



APPRO

ASSOCIATION OF
POWER PRODUCERS
OF ONTARIO

CANADA'S LEADING POWER GENERATION ASSOCIATION

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2021 Media Kit

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ABOUT APPrO

APPrO is a non-profit trade organization representing Ontario's independent power producers and related businesses. Our membership is made up of more than 100 companies involved in the generation of electricity in Ontario, including generators and suppliers of equipment as well as legal and consulting services. APPrO's generator members produce electricity from clean and renewable sources including co-generation, hydro-electric, gas, nuclear, wind energy, waste wood, and solar.

Only APPrO focuses 100% on the business issues of power producers in Ontario. APPrO members build independent power projects and are premier electricity suppliers in Ontario, across Canada and elsewhere in the world. Our varied membership provides an all-inclusive view of the market and positions APPrO as the leading advocacy group for generators in Ontario, giving voice to all parts of Ontario's generation sector.

APPrO PROFILE

APPrO offers unique and high-value promotional opportunities for advertisers seeking to expand their visibility in the Canadian power market. With a membership that includes most of the top level senior managers, consultants and other industry experts, APPrO provides access to vital connections through an array of information sharing options, resources and events.

ONLINE ADVERTISING WITH APPrO

Banner advertising on APPrO's e-newsletter and website

- APPrO PowerBrief weekly e-newsletter
 - Three websites in one (corporate, conference, directory)
- (see pages 4-5 for more information)

ANNUAL CONFERENCE SPONSORSHIP

Become a Sponsor or Power Networking Showcase exhibitor at the Annual Canadian Power Conference & Networking Event, now fully digital. Get profile and connect with hundreds of focused industry professionals from anywhere using your laptop or mobile devices.

(see page 6 for more information)

APPrO has a wide range of profile development services available.

Contact Carole Kielly, APPrO's Marketing Manager, at carole.kielly@appro.org or by phone at 416-322-6549 ext 226.

www.appro.org

carole.kielly@appro.org

416-322-6549 ext. 226

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REACH

Your campaign(s) will be reaching 903 professionals involved in the generation of electricity in Ontario weekly.

AUDIENCE

The APPPrO PowerBrief tackles today's most relevant issues, gathered from sources like The Associated Press, The New York Times, Financial Times and the leading industry publications. Delivered to the inboxes of professionals involved in the generation of electricity in Ontario, the APPPrO PowerBrief keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

BENEFITS

CREDIBLE SOURCE: For years, our members have turned to the association as the informational authority of the industry. Advertising in the APPPrO PowerBrief solidifies your place among weekly information provided to members.

CREATIVE SERVICES: Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to you.

TARGETED DISTRIBUTION: Advertising in APPPrO PowerBrief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

AFFORDABLE: Advertising in the APPPrO PowerBrief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?

METRICS + REPORTING: As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.

OPT-IN SUBSCRIPTION: Subscribers to APPPrO PowerBrief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

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POWERBRIEF AD SPECS & PRICING

LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

Dimensions: 728x90
File format: GIF, JPG
File size: 40K
Cost: \$2,750

LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

Dimensions: 580x70
File format: GIF, JPG
File size: 40K
Cost: \$2,500

BOX AD

This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.

Dimensions: 300x250
File format: GIF, JPG
File size: 40K
Cost: \$2,210

TOP BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

Dimensions: 468x60
File format: GIF, JPG
File size: 40K
Cost: \$2,200

BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

Dimensions: 468x60
File format: GIF, JPG
File size: 40K
Cost: \$1,250

PRODUCT SHOWCASE

The lower leaderboard gives your company a prominent position right under the association's masthead.

Dimensions: 175x125
File format: GIF, JPG
File size: 40K
Cost: \$2,000

CALLOUT TEXT

Integrated into the feel of the brief, a callout Text ad targets your buying audience with an image, 5-word headline and 25-word description.

Dimensions: 125x100
File format: GIF, JPG
File size: 40K
Cost: \$1,250

FEATURED ARTICLE

Feature your best content with this placement and include a 5-7 word headline, 100-word description and link to the article of your choice.

Dimensions: N/A
File format: GIF, JPG
File size: 40K
Cost: \$1,857

SPONSORED CONTENT

5 unique headlines, logo with max width of 150px

Dimensions: 150x100
File format: GIF, JPG
File size: 40K
Cost: \$1,800

CONTACT

MULTIVIEW SALES CANADA
Call: 905.889.6555
Email: canadasalesinquiries@multiview.com
Visit: www.multiview.com

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ADVERTISE WITH



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THESE EXCLUSIVE PLACEMENTS GIVE YOUR COMPANY THE ATTENTION IT DESERVES
IN FRONT OF THOUSANDS OF POWER PRODUCERS ACROSS ONTARIO



A LEADERBOARD CAMPAIGN

This campaign consists of a leaderboard ad run of site on www.appro.org

Availability is limited.

728x90 px

Price: \$4,950

APPRO 2021

Following on the success of last year's conference, APPRO 2021 will again be presented as a fully virtual conference and networking experience.

You can continue to expect carefully curated sessions including expert industry speakers, professionally moderated discussions and exciting interactive functions - including community boards, virtual meet-ups, matchmaking, networking tables, games and much more.

Save the Dates and join your professional colleagues and industry leaders accessing high value information through state of the art digital networking, interactive panels, virtual meetings and more, enabled by the power of modern networking technology.

Make sure to keep in the loop and get regular updates in your inbox! [Subscribe here!](#)

APPRO 2020 Highlights



YOUR AD HERE



CONTACT US

PHONE
1-800-387-0000

EMAIL
info@appro.org

ADDRESS

1700 Yonge Street, Suite 1000

Toronto, ON M4W 2G4



TO LEARN MORE ABOUT THESE LIMITED OPPORTUNITIES TO REACH YOUR TARGET MARKET, CONTACT US TODAY!

972.402.7070

salesinquiries@multiview.com

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The Electric Future

33rd Annual Canadian Power Conference & Networking Event

A fully-featured live interactive virtual online conference

November 29 & 30, 2021

appro2021.com | [#appro2021](https://twitter.com/appro2021)

Take advantage of this gathering of high level industry professionals to relay your message and boost your brand through our state of the art digital platform highlighting thought leadership, networking, and brand profile.

The APPrO conference is a must for all professionals engaged in the Ontario energy industry. The content is always full of the latest learning and practices from true, world-class industry experts. The WHOVA platform allowed for a seamless transition to a virtual online conference.

— Marc Chidiac, Senior Manager, Commercial Contracts
Renewable Generation & Power Marketing, Ontario Power Generation