

REACH YOUR AUDIENCE



Powered By  earth etch
unwiring energy compliance

Advertising Information

Why Advertise in **MAGNIFYI**?

By advertising in **MAGNIFYI**, you gain visibility and capture the attention of key players in the retail energy market. Let **MAGNIFYI** spotlight your brand and help you stand out from your competition.

- Earth Etch's industry-leading, reputable products contribute to an influential newsletter-reading audience that will have eyes on your company, services, and products.
- Diversify and broaden your brand reach.
- **MAGNIFYI** has a rapidly growing subscriber base.
- Flexible advertising options for you to choose from.
- Affordable marketing opportunity for your business.

Who's reading **MAGNIFYI**?

Reach your target audience while expanding your reach. Our readership is diverse and includes companies and entities such as:

- Retail Energy Suppliers
- Energy Brokers
- State Commissions
- Regulatory Experts
- Utilities
- Law Firms
- ...and more.

Circulation & Distribution

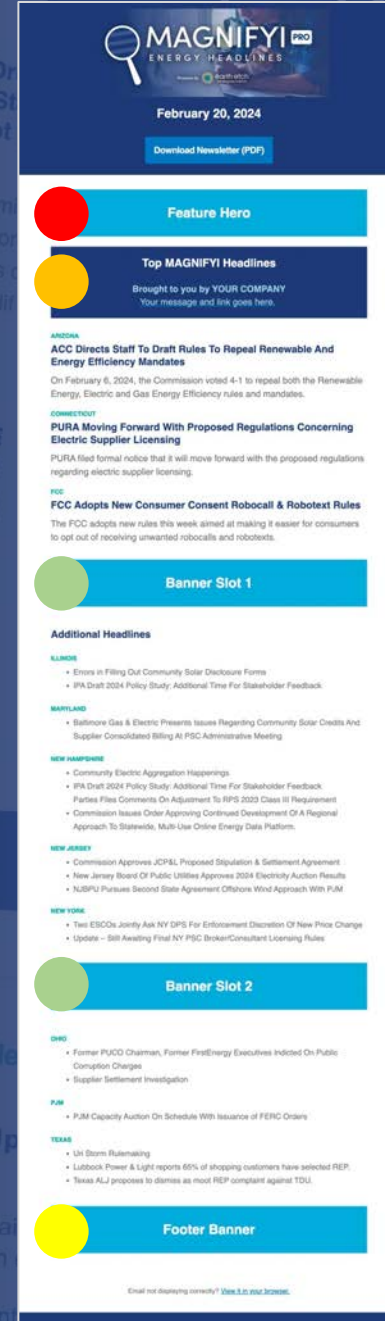
Every week, access a **national audience of over 1000+ email subscribers** for engagement with your advertised products and services. You'll always get great weekly circulation, whether it's the **MAGNIFYI** weekly headlines e-mail or the **MAGNIFYI Pro** full news article PDF version.

Plus, with back issues stored and available on the **SIMPLIFYI Compliance Platform**, your ads will get extended life and views from subscribers of **MAGNIFYI Pro+**.

Email Teaser Ad Types

The **MAGNIFYI** newsletter (pdf) is delivered weekly via email which teases that week's headlines and stories. There are a variety of advertisement sizes, and placements available inside that email from which to choose.

- Feature Hero
- Sponsorship Bugs
 - Top Stories Section Header
 - Additional Highlights Section Header
 - Market Section Header
 - Story Headline
- Banner Slots
- Footer Banner
- Full Page (newsletter only, not shown on right)
- Written Sponsorship Story (not shown on right)



Ad Type: Feature Hero

The feature hero ad will be the first advertisement seen on both the teaser email and newsletter itself.

Feature Hero Features and Details:

- High visibility - Top of email and newsletter.
- Banner size - 1000px x 200px.
- Ad link of choice.
- Weekly performance analytics.

The screenshot displays a newsletter layout for Magnify Pro Energy Headlines. At the top, there is a dark blue banner with the Magnify Pro logo (a magnifying glass over the word 'MAGNIFY' with 'PRO' in a small box) and the text 'ENERGY HEADLINES'. Below the logo, it says 'Powered By earth etch'. The date 'February 20, 2024' is centered below the banner. A blue button with white text reads 'Download Newsletter (PDF)'. Below the banner is a white section with a blue bar containing a red circle and the text 'Feature Hero'. Underneath is a dark blue bar with white text: 'Top MAGNIFY Headlines' and 'Brought to you by YOUR COMPANY'. Below this is a white bar with the text 'Your message and link goes here.' The main content area features two news items. The first is under the heading 'ARIZONA' and has the title 'ACC Directs Staff To Draft Rules To Repeal Renewable And Energy Efficiency Mandates'. The text below reads: 'On February 6, 2024, the Commission voted 4-1 to repeal both the Renewable Energy, Electric and Gas Energy Efficiency rules and mandates.' The second item is under the heading 'CONNECTICUT' and has the title 'PURA Moving Forward With Proposed Electric Supplier Licensing'. At the bottom right, there is a dark blue footer with the Magnify Pro logo and 'ENERGY HEADLINES' text, along with 'Powered By earth etch'.

Ad Type: Sponsorship Bugs

Sponsorship bugs are a text-based advertisement placed near the top of the email and newsletter introducing the Top Headlines of the week.

Sponsorship Bug Features and Details:

- High visibility in emails and PDF Newsletter.
- Up to two lines of text.
- Top Stories, Highlighted Stories, Market, & Story header options.



MAGNIFYI PRO
ENERGY HEADLINES
Powered By 

February 20, 2024

[Download Newsletter \(PDF\)](#)

Feature Hero

Top MAGNIFYI Headlines

Brought to you by **YOUR COMPANY**
Your message and link goes here.



MAGNIFYI PRO
ENERGY HEADLINES
Powered By 

Actions Against Utilities
Commission Grants Joint Request Of Extension To Pepco And Baltimore Gas And Electric To File Merger Compliance Reports
March 29, 2024 | Story Brought to you by [Your Company Name](#)

The request is granted to extend the reports to May 1, 2024.

Electricity - Distribution Rates
Pepco Files Response To Bench Data Request In Application For Adjustment To Its Retail Rates For Distribution Of Electric Energy
March 29, 2024

Maryland
Brought to you by **Your Company Name**
Message and link goes here. Can be up to two lines.

Ad Type: Banner Slots

Banner slots are available to sit above and in the middle of the additional headlines in the email, and between full news stories in the newsletter itself. Feature Hero Features and Details:

- 2 available slots in the email.
- Several available slots are available in the newsletter and can live by a particular state section or news story.
- Banner size – 1000px x 200px.
- Ad link of choice.
- Weekly performance analytics.



Additional Headlines

ILLINOIS

- Errors in Filling Out Community Solar Disclosure Forms
- IPA Draft 2024 Policy Study: Additional Time For Stakeholder Feedback

MARYLAND

- Baltimore Gas & Electric Presents Issues Regarding Community Solar Credits And Supplier Consolidated Billing At PSC Administrative Meeting

NEW HAMPSHIRE

- Community Electric Aggregation Happenings
- IPA Draft 2024 Policy Study: Additional Time For Stakeholder Feedback
- Parties Files Comments On Adjustment To RPS 2023 Class III Requirement
- Commission Issues Order Approving Continued Development Of A Regional Approach To Statewide, Multi-Use Online Energy Data Platform.

NEW JERSEY

- Commission Approves JCP&L Proposed Stipulation & Settlement Agreement
- New Jersey Board Of Public Utilities Approves 2024 Electricity Auction Results
- NJBPU Pursues Second State Agreement Offshore Wind Approach With PJM

NEW YORK

- Two ESCOs Jointly Ask NY DPS For Enforcement Discretion Of New Price Change
- Update – Still Awaiting Final NY PSC Broker/Consultant Licensing Rules



Ad Type: Footer Banner

The footer banner resides on the bottom of the email and on the last page of the newsletter itself. The newsletter is broken down by state alphabetically.

Footer Banner Features and Details:

- Included in both email and newsletter.
- Usually placed by Texas or Virginia markets in newsletter PDF (not shown here).
- Banner size – 1000px x 200px.
- Ad link of choice.
- Weekly performance analytics.

The screenshot displays a newsletter layout with a white background. At the top, there are two bullet points: "New Jersey Board of Public Utilities Approves 2024 Electricity Auction Results" and "NJBPU Pursues Second State Agreement Offshore Wind Approach With PJM". Below these is a section for "NEW YORK" with two bullet points: "Two ESCOs Jointly Ask NY DPS For Enforcement Discretion Of New Price Change" and "Update – Still Awaiting Final NY PSC Broker/Consultant Licensing Rules". A large blue rectangular box labeled "Banner Slot 2" is positioned below the New York section. Further down, there are sections for "OHIO" (bullet points: "Former PUCO Chairman, Former FirstEnergy Executives Indicted On Public Corruption Charges" and "Supplier Settlement Investigation") and "PJM" (bullet point: "PJM Capacity Auction On Schedule With Issuance of FERC Orders"). The "TEXAS" section follows (bullet points: "Uri Storm Rulemaking", "Lubbock Power & Light reports 65% of shopping customers have selected REP.", and "Texas ALJ proposes to dismiss as moot REP complaint against TDU."). Below the Texas section is another large blue rectangular box labeled "Footer Banner" with a yellow circle on the left. At the bottom right of the newsletter content, there is a link: "Email not displaying correctly? [View it here](#)".

Ad Type: Full-Page (MAGNIFYI Pro - PDF Newsletter Only)

Stand out to your **MAGNIFYI Pro** audience with a full-page ad design. Placement of full-page ads are first come, first served.

Full-Page Ad Features and Details:

- High visibility.
- Request placement by specific market.
- Banner size –full-page 8 ½ x 11 in
- Ad link of choice.
- Weekly performance analytics.



SIMPLIFYI Compliance

Make your work day easy with the **SIMPLIFYI Compliance Platform**, a subscription-based online platform that provides you with tools and news to make operational and regulatory compliance easy.

[Request a Demo](#)

earthetch.com/fyi

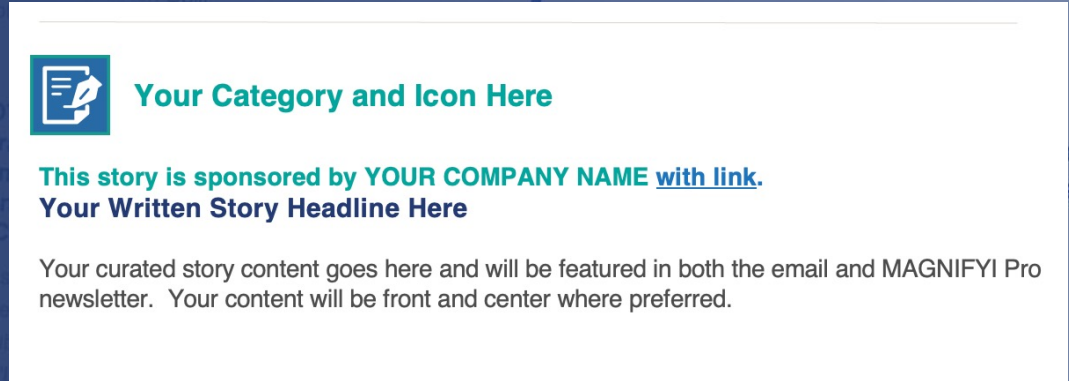


Ad Type: Written Sponsorship Story

A written sponsorship story is a powerful form of advertising within **MAGNIFYI** that presents you as the expert.

Written Sponsorship Features and Details:

- Flexible placement within both email and newsletter via top headlines and/or market.
- Earth Etch LinkedIn post and mention.
- Earth Etch X (formally known as Twitter) post and mention.
- Ad link of choice.
- Weekly performance analytics.



The screenshot shows a white rectangular ad template overlaid on a dark blue background with faint text from the MAGNIFYI Pro interface. The template includes a teal icon of a document with a pencil, followed by the text "Your Category and Icon Here". Below this is a teal line of text: "This story is sponsored by YOUR COMPANY NAME with link." followed by a dark blue line: "Your Written Story Headline Here". At the bottom of the template, there is a paragraph of placeholder text: "Your curated story content goes here and will be featured in both the email and MAGNIFYI Pro newsletter. Your content will be front and center where preferred."

Ad Package Details

When you advertise your business, product, or service in **MAGNIFYI**, here's what's included.

Advertisers Receive:

- One month advertisement viewership for most placements.
- Placement in BOTH teaser email and **MAGNIFYI Pro** PDF.
(excluding full-page ads and some sponsorship bugs which reside only in PDF newsletter.)
- Ad link of choice.
- Weekly email performance analytics.
(for ads in PDF Newsletter you will need to provide your tracking link.)
- Free 1 Year subscription to MAGNIFYI Pro+ (\$599 value)

Ad Submission

Follow these submission guidelines for advertising in **MAGNIFYI**. Please get in touch with Earth Etch if you have any questions.

- The creative deadline is seven (7) days before the publication date.
- If supplying multiple ads for rotation, you must bundle all the ads .
- Advertisers must supply preferred ad link.
- Your company's ad files and link information should be e-mailed hello@earthetch.com

Sponsorship

An exclusive monthly sponsorship is available that will put your company, product or service name and logo on the masthead of both the **MAGNIFYI** Headlines E-mail and PDF Newsletter as a primary sponsor of news articles.

Sponsorship Types

- Monthly Sponsorship – Call to Discuss (Email / Newsletter)
- Annual – Call to Discuss (Email / Newsletter)

Ad Creation

Need help designing. or producing your ad? Earth Etch can help you. Get ad design which adheres to your brand guidelines – designed by Earth Etch's own Chief Creative Officer. Includes concept, revision, image licensing, full rights and ownership of artwork to source files.

Get in touch with Earth Etch for pricing.

Contact Earth Etch

Don't miss out on the opportunity to gain visibility and capture the attention of potential customers. Contact Earth Etch to start the conversation of advertising in **MAGNIFYI Energy Headlines**.

- Email: hello@earthetch.com
- Website: earthetch.com
- LinkedIn: [linkedin.com/company/earthetch](https://www.linkedin.com/company/earthetch)
- X (formerly known as Twitter): [@earthetch](https://twitter.com/earthetch)