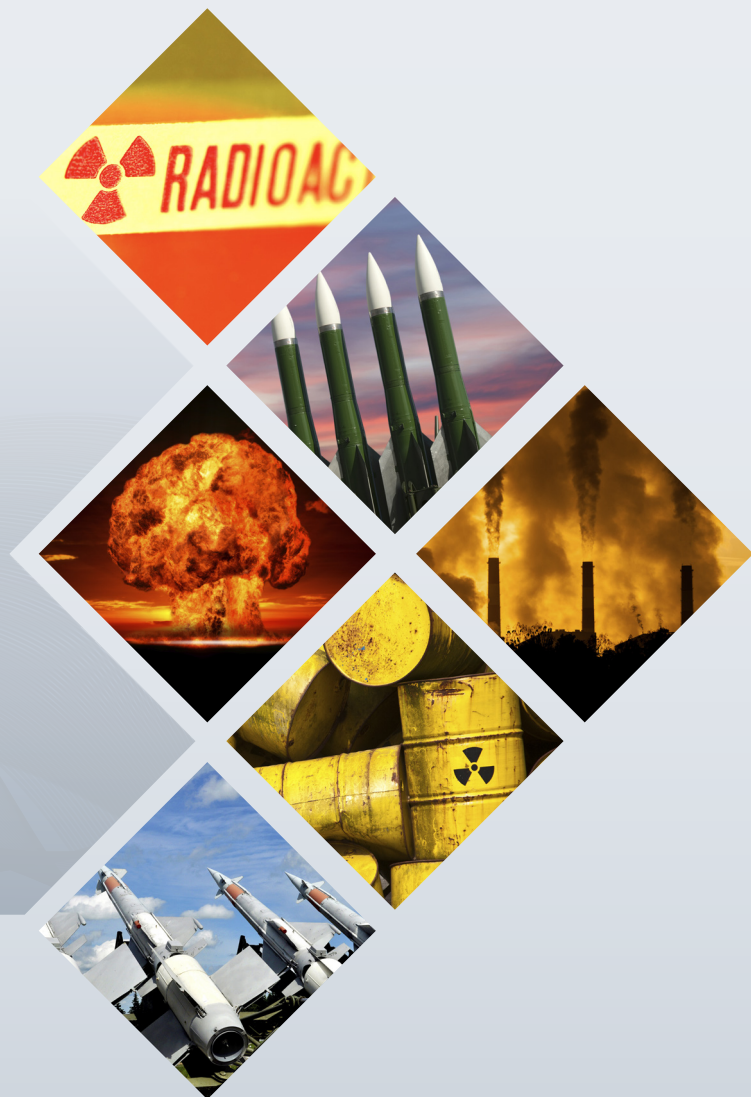


# EXCHANGEMONITOR PUBLICATIONS & FORUMS



2016 MEDIA KIT

[www.exchangemonitor.com](http://www.exchangemonitor.com)

# About ExchangeMonitor Publications & Forums

For 35 years, ExchangeMonitor has facilitated an exchange of ideas, information, and solutions among government officials, private industry, and organizations on critical national and international programs and policies within the energy and defense segments.

Areas of focus are:

- Department of Energy--Office of Environmental Management
- National Nuclear Security Administration
- Defense Nuclear Facilities Safety Board
- Department of Energy—Office of Fossil Energy
- International Atomic Energy Agency (IAEA)
- International Energy Agency
- Decontamination and Decommissioning of Nuclear Facilities
- Nuclear Waste Management
- Capture & Storage of Carbon Emissions
- Technologies for Reducing Greenhouse Gas Emissions
- Nuclear Weapons Programs and Non-proliferation Policy
- Nuclear Material Security
- Nuclear Infrastructure Council

A multimedia and events company, ExchangeMonitor can provide marketing opportunities with the right content, to the right prospect, at just the right moment.

Nothing is more important in this ultra-competitive business environment than partnering with the industry's trusted source of news and information.

www.exchangemonitor.com is a hub for five industry publications and four leading industry events. Our website offers exclusive industry premium content including subscription e-newsletters, in-depth news, and email alerts designed to bring you the news that makes a difference.

## Make ExchangeMonitor your media, events and marketing partner!

This media marketing kit contains:

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## Your Event Sponsorship Contact:

Bryan Benjamin  
Account Executive  
201-921-2601 | bbenjamin@accessintel.com

# www.exchangemonitor.com

The ExchangeMonitor home page is where you can access five industry publications and four conferences. Discover exclusive industry content with global impact!

## Leaderboard 728x90 | 100% Share of Voice (SOV): \$4,000 net per month

Run of site to include: Home Page, Forums Page, Publication Page, Subscription Page, About Us Page, Advertise Page, Jobs Page

Recover Password Username Password ☐ Remember me Sign in

# EXCHANGEMONITOR PUBLICATIONS & FORUMS

Home Forums Publications Subscriptions About Us Advertise Jobs

## POWER Join our community today!

**DOE Plan Reaffirms 2016 WIPP Reopening**

**WEAPONS COMPLEX MONITOR**

Hanford Downwinders Case Closed  
N.Y. Lawmakers Still Trying To Save FitzPatrick  
Moniz Highlights Administration's Global Nuclear Cooperation Achievements

**RADWASTE MONITOR**

Post WIPP-Settlement, New Mexico Eyes Big Changes for LANL Cleanup  
DNFSB Plans Visit to New Mexico  
No Cost Estimate Yet for Savannah River Safety Pause

**GHG REDUCTION TECHNOLOGIES MONITOR**

Inhote Hits EPA with Blitz of Energy Bill Amendments  
House Committee Debates Role of Haves Versus Have-Nots in Paris Agreement  
Chamber of Commerce Voices Support for Energy Package

**NUCLEAR SECURITY & DETERRENCE MONITOR**

South Carolina Preparing Legal Action Over Plutonium Penalty Money  
Y-12 Cited for Uranium Export Violation  
Experts: Russian Security Strategy Calls for New U.S. Nuclear Posture

**DECISIONMAKERS' FORUM**  
NOVEMBER 1-3, 2016 | THE CHINESE SHIPYARD | WASHINGTON, D.C.  
WWW.DECISIONMAKERSFORUM.COM  
REGISTER NOW

**THE ANNUAL RADWASTE SUMMIT**  
SEPTEMBER 8-11, 2016 | IN MANASSAS | MANASSAS, VA  
REGISTER NOW

**CARBON CAPTURE, UTILIZATION & STORAGE CONFERENCE**  
JUNE 14-16 | SHEARWATER TOWNSHIP CORNER | TYSONS, VA  
WWW.CCUSCONFERENCE.COM  
REGISTER NOW

**NUCLEAR DETERRENCE SUMMIT**  
SEPTEMBER 13-14 | WASHINGTON, D.C.  
REGISTER NOW

**Defense Daily**  
Sign up for a free 10-issue trial of Defense Daily

Defense Daily is the only publication covering business leads and market news in global land, sea, air, and space, programs

**Defense Daily**  
SIGN UP NOW!

Publication  
Access

Conference/Event  
Access

## Leaderboard 728x90 | 100% Share of Voice (SOV): \$3,000 net per month

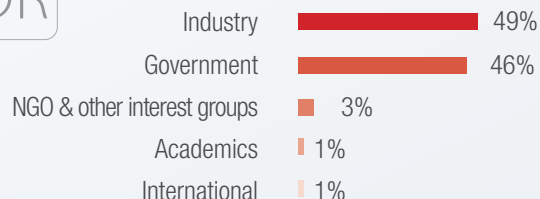
Run of site to include: Home Page, Forums Page, Publication Page, Subscription Page, About Us Page, Advertise Page, Jobs Page

# Publication Advertising Opportunities

EXCHANGE  
MONITOR  
PUBLICATIONS  
& FORUMS

## WEAPONS COMPLEX / MONITOR

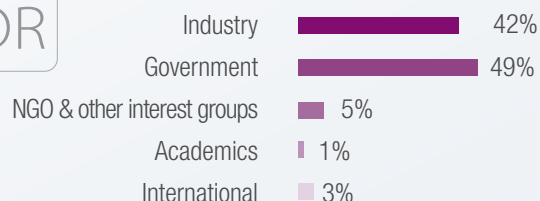
Provides intelligence and inside information on cleanup and waste management within the Department of Energy's Nuclear Weapons Complex. Includes first-hand reports from Washington, the major DOE sites and the national laboratories; interviews with top-level officials; and predictions for next moves that affect business strategy.



EXCHANGE  
MONITOR  
PUBLICATIONS  
& FORUMS

## NUCLEAR SECURITY & DETERRENCE / MONITOR

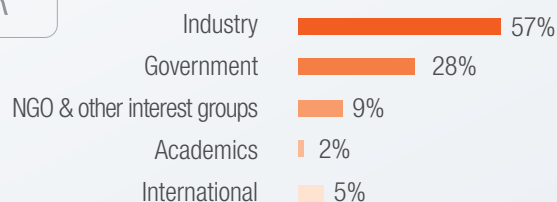
Covers all the activities of the U.S. National Nuclear Security Administration, including: modernization of the weapons complex; nuclear deterrence; the weapons laboratories; and non-proliferation. Also includes insight on programs with Russia and other nuclear states.



EXCHANGE  
MONITOR  
PUBLICATIONS  
& FORUMS

## RADWASTE / MONITOR

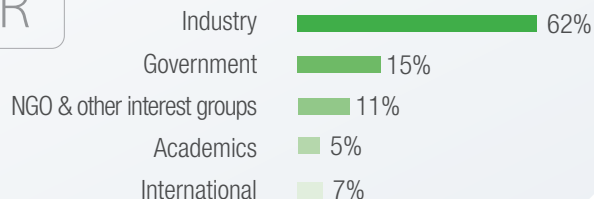
Provides news and intelligence on radioactive waste management, including: Commercial and Federal LLRW Disposal; Storage & Treatment; Decommissioning & Decontamination; Rad Material Recycling; GTCC & TRU Waste; HLW and Spent Fuel Disposition; Waste Classification and Regulation; FUSRAP and DoD Waste; and Waste Management at New Reactors.



EXCHANGE  
MONITOR  
PUBLICATIONS  
& FORUMS

## GHG DAILY / MONITOR

Covers the development of systems and technologies that will allow operations that inherently produce greenhouse gases to continue and adapt. Coverage includes: fossil-fueled electricity generation, cement production, steel manufacturing, food production and other processes that need to be maintained in a decarbonized economy.



# Publication Packages offer 3 Ads for 1 Low Price!

## Ad Size Options:



Leaderboard (728x90)

Medium Rectangle  
(300 x 250)

Lower Banner (728x90)

## 100% Share of Voice (SOV)

- Ad 1: Weekly subscriber email notification – launched each Friday
- Ad 2: ExchangeMonitor.com publication landing page
- Ad 3: PDF download of selected publication

### Weapons Complex Monitor Packages

- 3-Leaderboards (728x90) Package as described above \$3,000 net per month
- 3-Medium Rectangle (300 x 250) Package as described above \$2,700 net per month
- 3-Lower Banners (728x90) Package as described above \$2,400 net per month

### Nuclear Security & Deterrence Monitor Packages

- 3-Leaderboards (728x90) Package as described above \$2,800 net per month
- 3-Medium Rectangle (300 x 250) Package as described above \$2,500 net per month
- 3-Lower Banners (728x90) Package as described above \$2,200 net per month

### RADWASTE Monitor Packages

- 3-Leaderboards (728x90) Package as described above \$2,800 net per month
- 3-Medium Rectangle (300 x 250) Package as described above \$2,500 net per month
- 3-Lower Banners (728x90) Package as described above \$2,200 net per month

### GHG Reduction & Technologies Monitor Packages

- 3-Leaderboards (728x90) Package as described above \$1,900 net per month
- 3-Medium Rectangle (300 x 250) Package as described above \$1,600 net per month
- 3-Lower Banners (728x90) Package as described above \$1,300 net per month

## The Morning Briefing is a daily e-Letter supplement of news for the weapons complex community

EXCHANGE  
MONITOR  
PUBLICATIONS  
& FORUMS

WEAPONS COMPLEX | MORNING BRIEFING

The Morning Briefing is the source of timely news, serving as a daily update to the weekly publications: Weapons Complex Monitor, Nuclear Security & Deterrence Monitor and RadWaste Monitor.

### Weapons Complex Morning Briefing, Monthly Package:

- Ad to appear each day (Mon-Thurs)
- Publication ad on ExchangeMonitor.com
  - Leaderboard \$3,500 net per month
  - Medium Rectangle \$2,700 net per month
  - Lower Banner: \$2,200 net per month



# Email Deployments

Communicate your message to a qualified industry audience. ExchangeMonitor has made it easy to get your brand's message on the desktops of our opt-in, qualified list. Simply provide your HTML, subject line and demographic selection five days prior to your requested launch date and the ExchangeMonitor team will do the rest, including providing a comprehensive deployment and results report.

ExchangeMonitor has 29,000 industry and defense stakeholders eligible to receive third-party emails.

## The Initial Email Deployment: \$4,500 net

- Second eBlast to unopened emails with same message, may use different subject line: \$2,250 net
- One (1) follow-up email to the opened emails with a new message and subject line: \$3,000 net

## Industry-focused Webinars

**Raise brand awareness.**

**Educate the marketplace.**

**Achieve measurable results.**

ExchangeMonitor educates and informs its audience on a regular basis. Now you can associate your company with this valuable information and thought leadership. Our sponsored webinars couple subject matter experts with powerful marketing to deliver solid content and leads. Reach our community of industry, military and government stakeholders, while benefiting from the knowledge and expertise of the ExchangeMonitor editorial, marketing, and production teams. Two types of webinars are available:

### EDITORIAL WEBINAR:

Content by editorial department

ExchangeMonitor editorial team recruits speaker(s) and directs all content.

Sponsor is given the opportunity to introduce the webinar or provide a pre-roll.

ExchangeMonitor manages all production, pre- and post-marketing to include:

- Banner ad on ExchangeMonitor.com
- Comprehensive Pre- & Post- event marketing campaign consisting of:
  - ExchangeMonitor.com banner ad 4 weeks prior to event
  - Promote in ExchangeMonitor publications
  - Pre- and Post- email deployments announcing webinar
  - Post-event email to registrants, who did not view live event
- Webinar will be hosted and archived on the ExchangeMonitor website for one year.
- Sponsor may link from their website to the ExchangeMonitor.com site.
- A report will be provided to sponsor post-event with registration information captured on the standard registration form.

**Price:** \$13,500 for up to 100 leads. \$25 per lead over 100 available.

### MARKETING WEBINAR:

Content by sponsor

Sponsor recruits speaker(s) and topic.

ExchangeMonitor will "host" webinar, as well as provide content advice.

Introduction and/or pre-roll determined by sponsor.

ExchangeMonitor will manage all production, pre- and post-marketing to include:

- Banner ad on ExchangeMonitor.com
- Comprehensive Pre- & Post- event marketing campaign consisting of:
  - ExchangeMonitor.com banner ad 4 weeks prior to event
  - Promote in **ExchangeMonitor** publications
  - Pre- and Post- email deployments announcing webinar
  - Post-event email to registrants, who did not view live event

Webinar will be hosted and archived on the **ExchangeMonitor** website for one year.

- Sponsor may link from their website to the ExchangeMonitor.com site.
- After three (3) months the sponsor may post marketing webinar directly on their site and/or distribute webinar at trade shows.
- A report will be provided to sponsor post-event with registration information captured on the standard registration form.

**Price:** \$13,500 for up to 100 leads. \$25 per lead over \$100 available.



## PARTNER CONTENT

**Provides an opportunity for industry leaders to align their content with ExchangeMonitor.**

**Reach a wider engaged audience with your press releases, white papers, PowerPoint presentations, podcasts, videos, and more.**

- 91% of B2B marketers use some form of content marketing
- 79% say it Brand Awareness is the #1 reason to use partner content, with Customer Acquisition at 74%
- 54% of B2B marketers say they will increase their content marketing spending in 2016.

*\*Information from B2B Content Marketing Benchmark report- North American: CMI/MarketingProfs*

**Your content lives on a dedicated page that you control.**

**Post as often as you would like, and use as many various formats as you have available. Besides being available on your dedicated page, your Partner Content is seen:**

- On the ExchangeMonitor homepage and one publication page, among the content that ExchangeMonitor creates.
- Weekly e-mails that alert Exchange Monitor of each issue publication.
- As part of the Weapons Complex Morning Brief roundup of new content.


### **Industry Briefs Pricing:**

**3 Months:** \$5,000

**6 months:** \$7,200

**12 months:** \$10,000

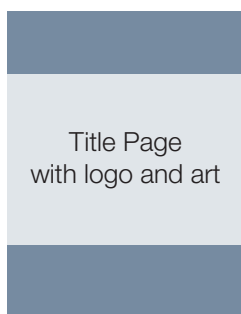
**Post as much as you want, as often as you want. Industry Briefs is YOUR platform.**



# Custom Industry White Papers by ExchangeMonitor

ExchangeMonitor's custom industry marketing white paper will drive awareness, engagement, and sales.

The whitepaper is a full-color 4-page article, focusing on your company's technical capabilities, applications, market position or industry challenges.



**An ExchangeMonitor marketing white papers provides your company with the unique opportunity to be a thought-leader.**

It's a high-impact, multi-purpose tool that can be used:

- Distribution at industry trade shows,
- Leave-behind for business development efforts,
- Direct mail marketing piece,
- Informative piece housed on your company's website.

ExchangeMonitor offers a turnkey approach to our business supplements. We will write the marketing piece, edit, design, and print 500 copies of the whitepaper. A PDF will be supplied to the advertiser with rights to reproduce as needed. Total cost \$15,500 net. whitepaper. A PDF will be supplied to the advertiser with rights to reproduce as needed. Total cost \$15,500 net.



# ExchangeMonitor.com Website Specifications

## Standard Creative with URL link, Dimensions in Pixels:

- Leaderboard 970 x 90
- Square 300 x 250
- Lower banner 970 x 90

## Accepted File Formats: Maximum file size 40k

- JPEG
- GIF
- SWF (FLASH) – backup JPEG or GIF file must be provided in FLASH is being used

## SWF file versions:

**1) Supported Flash versions:** Make sure that your Flash (SWF) files are created and saved in Flash Version 10.1 or lower. Our ad server, DoubleClick for Publishers (DFP), does not support Flash 10.2, Flash 11, or Flash 12 (or higher). Otherwise, we will not be able to run the ad on our website.

**2) Action Script 3** (and earlier versions) clickTAG code On all Flash ads for DoubleClick for Publishers, the .SWF file needs to contain an invisible “action button”, the same size as the ad. This button contains code that sends people who click on the Flash ad to the DFP server, where it increments the click-through count, then gets re-directed to the click-through URL. There needs to be an action object applied to the button (not the frame). Here is the script that needs to be copied into the action panel for Action Script 2: on (release) { getURL (\_level0.clickTAG, “\_blank”); }

## URL Required:

- Send URL when creative is submitted
- DO NOT embed the click-through in the .SWF ad

## DoubleClick Tag Coding:

- 3rd Party Tags are accepted on standard FLASH ads and Click-Tracking URL
- 3rd Party Tags are not accepted on eLetters

## ExchangeMonitor Digital Publication Specifications for

Weapons Complex Monitor, Nuclear Security & Deterrence Monitor, RADWASTE Monitor, and GHG Reduction Technologies Monitor

## Creative Static with URL link, Dimensions in Pixels:

- Leaderboard 970 x 90
- Square 300 x 250
- Lower banner 970 x 90

## Accepted File Formats: JPEG or GIF - No Flash Ads accepted or Animation

**File Size:** 40K or less

**URL required** when creative is submitted

**3rd Party Tags** are not accepted for eLetters

- URL that directs back to advertisers that tracks clicks can be supplied
- ExchangeMonitor will provide reports upon request.

## Creative Submission Deadlines

- Standard web and E-Letter creative deadline: **5 business days prior to scheduled launch date**
- Originally submitted ad creative will continue for the term of the contracted campaign run unless otherwise notified.

**Please email all web and E-Newsletter creative, with URL link to:**

**David Hurwitz**

Web Production Manager

Email: [dhurwitz@accessintel.com](mailto:dhurwitz@accessintel.com)

Tel: 301-354-1459

For almost 30 years, ExchangeMonitor has developed, sponsored or managed major events that have achieved both U.S. and international recognition within the industries we represent.



*The quality of Exchange Monitor's events are top notch!*

## Nuclear Deterrence Summit

February 16-19, 2016 | Washington, DC

With discussion ranging from management of the U.S. nuclear weapons complex and the security of the stockpile to arms control negotiations and strategic policy, the Nuclear Security and Deterrence Summit brings together the top minds in the field for what has been described as a 'nuclear Davos'.



## Carbon Capture Utilization and Storage Conference

June 14-16, 2016 | Washington, DC

Featuring key decision-makers and technical experts from around the globe who share their knowledge and experience in an effort to accelerate the development and deployment of greenhouse gas reduction technologies including CCUS/CCS



## RadWaste Summit

September 9-11, 2016 | Summerlin, Nevada

Focusing on the full spectrum of commercial and federal radioactive waste management, including U.S. DOE, DoD, EPA, Army Corps, utilities, disposal and treatment vendors and more.



## DecisionMakers' Forum

November 1-3, 2016 | Washington, D.C.

The preeminent gathering of decision-makers involved in the cleanup of the U.S. nuclear weapons complex and similar efforts worldwide.

ExchangeMonitor has a multiple means to help you reach these KEY attendees before, during and after each conference.

- Pre-conference targeted emails.
- Focused editorial content.
- On-site sponsorships and exhibits.
- Post-event lead generation white papers.



The opportunities are limited only by your imagination!

# General Terms and Conditions

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") inserted in or attached to the ExchangeMonitor as requested by the undersigned Advertiser.
- Advertisers may designate an Ad Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of these terms.
- No ad will be published unless a signed insertion order setting out the ad terms to include start and end dates is received by Publisher.
- If Advertiser cancels during the course of a campaign, Advertiser will be billed for the entire month in which the cancellation is received. If the campaign is based on impressions, Advertiser will be billed for the impressions expected (based on a monthly contract average) in the month in which the cancellation is received.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher.
- Unless creative changes are specified by the Advertiser 5-days prior to a scheduled ad run in writing, the most recent ad creative will be used on multiple ad buys.
- The Advertiser is responsible for checking the ad for corrections and providing prompt written notice of any errors or ad omissions. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing and Publisher agrees to make change.
- If all necessary ad materials are not received by Publisher prior to the ad commencement date, Publisher cannot guarantee inclusion of such materials.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.
- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments or refunds be made because of the position of an ad.
- The Advertiser or their Agency will be billed a premium not less than 15% of earned gross rate for advertising materials produced by the Publisher.
- Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out of or attributable to the Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly communicated in writing by Advertiser and received by Publisher.
- In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.
- Payment by Advertiser is due in full 30-days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.
- Frequency discounts apply, but must be used during the current calendar year and a signed contract stating the frequency discount must be on file with Access Intelligence, LLC.
- All rates are net in this media kit. Ad agencies will need to add 15% to rates contained in this media kit.
- Digital Deadlines: The closing deadline for all digital advertising campaigns is five (5) business days before the intended start of a campaign. A campaign will be deemed to have started at the time of the closing deadline, pending the receipt of advertising artwork. The digital campaign will be completed when the Advertiser has received the number of impressions stated or the period of time started on the insertion order.
- Print & Special Project Deadlines: Print creative deadlines and special projects such as webinars and cascades will be clearly outlined by the Publisher on spec sheets or program timelines.

# Staff and Contact Information

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President & CEO

### Heather Farley

Chief Operating Officer

### Jennifer Schwartz

Senior Vice President

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