach. Ads are displayed across the internet on brand safe sites.



INTENT-BASED MARKETING

- Target users outside our network across the internet by intent topic via display ads.
- Narrow down reach by industry, title, geography or company size.



ACCOUNT-BASED MARKETING

- We target your prospects based on your target account list.
- Target ABM users outside of our network across the internet with display ads.

Specifications:

- 728x90, 300x250, 300x600, 160x600, 320x50, 300x50 & 970x250 (jpg, gif, standard HTML5)
- Max Initial File Load Image: 40KB / Max Initial File Load HTML5: 100KB
- Max Animation: 30 seconds or less (loops included); 15 seconds recommended; max 3 loops
- Clicktags Accepted
- Click-through URL

Remarketing / Retargeting Campaigns

Reinforce Branding | Increase Engagement | Improve Conversions

Retargeting (also known as behavioral remarketing)

is a form of digital marketing that focuses on targeting users who have previously visited our website with banner ads on display networks across the web.

Increase the reach of your display campaigns by leveraging the WPED network to retarget key segment audiences.

WPED offers the ability to manage retargeting campaigns for our customers across a variety of platforms including any WPED network website.

Pricing based on CPM volume and custom ROI programs

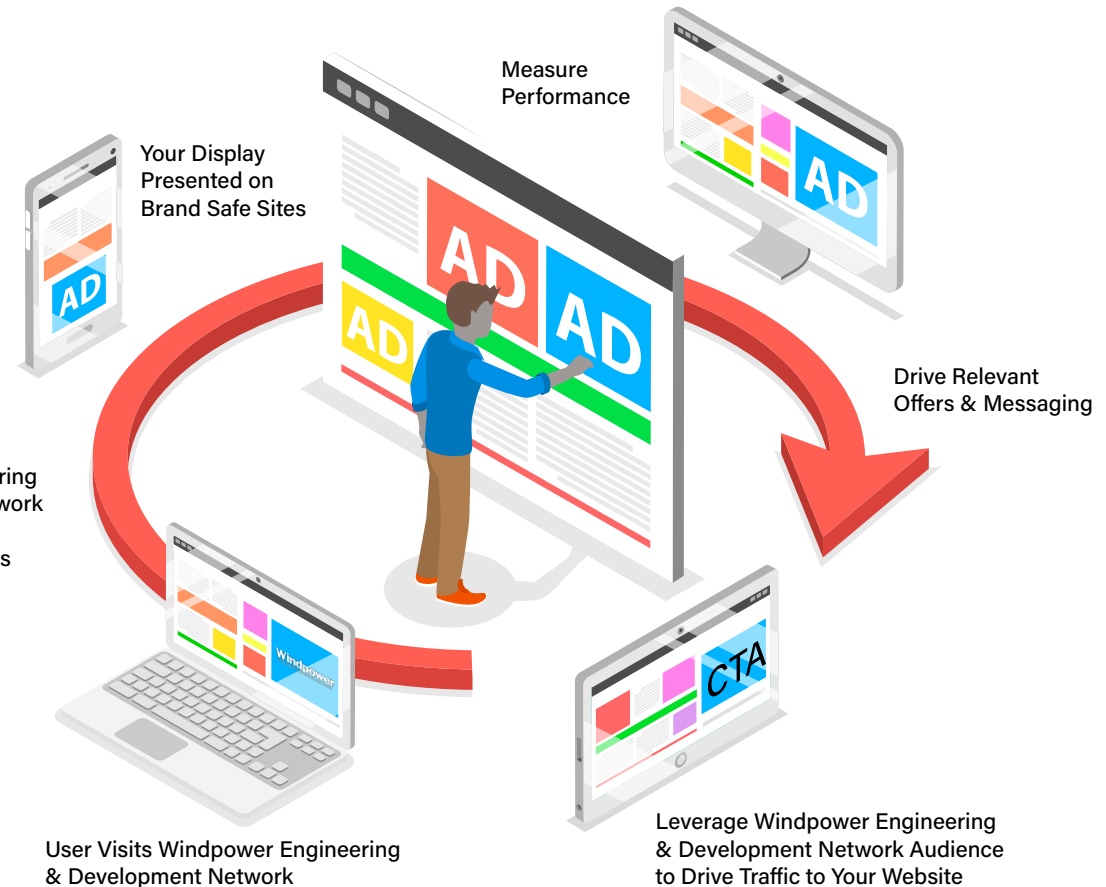
Windpower Engineering
& Development Network
User Session Over -
Visits Other Websites

RETARGETING REQUIREMENTS:

- File size: less than 150KB
- Animation: less than 30 seconds
- File Type: JPG, PNG and GIF
(up to 30 seconds, 15-20 fps, no looping)
- CPM Pricing varies by program

CREATIVE SIZES:

- 300x600, 728x90, 300x250, 970x250, 320x50, 160x600
- Resolution: 72 dpi



Editorial e-Newsletter Sponsorship

Combined with lead append data for maximum results.

Windpower Engineering & Development uses the latest in marketing automation, lead and profile management software to ensure all Enews delivery is optimized and targeted only at permission-based users and optimized by device. Tracking details, performance and detailed reporting are provided for all placements.

SINGLE AD SPECS:

Leaderboard ad (728x90) + URL

Box ad (300x250) + URL

Text ad:

- Image: 450x255 static jpg or gif file
- Title: 5-10 words
- Copy: 35-40 words
- Call to Action (3 to 5 Words) + URL

E-NEWSLETTER EXCLUSIVE SPECS:

As an exclusive e-newsletter advertiser you will have placements in all 5 ad spots (728x90, 300x250 & 3 text ads). Plus, please provide your logo & linking URL. Note that editorial content may contain stories about other advertisers.

Windpower Engineering & Development Direct: Covering a mix of all editorial

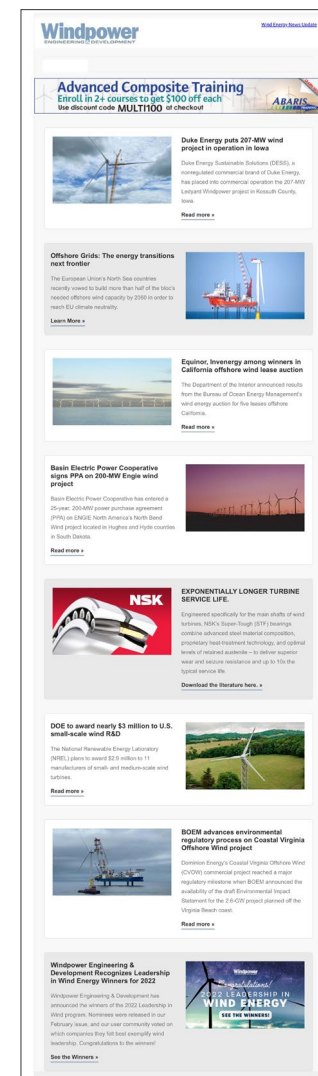
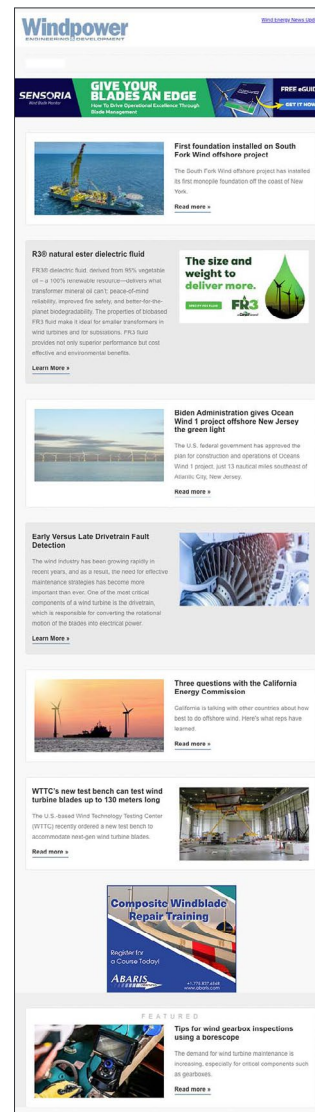
Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	15,500	\$3,600	\$1,250

PRODUCT SPOTLIGHT ENEWSLETTER (LEAD GENERATION INCLUDED):

There are 6 placements available on editorial subscribed mobile-optimized e-newsletters. Each placement includes: headline, 450x255 (72DPI) static image, copy of 35-40 words and URL.

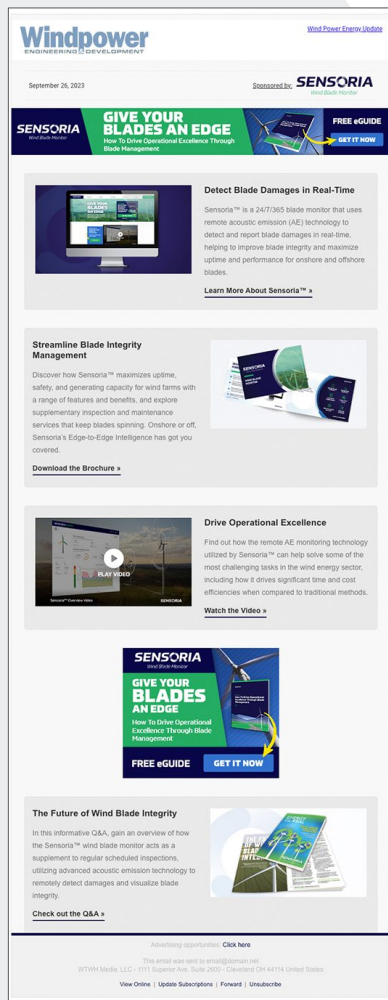
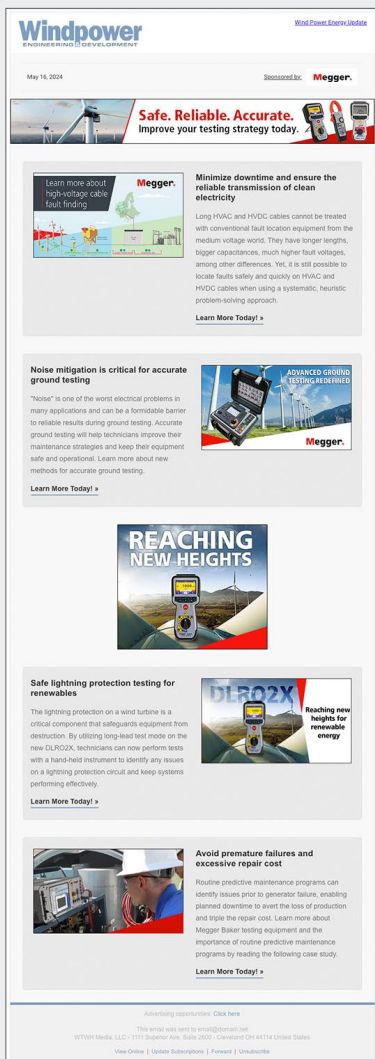
Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	15,500	\$3,600	\$1,250

- January: Safety Products
- February: Bolting
- March: Operations & Maintenance
- April: Cables
- May: Bolting
- June: Operations & Maintenance
- July: Safety Products
- August: Bolting
- September: Operations & Maintenance
- October: Safety Products
- November: Bolting
- December: Operations & Maintenance



CoBranded e-Newsletters

Sponsorship includes **all ad placements** + **logo** recognition



Windpower Engineering & Development uses standard e-newsletter template and includes client provided content.

SPECIFICATIONS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Client logo + URL
- 728x90 + URL (Optional - This is displayed at the top of the newsletter)
- 300x250 ad + URL (optional)
- Up to 6 text ads which would include:
 - 450x255 static image
 - Headline (5-10 words)
 - Copy (35-40 words)
 - CTA text (3-5 words)
 - URL
- 1 featured Video (optional) which includes:
 - 450x255 static image
 - Headline (5-10 words)
 - Copy (30-35 words)
 - CTA text (3-5 Words)
 - URL
- **\$450/CPM**

Partner Promotion

Your HTML, **our audience.**

SPONSOR HTML

Windpower Engineering & Development offers customer provided HTML sends to reach targeted segments of our opt-in 3rd party e-newsletter audience.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- CPM \$380
- Setup \$500: Includes initial list pull - count only, suppression (up to 1M emails), tests, content checking and reporting
- Suppression \$125 / 2-10 M, \$250 / 10-40M
- Splits \$250 each

IMPORTANT! Windpower Engineering & Development uses custom software and 3rd party services to check the content of the HTML creative for red-flags that might prohibit delivery. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems and preference settings unique to each user, Windpower Engineering & Development acknowledges and cannot control differences in how the creative will render across device. If HTML coding time is requested, additional fees are incurred. Please contact your business development representative for more information.



SPONSOR PROVIDED HTML SPECS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Completed HTML file:
 - The html file should be a max width of 650 pixels
 - Use absolute URLs for your images (i.e. "http://www.yourdomain.com/image1.jpg" - do not use ".../image1.jpg")
 - Avoid using "div" & "float", as some email clients will not render that code. Instead use tables to control layout
 - Styling should be done inline with the tags and not in the header area.
- Text version of eblast (optional)
- Seed list (email addresses of anyone that should receive a copy of the live deployment)
- Suppression file – optional but recommended (.csv or .xlsx file of email addresses of those that do not wish to receive communications from the advertiser)
- Max image file size limit: 500 KB. If HTML consists of multiple images, individual images should be no larger than 500 KB

- Outlook uses an engine that has a 1728 pixel limit for the height of images displayed in an email.
- WTWMedia recommends not using image-only emails as your HTML eblast, as these tend to load slowly or will not load at all.

Partner Promotion

Our template, **your message.**

SINGLE OFFER TEMPLATE

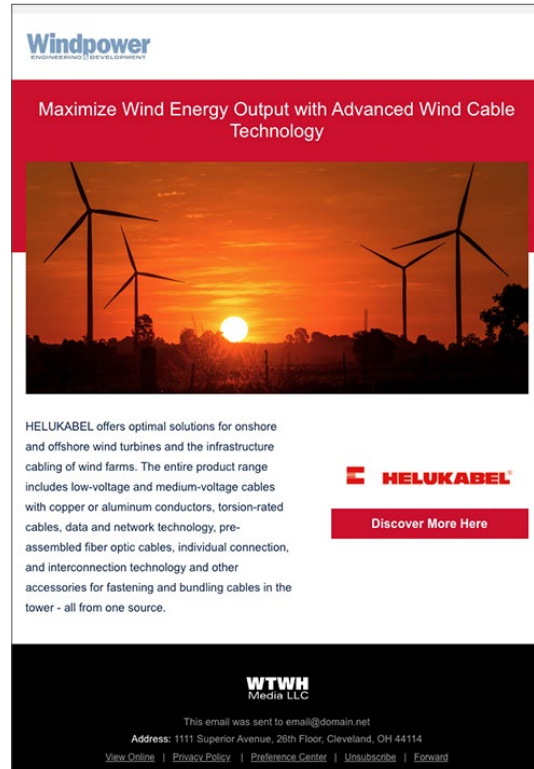
Provide WTWH with your message and we will create an email using our branded template.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- CPM \$380
- Setup \$500: Includes initial list pull - count only, suppression (up to 1M emails), tests, content checking and reporting
- Suppression \$125 / 2-10 M, \$250 / 10-40M
- Splits \$250 each

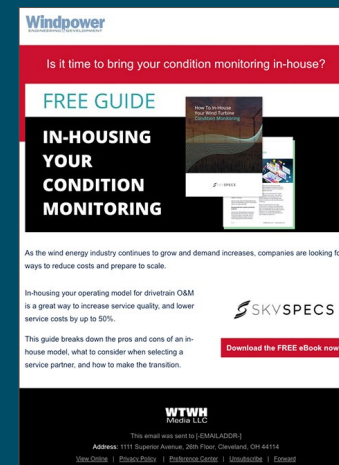
SINGLE OFFER SPECS

- Preferred subject line (recommend 70-80 characters including spaces)
- Main Image: 650x300 static jpg or gif
- Company logo: minimum 150 pixels wide; static jpg or gif
- Headline: 5-10 words
- Descriptive Copy: 30-80 words
- Call-to-action (3-5 words)
- URL or PDF file of resource
- Max image file size limit: 500 KB



Single Offer + Lead Generation

Our single offer template with your message plus we create a lead form landing page with the following standard fields: Email, F/L Name, Company, Postal Code & Country



SPECIFICATIONS FOR A SINGLE OFFER WITH LEAD GENERATION: Same as single offer specs *plus* URL or PDF file of resource. Price based on CPM / Lead Requirements.

Supplied Content

Your supplied content within the confines of our editorial websites.

CUSTOM NATIVE CONTENT PROGRAM

- Dedicated content page featuring all articles
- All content is provided by advertiser (articles, images and links)
- Content appears on the brand website home page
- Featured in brand e-newsletter
- Brand social media promotion
- Content is archived

Cost: Contact your sales representative for details

SPONSORED CONTENT

- One content article provided by sponsor (900 words or less, title, image and URL)
- Content appears on the brand website home page and is labeled as "Sponsored Content"
- Featured 2x in brand e-newsletter
- 2 tweets per week for the month on brand social media
- 2 posts on brand LinkedIn page for the month
- Content is archived after one month

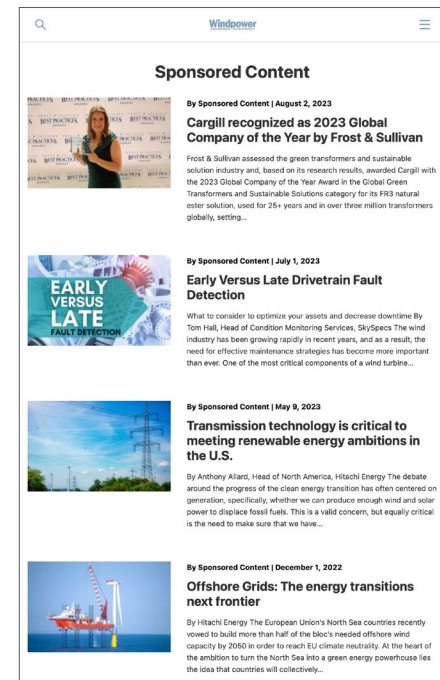
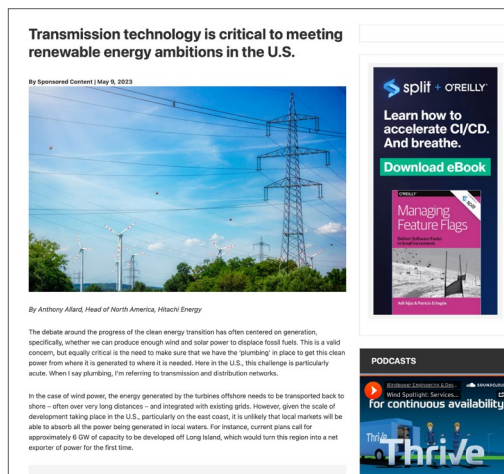
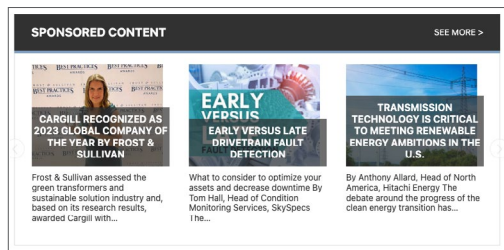
Cost: \$4,500/month

SPECIFICATIONS:

- Featured article image for slider and thumbnail at 770x500
- Hero Image for the top of the article – up to 740px across; can be the same as the Featured image
- For the Content:
 - Headline
 - Sub-headline (Optional)
 - Body Copy – 900 words or less; include URLs
 - Supporting images (Optional) – up to 500px wide
 - Author information – Name & Title

We will use the above to build out the landing page for your review.

Once that is approved, we then promote that page via our newsletters and social media.



Webinars

Engage a captive audience and generate leads.

Windpower Engineering & Development webinar series offers companies the opportunity to work with editors on preparing and delivering both editorial and custom content in a live, interactive format or on-demand.

CUSTOM WEBINARS

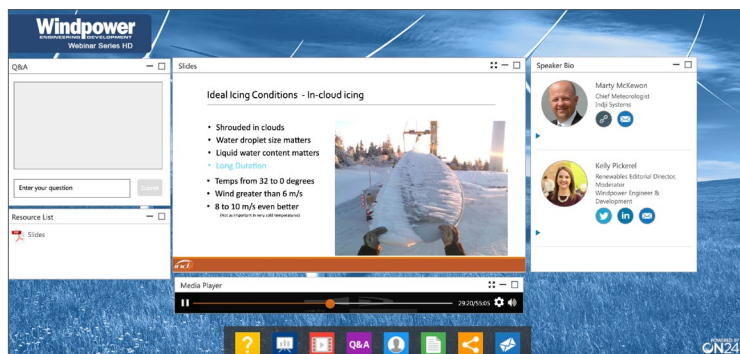
Sponsor chooses their own topic and presents educational material related to that topic. Windpower Engineering & Development will assign an editor who will moderate the event and a technical coordinator who will coordinate promotions and produce the live event.

Custom Webinars are based on a \$70 cost-per-registrant basis.

WINDTECH TRAINING DAYS

Virtual Event: September 24–25 (2 sessions per day).

Contact your sales rep for more information.



All webinars are recorded and emailed to all registrants, then placed online behind registration for on-demand viewing. Sponsors receive reporting URL for full attendee contact information, live and on-demand metrics and survey results, if applicable.



Recommendations:

- Position yourself as a thought leader by presenting on educational topics in your industry
- Attract great leads by describing what your attendees will gain from participating
- Includes graphics, images and downloadable assets
- Use poll and survey questions to increase engagement and take the pulse of your audience
- Present using webcam to create a captivating presentation
- Utilize HTML5 technology to ensure your attendees will have the best viewing experience



WEBINAR TO CONTENT

E-BOOK / BRIEF / WHITE PAPER

Take advantage of this new opportunity and have unlimited reach to your audience



Contact your sales representative for more information and package pricing.



**STRATEGY.
AMPLIFICATION.
PERFORMANCE.**

WTWH Media's Content Studio leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders within their niches while identifying the best mix of products and syndication strategies to amplify these messages and ensure partners achieve their most important business goals.

Branded content campaign creation:

Branded Voice

Fold outs, Supplements,
Featurettes, Special Sections

Branded Industry Thought Leadership

White Papers, Ebooks,
Case Studies

Branded Engagement

Blog Posts, Social Media
Posts, Press Releases

Branded Videos

Explainer Videos,
Product Demonstrations,
Corporate videos

Voice matters when seeking to drive engagement and measurable results from engaged audiences.

Content Development

Print Content | End-to-end project management content creation, design & layout



VENDOR DIRECTED Q&A

- WTWH works with you to create a graphically-oriented and highly-visual 1 page
- Up to 500 words, showcasing an application or technology
- Vendor Directed Q&A program: \$4,500



VENDOR DIRECTED COLUMN

- Single Page
- 500 Words
- Content created by Custom Studio
- Vendor Director Column program: \$6,250



TWO-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurtte program: \$8,500



FOUR-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurtte program: \$9,400



FEATURE ARTICLE

- 1,000 word branded content in article format
- Feature Article program: \$11,000



EIGHT-PAGE CUSTOM SUPPLEMENT

- A supplement stitched into the magazine combining content created by Content Studio and display ads
- 2,000–2,200 words
- Eight-Page Custom Supplement program: \$19,000

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page



ARTICLE LICENSE

- License to use and reprint referenced article from an WTW publication
- One-time license permits Customer to host the entire article on Customer website with full credit to the author and publisher
- WTW will also provide a printable PDF version.
- Article License program: \$1,000



VOICES

- A sponsored content Q&A published to help get your company thought leaders to share their knowledge and subject matter expertise.
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Voices program: \$3,250



VIEWS

- An original article of 600-750 words based on one interview with your internal source or customer to spotlight and highlight your product or service
- Category takeover on website with a full concentration on the Views brand
- High resolution PDF copy for distribution
- Views program: \$3,250



CASE STUDY

- Application story featuring your product or solution
- 600-800 words
- Case study program: \$5,500



E-BOOK

- Graphically-oriented and highly-visual e-book
- Designed as a custom pdf of 2-4 pages for lead generation and/or brand recognition
- Up to 1,000 words of content supplied by customer
- e-Book program: \$5,500



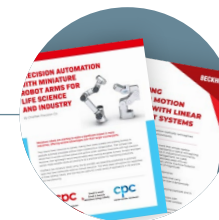
EVENT BRIEF

- WTW creates a follow up to a virtual or live event panel
- This is for event sponsor only based on event panel including 3-5 pages, 1200-1700 words
- Includes design & graphics and speaker bios.
- Event Brief program: \$6,500



LIVE EVENT SESSION BRIEF (FLAT RATE)

- 2-page co-branded session brief based on recorded live event session
- Designed in pdf format & hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Live Event Session Brief program: \$7,500



WHITE PAPER

- Interview with your subject matter expert
- 1,200-1,500 words
- Customer-supplied imagery that can be used for lead generation and/or brand recognition
- White Paper program: \$7,500

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page



BLOG/GHOST WRITING

- Blog/Ghost Writing 600 - 800 words
- Article created by Content Studio
- Blog/Ghost Writing: \$1,600



SPONSORED/FEATURED ARTICLES

- Sponsored/Featured Article 600 - 800 words
- Article created by Content Studio
- Sponsored/Featured Article Program: \$1,600



WEB EXCLUSIVE

- Content of up to 500 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- Web Exclusive program: \$3,000



THE BIG STORY

- Content of up to 1,000–1,200 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- The Big Story program: \$9,500



WEBINAR BRIEF (FLAT RATE)

- 2-page co-branded webinar brief of 600 words based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days.
- Webinar Brief program: \$6,500



WEBINAR BRIEF

- 2-page co-branded webinar brief based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Webinar Brief program: \$8,500



SPONSORED PREMIUM REPORT

- Minimum 16 page editorial report plus 8 pages of content
- Created by Custom Studio and includes add-on email campaign promotion
- Sponsored Premium Report program: \$19,000

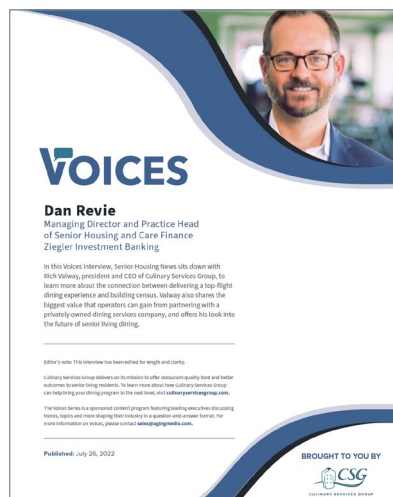
VOICES

Your Message, Your Voice. Is your company looking for a way to get a consistent message out about thought leadership? We provide a simple and effective way for executives to deliver unique insights and position themselves as industry leaders.

Our VOICES product is a sponsored content opportunity to have a Q&A published to help get your company's thought leaders to share their knowledge and subject matter expertise.

The offering consists of the following:

- 6-question Q&A (prepared in advance) on a particular topic or area subject to editorial review and approval
- Recorded interview with executive and WTHW editor
- Client has the ability to review edited transcript
- Posted on WTHW website upon review and approval by both client and WTHW
- Included as one article (text ad) in newsletter
- Labeled as sponsored at start of article
- High resolution PDF copy for distribution
- Marked as sponsored in the closing text at the bottom of the article
- Company to provide interviewee headshot (sized to 600 x 600 pixels and 300 dpi) to include in the Q&A article
- Company has the ability to link back to corporate website at the bottom
- Complete editorial control rests with WTHW and must fit WTHW standard and style formats
- Premium category takeover on website with a full concentration on the Voices brand
- Voices Program Rate: \$3,250



VIEWS



WTHW VIEWS program provides a simple, cost-effective solution to promote your company's news, views, case studies, testimonials and announcements to our readers through a customized article written and published by WTHW.



WTHW will write an original article of 600–750 words based on one interview with your internal source or customer to spotlight and highlight your product or service for our audience.



Our high-touch, customized approach will result in a digital article that combines your message and our voice.

The offering consists of the following:

- One phone interview between WTHW representative and either a sponsor company representative or a sponsor customer contact
- Creation of original article content to be reviewed by sponsor and approved by WTHW as meeting WTHW editorial standards
- Included as one article (text ad) in newsletter
- Premium takeover that excludes third party advertising
- Labeled as sponsored at start of article
- Company to provide one image or logo for inclusion in the article, subject to WTHW specifications & approval
- High-resolution PDF of the article available to sponsor for distribution
- Company has the ability to link back to corporate website at the bottom of PDF
- Reporting available upon request
- Views Program Rate: \$3,250

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Digital Special Reports		Operation & Maintenance		Asset Management		Offshore Wind Update		Safety & Training				
Content Studio	WindSights: Focus on Manufacturing		WindSights: Focus on Blade Health	WindSights: Focus on Bolting Technology	WindSights: Focus on Certification / Testing		WindSights: Focus on Lightning Protection		WindSights: Focus on Maintenance		WindSights: Focus on Asset Management	
Digital Show Packages		O&M Safety			Cleanpower					Offshore Wind		
2025 Trade Shows		O&M Safety			Cleanpower				RE+			
WindTech Training Days Virtual Event									WindTech Training Days			
WindTalks Podcast	Blade Services	Asset Management	Condition Monitoring	Safety Training	Lubricants/ Filters/Filtration Systems	Electrical Test Equipment	Lightning / Surge Protection	Tools & Bolting Technology	DriveTrain Systems	Slip Rings / Brushes	Technical Training	Engineering / Design

Leadership in Wind Energy

Recognizing our leaders in renewable energy.

Participate throughout 2025 in Leadership in Wind

Energy, a community based online promotion to support and gain industry recognition for individuals, wind energy teams and your company.

VOTED ON BY THE WIND ENERGY COMMUNITY

Promoted throughout the year on Windpower Engineering & Development social media channels, e-newsletters and websites.

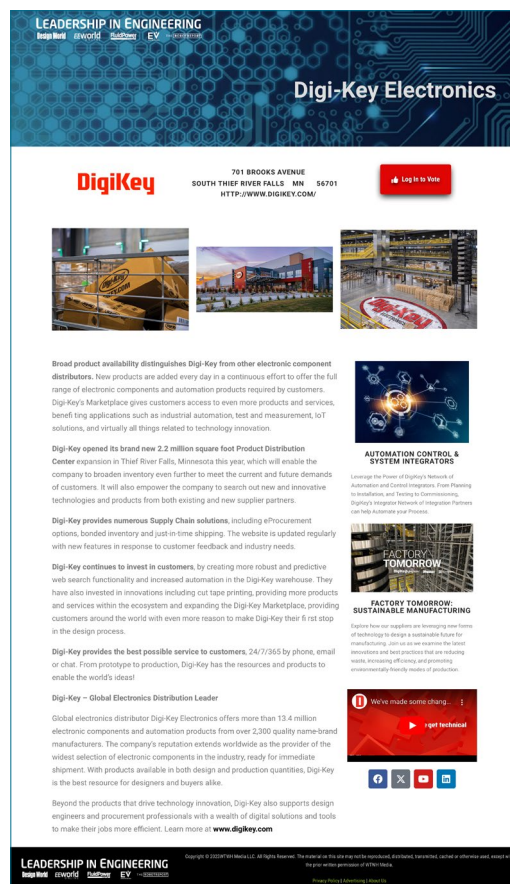
Nomination examples include leadership for a person or inventor, leadership by a specific department or overall company accomplishment.

Members of the engineering community will be required to register in order to cast votes for nominees. Participation rates are based on earned frequency and ongoing marketing programs with Windpower Engineering & Development.

Contact your sales representative available categories and package pricing.

CATEGORIES:

Advanced Materials	Materials
Components	Services
Construction	Site / Condition Monitoring
Equipment	Software
Maintenance & Operations	Turbines



DIGITAL PROFILE MATERIALS CHECKLIST:

- Company Contact Info: mailing address & website URL
- Company Overview
- Headline (50 characters / 5-7 words)
- Boilerplate (750 characters / 125 words)
- Why you are a leader: 250 Words (1500 characters)
- Company Logo*: 370 pixels wide and height is flexible
- 3 Featured Images*: 320 pixels wide x 380 pixels high
- Social Media links (optional): Facebook, YouTube, LinkedIn, X (formerly Twitter)
- Featured Video (optional): must be YouTube URL
- Up to 2 Promotional Assets (optional) each includes:
 - Headline – 80 characters
 - Description – 300 characters
- PDF file – 50MB max file size
- Image* – 300 pixels wide; height is flexible

*All Images should be web ready resolution (72 DPI). File formats are: .jpg, png or .gif. Max file size 6MB each

Enhanced Supplier Pages

Build engagement, target content, and develop leads.

Windpower Engineering & Development offers custom enhanced supplier pages for companies participating in year long package programs. Supplier pages are built on a flexible framework allowing for customization of content on a single page. Choose video options, add white papers, catalogs, custom URLs or white papers and your Leadership profile.

CONTENT INCLUDES:

- Category Premium Sponsorship Opportunities
- Company Logo & Description
- Features Articles / Products / PR
- Datasheets & Catalogs
- Featured Video / Multi-View Player
- Social Media Connections
- White Papers
- Site Links
- Additional Resources

Please contact your sales representative on how to get your enhanced supplier page live today.


For the most updated specifications, please visit:

marketing.wtwhmedia.com/customizable-supplier-pages-on-all-networks

American Electric Power

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z


American Electric Power



American Electric Power will be an energy leader through programs and technologies that protect people, manage our impacts on the environment, promote energy efficiency, provide for customer control over electricity usage and provide for greater access to renewable forms of energy and advanced clean energy technologies. We will work with our regulators and other stakeholders to achieve this through an approach that maximizes the positive economic, social and environmental impacts of our operations.


FEATURED ARTICLES & PRODUCTS

READ MORE >




North America's single-largest wind farm starts operations

American Electric Power's 998-MW Traverse Wind Energy Center, the single-largest wind farm built at one time in North America, is now providing clean energy to customers in Arkansas, Louisiana and Oklahoma. Developed by Invenery, Traverse is expected to generate 3.8 million MWh annually for AEP's Public Service Company of Oklahoma (PSO) and Southwestern Electric Power... [\[Read More\]](#)



Invenery completes 287-MW Maverick Wind Energy Center in Oklahoma


American Electric Power's 287-MW Maverick Wind Energy Center in north-central Oklahoma has begun commercial operation. Located southwest of Enid, Oklahoma, Maverick is one of three wind projects that compose the North Central Energy Facilities, which will provide 1,485 MW of clean energy to customers of AEP's Public Service Company of Oklahoma (PSO) and Southwestern Electric... [\[Read More\]](#)



American Electric Power approved to develop 1,485 MW of Oklahoma wind projects

Investor-owned utility American Electric Power (AEP) is moving forward on 1,485 MW of planned wind projects in Oklahoma. AEP will invest approximately \$2 billion in this new renewable energy to serve its Southwestern Electric Power Company (SWEPCO) and Public Service Company of Oklahoma (PSO) customers. North Central includes three wind generation facilities located in north-central... [\[Read More\]](#)

VIDEO



DATA SHEETS & CATALOGS

2012 Fact Book

WTWH MEDIA PRINT AD SPECIFICATIONS

AD SIZE	AD SHAPE	TRIM	BLEED
Full Page	Full Page	8-1/2" x 10-7/8" (8.5" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125")
1/2 Page	1/2 Vertical	3-5/8" x 10" (3.625" x 10")	N/A
	1/2 Horizontal	7-1/2" x 4-7/8" (7.5" x 4.875")	N/A
	1/2 Island	4-7/8" x 8-1/2" (4.875" x 8.5")	N/A
2/3 Page	2/3 Vertical	4-7/8" x 10" (4.875" x 10")	N/A
1/3 Page	1/3 Vertical	2-3/8" x 10" (2.375" x 10")	N/A
	1/3 Square	4-7/8" x 4-7/8" (4.875" x 4.875")	N/A
	1/3 Horizontal	7-1/2" x 3-1/8" - (7.5" x 3.125")	N/A
1/4 Page	1/4 Square	3-5/8" x 4-5/8" (3.625" x 4.625")	N/A
ADS PLUS			
1/2 Page	1/2 Page Spread	17" x 5-3/8" (17" x 5.375")	17.25" x 5.625"
Full + 1/3	Full + 1/3 Vertical	8-1/2" x 10-7/8" (8.5" x 10.875") PLUS 2-3/4" x 10-7/8" (2.75" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125") PLUS 3" x 11-1/8" (3" x 11.125")
2-Page Spread	2-Page Spread	8-1/2" x 10-7/8" (8.5" x 10.875") (two separate full pages)	8-3/4" x 11-1/8" (8.75" x 11.125")

Please submit ads via the WTWH Ad Portal at ads.wtwhmedia.com.

LIVE (SAFETY) AND BLEED

Keep all live items (not intended to trim) 1/4" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting.

MEDIA

File format: Ads must be PDF/X-1a files. Please save PDF as: PDF/X-1a:2001 with the compatibility set to Acrobat 4 (PDF 1.3).

Fonts: Embed all fonts

Color space: CMYK – Images and colors saved as CMYK, no RGB files and no spot colors or pantones within PDFs.

Resolution: 300 dpi

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

PROOF

Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, please contact your Customer Service Representative for details.

QUESTIONS

For ad production questions, please contact:

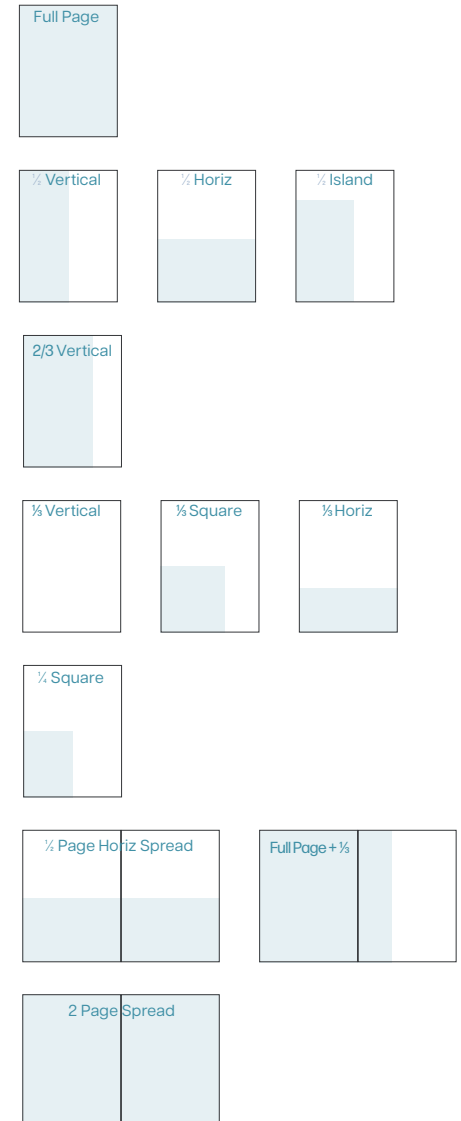
Tracy Powers, Customer Service Representative, (440) 452-3449
tpowers@wtwhmedia.com

Printing Process: Offset, computer-to-plate (CTP)

Binding Method: Perfect bound

SUPPLEMENT HALF-PAGE TIP SPECS:

1. High resolution logo (preferably ai or eps file)
2. 1 image (3x3, 300 dpi, preferably jpg, eps, tiff, or pdf)
3. 100-125 words of copy (May include title)
4. Contact info (Company Name, website and address and phone # if preferred)



Social Media Management

Reach Your Audience | Build Awareness | Increase Engagement

Windpower Engineering & Development manages a wide variety of manufacturers' social accounts based on a proven track record of engagement, communication, reach and value. Our approach is very hands on to achieve the best results based on your needs to start or increase your digital marketing footprint.

OUR GOAL

Increase thought leadership presence via social channels

Create & post content

Grow following & increase engagement

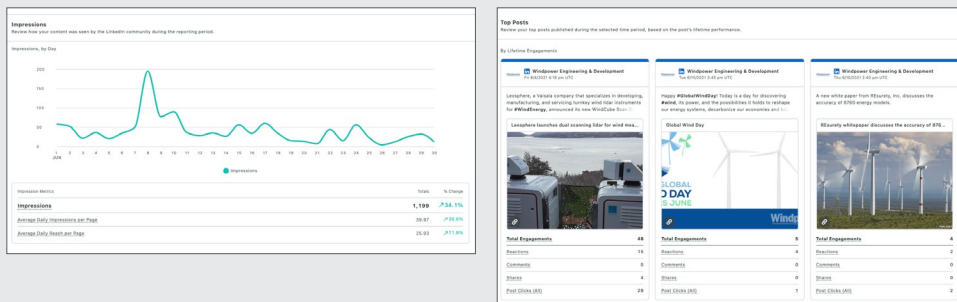
Increase social conversion to your website

WINDPOWER ENGINEERING & DEVELOPMENT OFFERS

- Dedicated Account Manager to oversee and implement your social strategy
- Management & set-up of all major social platforms
- Content creation of all posts
- Monitoring all interactions of your brand across platforms
- Monthly reporting
- Review & strategy sessions

Packages range from \$900-\$1,900 depending on number of platforms managed and frequency of posting schedule.

Please contact your sales representative for more information.



Monthly reporting is a standard part of all social media packages to assist in the optimization of brand, product and/or lead-generation goals for your company. Our team of experts works with you to fine-tune messaging, promotion and campaigns critical to your success.

SOCIAL MEDIA AD TARGETING

In addition to social media platform management, Windpower Engineering & Development manages paid ad targeting on all social media platforms, including Facebook and LinkedIn. All platforms offer varying ways to target a specific audience by demographics, industry, title and company. With admin access to your social platform of choice, Windpower Engineering & Development will work with you to build an audience on that social platform, meeting your requirements and target a message directly to that audience.

• LinkedIn

Target your ideal customer by geography, industry, job title, company size, member groups, email contact list or even company name. LinkedIn will match those with member user data and create an audience that can be used to target ads. LinkedIn is also a great platform for lead generation.

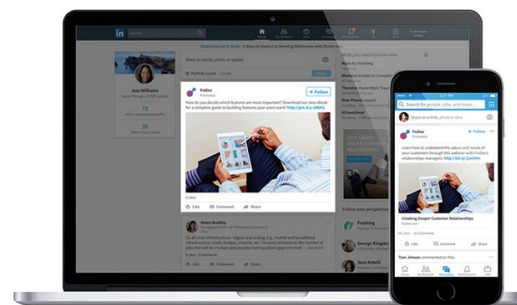
• Facebook

Target ads by geography, job title, field of study and device usage.

Investment:

Cost to reach audiences varies based on budget and audience targets. Most platforms will offer the ability to pay cost-per-click or cost-per-impression to reach the targeted audience. Windpower Engineering & Development's social media marketing team will work with you to estimate the investment to reach your audience. Cost of campaign goes directly to the social media platform. Management fee to Windpower Engineering & Development is 30% of the total campaign budget.

Please contact your sales representative for more details and pricing.



PPC Management: Google Ads

Drive Traffic & Conversions | Immediate & Measurable Results

When **PPC is done right**, it can be a **valuable part** of your inbound **marketing strategy**.

It is an ongoing effort that takes skill, strategy and time. WTWB is a long-term partner who will work with you to develop an effective PPC strategy, manage that strategy, and measure it.

ANALYSIS, STRATEGY & SET-UP

- Review of current PPC program (if applicable)
- Competitive assessment
- Identify goals & expectations
- Comprehensive keyword research
- Building & implementation of negative keyword list
- Ad text creation
- Landing page analysis & consultation
- Budgeting & bidding set-up

ONGOING ACCOUNT MANAGEMENT

- Campaign expansion
- Continuous ad testing & optimization
- Ongoing strategic bid & budget management
- Keyword expansion
- Ongoing negative keyword implementation
- Ongoing competitive assessment

MEASURABLE ROI & REPORTING

- Weekly optimization updates
- Weekly detailed performance report
- Attribution analysis (Google Analytics read-only access required)
- Conversion tracking analysis
- Monthly reporting
- Monthly program review & strategy call with dedicated account manager

INVESTMENT

- Minimum campaign monthly campaign budget -- \$2,000 paid to Google / Annual campaign management with cancellation option
- Monthly management fee of 30% of campaign monthly spend
- Additional \$1,700 one-time set-up fee for new account creation

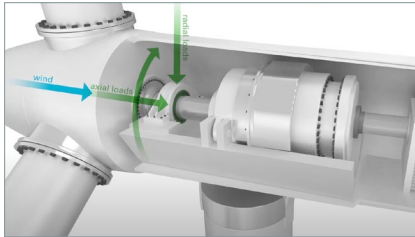




Video Production Services

Full-Service HD Video Production

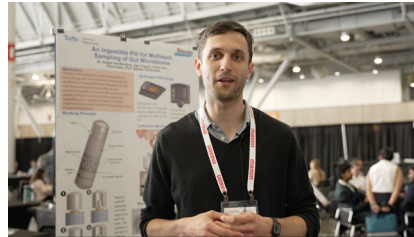
WTWH media offers end-to-end HD video production services, including script development, filming, editing, post-production and delivery. Our team is dedicated to bringing your brand to life through captivating visuals and compelling storytelling. Throughout the process, we collaborate closely with your team to ensure our videos align with your brand identity and marketing objectives.



PRODUCT VIDEO

This dynamic and engaging video type showcases the unique features and benefits of your product while driving brand awareness. We expertly capture the essence of your product utilizing dynamic camera angles, smooth transitions, and captivating visuals to showcase its functionality in action.

Pricing based on SOW



CLIENT TESTIMONIAL VIDEO

These videos are a powerful tool to build trust, credibility and social proof of your brand. We will showcase individuals who have experienced firsthand the value and benefits of your product, service, or brand. Through compelling storytelling, we carefully craft a narrative that highlights the journey and success of your customer.

Pricing based on SOW



CORPORATE OVERVIEW VIDEO

Videos that effectively communicate your brand's story, mission, and key messages to your target audience. We work with you to identify the most important aspects of your company story that you want to convey to your audience. Whether it's showcasing your state-of-the-art facilities, or highlighting your innovative products and services, these videos bring your company to life on screen.

Pricing based on SOW

www.youtube.com/windpowerengineering

Contact Us

BUSINESS DEVELOPMENT

Senior Vice President, Sales & Strategy
Courtney Nagle
cnagle@wtwhmedia.com
440-523-1685

Vice President, Business Development
Ashley Burk
aburk@wtwhmedia.com
737-615-8452

Vice President, Business Development
Jami Brownlee
jbrownlee@wtwhmedia.com
224-760-1055

Vice President, Business Development
Jim Powers
jpowers@wtwhmedia.com
312-925-7793

Vice President, Business Development
Mike Francesconi
mfrancesconi@wtwhmedia.com
630-488-9029

WPED EDITORIAL TEAM

Vice President, Editorial Director, Engineering Brands
Paul J. Heney
pheney@wtwhmedia.com

Editor in Chief
Kelly Pickerel
kpickerel@wtwhmedia.com

Senior Editor
Billy Ludt
bludt@wtwhmedia.com

WTWH
Media LLC

1111 Superior Ave., Ste. 2600 • Cleveland, OH 44114 • 1-888-543-2447 • wtwhmedia.com

Copyright © WTWH Media, LLC 2024-2025 All rights Reserved. Information subject to change at anytime. 9.12.24

