



# Contents

Section	Pg
About Energy Now	03
Here's Why You Should Advertise	04
Advertising Bookings	05
Ad Booking Deadline	05
Publication Specifications	05
Circulation	06
Display Advertising Rates	06
Premium Ad Space	07
Artwork Specifications	08
Cancellation Policy	08
Terms and Conditions	09
Write for Energy Now	11

# About Energy Now

LAUNCHING MAY 2015

Energy Now is the new 24-page trade newspaper of the Energy Chamber, published 10 times a year, with news and commentary about Trinidad and Tobago's energy sector.

The Chamber will circulate 10,000 free copies of each issue to more than 400 member-companies and stakeholder agencies locally and abroad, including upstream, mid-stream and downstream energy players, financial and asset management companies, embassies, tertiary education institutions and government agencies.

Through a mix of news, features, and opinion, Energy Now will deliver relationships with hundreds of senior executives in the industry.

# Here's Why You Should Advertise

Because Energy Now is a must-read niche publication with an editorial to ad ratio that ensures your ad stands out.

Because Energy Now contributors include respected opinion leaders whose insights on current issues are relevant and valuable to your business.

Our readers are industry insiders who value the authority of bespoke publications devoted to coverage of the upstream, midstream and downstream sectors. They follow discussions about energy and politics to stay abreast of developments which, one way or another, affect their investments.

They are leaders whose companies generate billions of dollars in revenue every year.

With a circulation of 10,000 copies, Energy Now gets your ad in front of people who are:

- **Mid- to high-income earners**
- **Managers and senior industry executives**
- **Business development management**
- **Sales and marketing management**
- **Policymakers and energy sector stakeholders**
- **Junior management**
- **Business executives in non-energy industries**

# Advertising Bookings

If you are interested in this opportunity please contact us now to discuss your advertising needs. To book an ad you may call any of the following people:

- **Jodine Abhiram (Energy Chamber)** 6-ENERGY ext 21 | [member-relations@energy.tt](mailto:member-relations@energy.tt)
- **Michelle Rahman (Energy Chamber)** 6-ENERGY ext 33 | [michelle@energy.tt](mailto:michelle@energy.tt)
- **Kerry Peters (Yellow House Media)** 310-0981 | [kerry@yhmcontent.com](mailto:kerry@yhmcontent.com)

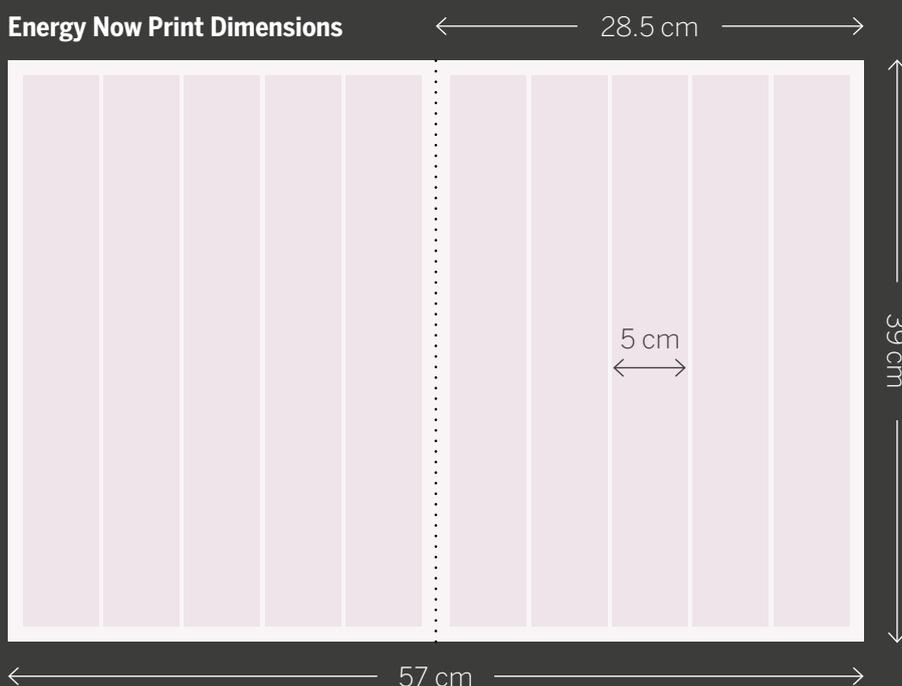
## Ad Booking Deadline

- All ads must be booked by the 7th of the preceding month, beginning May 2015

## Publication Specs

<b>TRIM SIZE</b>	39cm H × 28.5 cm W
<b>IMAGE AREA</b>	37cm H × 26.5cm W
<b>STOCK</b>	45 gsm newsprint (salmon coloured) 800mm Web
<b>BINDING</b>	Saddle-stitched
<b>PAGE COUNT</b>	24

*\*Newspapers are designed on a grid.  
Energy Now is 5 columns wide or 26.5 cm*



# Circulation

**TOTAL FREE COPIES:** 10,000

Delivered directly to member-companies and other business leaders.

The best part about advertising in Energy Now is that you can reach an affluent, influential and highly-educated group of professionals for less than \$9,000 for a full-page ad.

# Display Advertising Rates

**RATE PER COLUMN-CENTIMETRE:**

Members pay \$47.50

Non-members pay \$50

Further discounts will be offered if you book spots in five or more issues and secure a long-term contract.

For example, a full-page ad measures 37cm H × 5 col, which is 185 column-centimetres. Multiply 185 col. cm by \$47.50 to get the price of the ad: \$8,787.50 + VAT.

For a little more, the premium ad spaces on the following page are available.

# Premium Ad Space

## 1. HIGHLY VISIBLE FRONT-PAGE SPOT

7cm H × 26.5cm W (regular rate + \$5,000)

## 2. PREMIUM INSIDE FRONT-PAGE

37cm H × 26.5cm W (regular rate + \$1,000)

## 3. PREMIUM INSIDE BACK PAGE

37cm H × 26.5cm W (regular rate + \$1,000)

## 4. PROMINENT OUTSIDE BACK PAGE

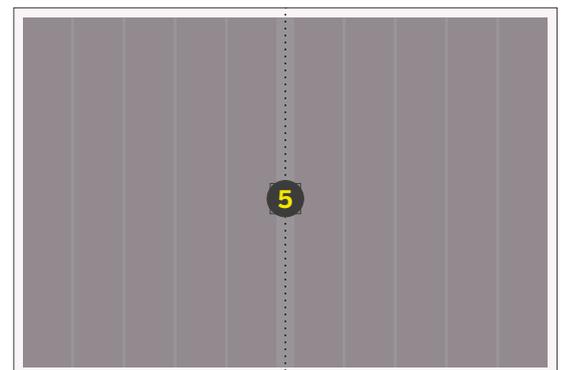
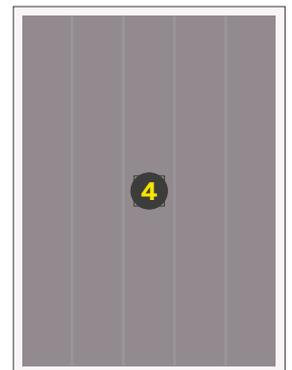
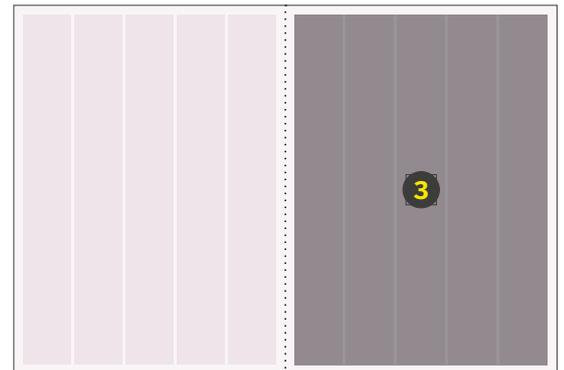
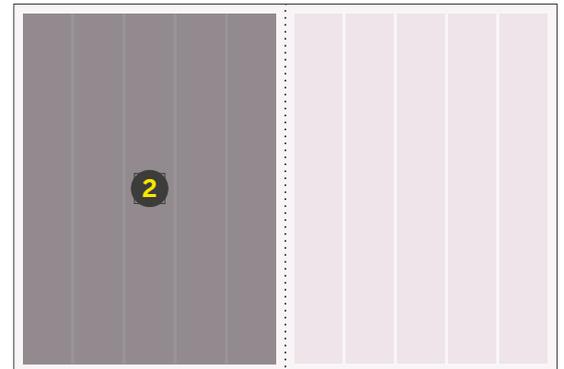
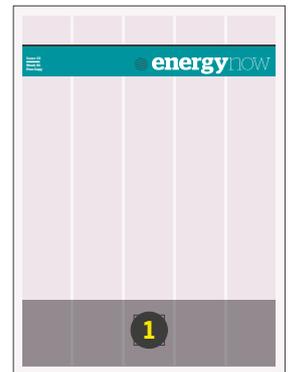
37cm H × 26.cm W (regular rate + \$2,000)

## 5. HIGH-IMPACT DOUBLE-PAGE SPREAD

37cm H × 55 cm W (regular rate + \$1,000)

*All rates are in TT dollars and are exclusive of VAT and agency commissions*

*All members booking via their ad agencies will still benefit from the discounted members rate.*



# Artwork Specifications

**All advertisements must be CMYK and 300 dpi**

**Advertisements should be produced in print-ready PDF format**

**All advertisements should be emailed to *member-relations@energy.tt***

For member-companies interested in a professionally designed advertisement, we offer full ad production services through our agency Yellow House Media at affordable rates.

Members wishing to place an ad in the inaugural issue should contact us immediately. We are certain that you will appreciate the benefits of advertising with us and look forward to hearing from you.

## Cancellation Policy

An advertiser may cancel an advertisement provided that notice in writing is received by the Energy Chamber or its publishing agency Yellow House Media at least 30 days prior to publication.

Please send notice of cancellation to the person with whom you originally made your booking.

# Terms & Conditions

**I.** The following terms and conditions (the “Standard Terms”) shall be incorporated by reference into all Insertion Orders (“IO”) submitted to the Energy Chamber and/or its publishing agency Yellow House Media by Advertiser or its advertising agency:

**A.** Advertising is subject to acceptance by Publisher as to character, layout, text and content.

**B.** The Publisher reserves the right to reject or cancel advertising that is not in keeping with the publication’s standards or for any other reason, even if the advertising has been published previously by Publisher.

**C.** Advertiser hereby grants Publisher the right and license to use, reproduce, transmit and distribute all creative materials supplied by or on behalf of advertiser, including without limitation, all text, graphics, illustrations and photographs (the “Creative”). Advertiser represents and warrants that (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libellous, slanderous, that violates any person’s right of publicity, privacy or personality or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend and hold Publisher and its affiliates and their respective officers, directors, employees harmless from and against any and all expenses and losses of any kind (including reasonable attorneys’ fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by advertiser or its agents and run by Publisher.

**D.** Any attempt to simulate the publication’s format in an advertisement is not permitted unless it is sold at premium rates as “Sponsored Content.” The Publisher reserves the right to place the word “advertisement” or “sponsored content” with any copy that in the Publisher’s opinion resembles editorial material and invoice the Advertiser accordingly.

**E.** Conditions, other than rates, are subject to change by Publisher without notice.

**F.** Positioning of advertisements is at the discretion of the Publisher except when negotiated in advance.

**G.** Publisher shall have no liability for errors in advertisements or for any omitted, misplaced or mispositioned advertisements.

**H.** Advertisements not received by space closing date, will not be entitled to revisions or approval by the advertiser or its agency.

**I.** An order may be cancelled without liability up to thirty (30) days prior to the issue’s ad closing date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.

**J.** Advertiser is liable for any costs (design fees, set ups, additions or alterations to advertisements, logos, colour, film, reprints, etc.) incurred in the preparation of its advertisement regardless of whether or not the ad runs.

**K.** All insertion orders are accepted subject to the provisions of the current rate card. Proposal or request for advertisement based on reciprocal dealings will not be accepted.

**L.** Cancellation of space reservations after receipt of formal booking for any reason will result in Advertiser being invoiced for the space.

**M.** Publisher shall not be liable for any costs or damages if it fails to publish an advertisement.

**N.** Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher.

**O.** No conditions other than those set forth in this media kit shall be binding on the Publisher.

**P.** Publisher is not liable for delays in delivery or non-delivery in the event of Act of God, action by government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner. Under no circumstances shall Publisher be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any advertiser. Under no circumstances shall Publisher’s direct or indirect liability to any advertising agency or advertiser exceed the invoiced cost of the advertisement.

**Q.** Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art proofs or transparencies.

**R.** Advertisers agree that Publisher has no obligation to maintain the confidentiality of submitted material until publication date. Publisher will hold advertiser’s materials for a maximum of one year from last issue date.

**S.** This Agreement shall be governed by the laws of Trinidad and Tobago. Any controversy or claim arising out of or relating to this Agreement or the breach thereof will be settled by binding arbitration. Should either party commence arbitration to enforce or interpret this Agreement, the arbitrator shall have the discretion to award the prevailing party reasonable attorney's fees.

**T.** Commissions and credit terms are 15% commission to recognised agencies. Payment of invoices is net 14 days from invoice date. A finance charge will be added at the periodic rate of 1.5% per month (an annual percentage rate of 18%) to any outstanding bill over 30 days. The 15% agency commission will not be paid after 60 days. Any delinquent account is subject to cancellation. In the event advertiser's account is placed for collection, advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorney's fees incurred. Production charges are not subject to agency commission.

**U.** Advertising rates are subject to change. Advertisers will be notified of any rate changes and all future ads billed at new rates.

**V.** Notification of space cancellations must be received in writing by the space closing deadline. If cancelled after deadline, the advertiser will be charged for the insertion.

**W.** Digital files should be provided on DVD or CD-ROM (Macintosh-formatted), uploaded to cloud services like Dropbox, or sent by email. Please label media with the publication name, issue date and advertiser name. If submitted on DVD or CD-ROM, include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher will incur an additional charge. Media and advertising materials are kept by the Publisher for one year then destroyed.

Media, files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within. Please include the magazine name and issue date on all packages.

**IMPORTANT NOTE:** If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honoured.

**SEND PAYMENTS TO:**

The Energy Chamber of Trinidad and Tobago  
Attn: Lisa Heeralal, Accounts Receivable Dept.  
Suite B2.03 Atlantic Plaza  
Atlantic Avenue, Point Lisas  
Trinidad and Tobago, W.I.

# Write for Energy Now

We invite you to be a regular contributor of opinion pieces to Energy Now, the new trade newspaper published ten times a year by the Energy Chamber of Trinidad and Tobago.

Columns should be between 600 and 1,000 words and should deal in an incisive way with the most compelling issues facing the local energy sector. More importantly, we do not want scholarly articles. Your writing should be jargon-free and have a clear point-of-view about a specific topic.

Submissions must be emailed by the 7th of every month to the Chamber's communication coordinator Michelle Rahman at [michelle@energy.tt](mailto:michelle@energy.tt) **AND** copied to the editor Kerry Peters at [kerry@yhmcontent.com](mailto:kerry@yhmcontent.com).

Although submissions will be edited for accuracy, clarity, length and conformity to Energy Now's style, we will not compromise the author's message.

Any submission to Energy Now may be published in the Energy Chamber's print and/or digital properties.

