

Fortnightly.com & Fortnightly's Spark

Your connection to utility management – electronically

A new day has dawned at *Fortnightly*. The new *Fortnightly.com* website is now go live. Not just a redesign, the new site allows marketers to reach our online community in new and exciting ways. In addition to the highly effective electronic sponsorship we have offered for the past few years, new offerings are open to those looking for an alternative. *Fortnightly.com* now offers several multimedia opportunities to those organizations looking to show off their intellectual capital.

What's New

In addition to providing *Public Utilities Fortnightly* subscribers a searchable database of past issues, the new site is a can't miss online utility resource for the entire industry. No run of the mill press release site, this new gateway contains commentary and analysis of the industry's most pressing issues – the content that has made us unique in this industry for more than 75 years.

And while some of our content remains accessible only by subscribers, almost all our content, including our web only content is available to the entire energy community.



Multimedia Offerings

The new *Fortnightly.com* site contains the best utility articles on the web, as well as multimedia channels. The *Fortnightly* multimedia offerings include interviews with utility executives, online learning opportunities or other interactive features. Marketers will also have the ability to post their offerings, such as white papers, audio files, video files and webinars. To learn more about these opportunities, please contact your advertising representative.

Traditional Online Sponsorship

We will continue to offer our traditional online sponsorship, an ad in *Fortnightly's Spark* and a banner ad on *Fortnightly.com*. However, the banner ad on *Fortnightly.com* is enhanced. The new banner is larger and is better positioned around our online content. For pricing, please see the Rates section of the media kit.



Fortnightly's Spark

Now in its sixth year of publication, *Fortnightly's Spark*, is the e-newsletter for *Fortnightly* subscribers and others who have asked to receive this valuable monthly publication. Delivered to subscribers and hosted on the *Fortnightly.com* website, it explores ideas, topics, people and companies that may have escaped coverage in the print magazine. Held to the same standard as *Public Utilities Fortnightly* itself, it is the e-newsletter written with the top utility executive in mind.