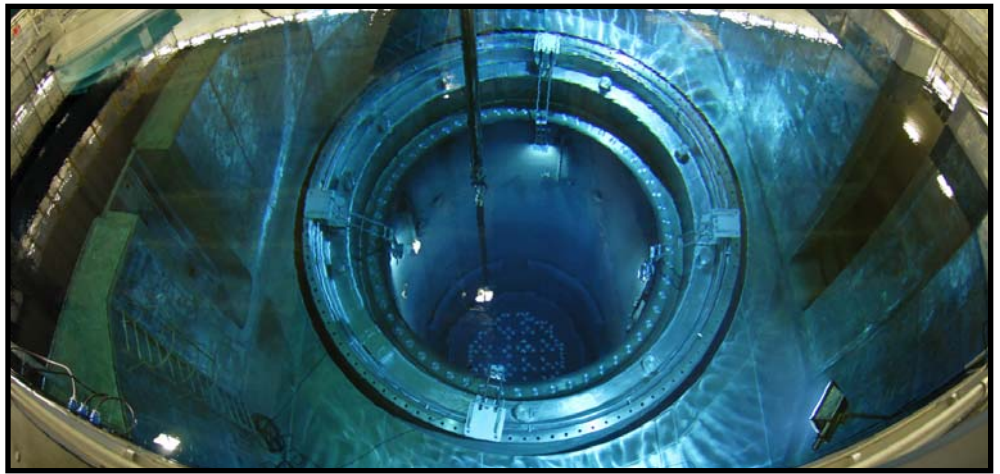
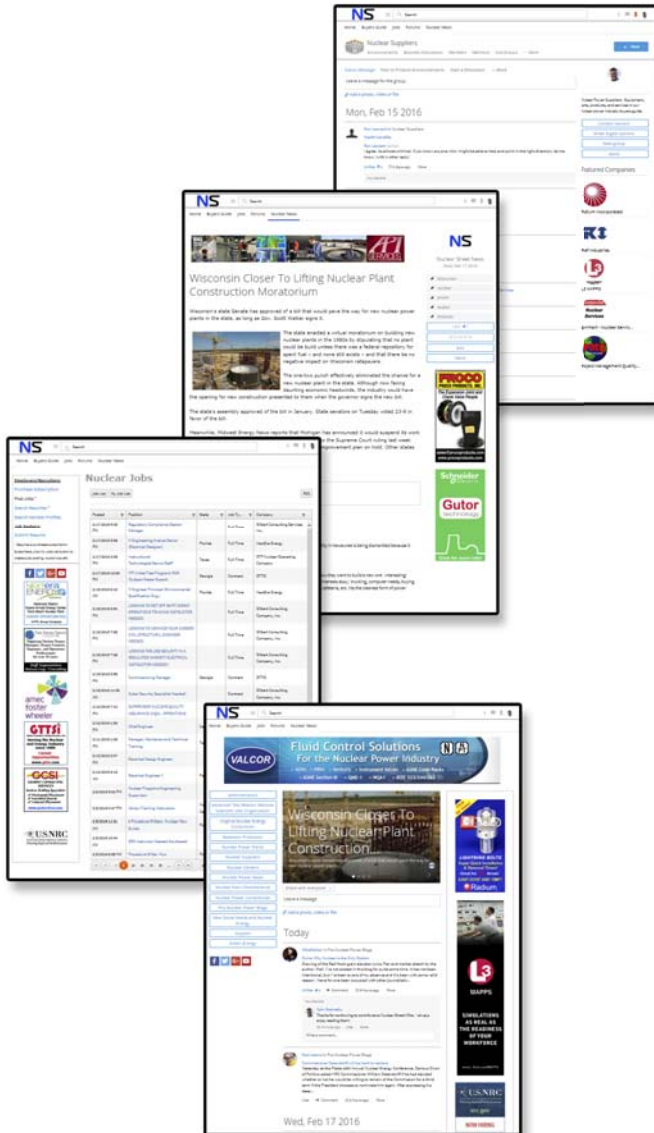


# 2017 MEDIA KIT



**NUCLEARSTREET.COM**

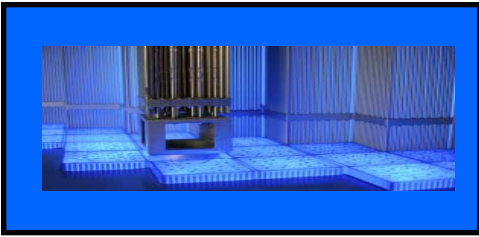
Nuclear Street is the leading information provider on companies, plants, jobs, personnel, and news in the Nuclear Power Industry.



**19,300,000+**  
Page views per year

**296,000+**  
Visits per month

**#1**  
Nuclear Power Address



# Nuclear Industry Focus

## Market Focus is Market Strength!

Does your company get lost in the world wide web or buried in a static buyers guide listing with thousands of other companies? It is time to target your customers and put your hard earned advertising dollars to work. Nuclear Street is your marketing and communications partner for the Nuclear Power Industry.

### About Nuclear Street

Nuclear Street was developed to make connections in the global nuclear power industry. We accomplish this by providing a state of the art communications platform that promotes sharing of information about nuclear utilities, companies, jobs, and careers in the industry. Our focus is to provide an open forum and online tools for industry professionals to easily connect with nuclear plant personnel, suppliers, recruiters, or anybody in the industry.

### Nuclear Power News

For professionals working every day in the global nuclear power industry, being informed and keeping current are nothing short of essential. Nuclear power professionals live in a rapidly changing world. That is why Nuclear Street provides its readers with daily news reports prepared by writers, editors, and columnists that know the facts about this technology, this industry, and this political landscape. If you've read our news section today, then you are prepared for the rest of your day.

### Advertising Opportunities

- Interactive Nuclear Power Buyers Guide
- Banner Advertising
- e-Newsletter Advertising
- Communications Services - Press Releases, Marketing Materials
- Nuclear Power Jobs Board
- Cosponsorship Opportunities

**Move your company to the**

**#1 Nuclear Power Address...**

**NUCLEARSTREET.COM**

### Nuclear Power Resources

- Interactive Nuclear Power Buyers Guide
- US Nuclear Plant pages with maps, driving directions, news, weather, media, outage dates, documents, and media
- Nuclear Power Plant and Utility Contact Information
- Nuclear Blogs from global Nuclear Organizations and industry bloggers
- Outage Schedules and Plant Status Reports
- Nuclear Power Groups
- Nuclear Power Jobs Board
- Nuclear Conferences

# Nuclear Buyers Guide

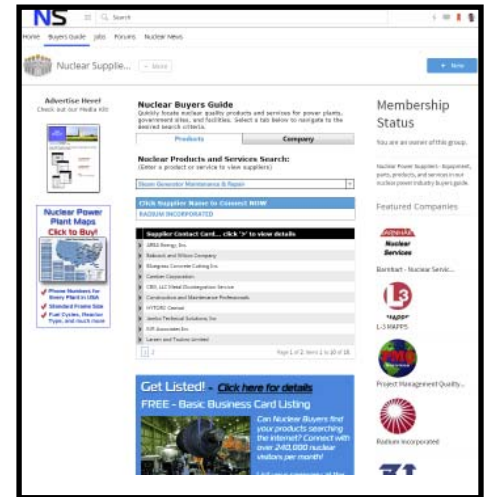


## Get to know your Customers!

We can offer your company a very innovative way to connect and communicate with your customers where you can actually get to know them! You will be able to share, distribute, and announce to the Nuclear Power Industry from your companies listing on Nuclear Street.

## Nuclear Buyers Guide - *Unmatched Value!*

Buyers Guide Features	Free Listing	Silver Level	Gold Level
Company Contact Information Listed (no links)	•	•	•
Unlimited Product and Services Categories	•	•	•
Top Level Ranking on product and service searches		•	•
Direct Links in search results to your company profile		•	•
Company Profile with the following features:		•	•
- Document and Multimedia Storage (6 file limit)		•	•
- Company Event Calendar		•	•
- Company Announcements		•	•
- Sales and Product Support Discussion Forums		•	•
- Wikis for white papers, instructions, and bulletins		•	•
Appear in site wide search results		•	•
Featured Products and Services on Buyers Guide page		•	•
Full Profile / Group Setup Services		•	•
Distribution - Company postings will be syndicated to Social Media sites - linkedin, twitter, and facebook		•	•
Private Subgroups			•
Full Services - Assigned Account Manger to post and maintain your listing			•
Featured Products and Services on Nuclear Street's front page			•
Company Profile in eNewsletter			•
UNLIMITED - Documents and Multimedia Storage			•
OPTIONAL Store - Sell products, digital media, and services through your company profile (additional cost)		•	•
<b>Cost Per Month</b> (subscription based)	<b>\$ 0</b>	<b>\$ 195</b>	<b>\$ 295</b>



## Buyers Guide

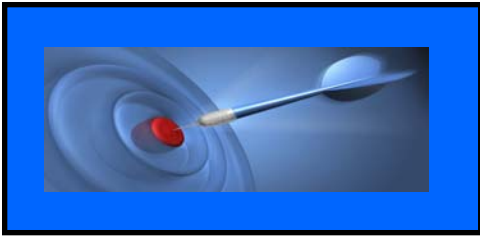
## Static Advertising is Dead Advertising

Can you print listing provide...

1. Unlimited multimedia capabilities?
2. Direct /interactive sales support?
3. Product or services support from that listing?
4. Event calendars to announce user group meetings, conferences, etc.?
5. A contact form for immediate sales contact?
6. Immediate product announcements sent to your customers?
7. Flexibility to change listing and showcase different products or services at anytime?
8. A way to give you product or service feedback from your customers?
9. Can you actually get to know your customers through your old media listing?

**...all of these services at a fraction of the cost of a Print Advertisement for one month!!**

**Move to the Next Level of Marketing and Customer Support!**



# Banner Advertising

## Unmatched Value

### Banner Advertising - Includes FREE Press Releases!

All Banner Advertising Contracts include (2) Free press releases per month of advertising term. Your press releases are posted in the Nuclear Power News Section on the home page and picked up through our syndicated channels on Google® News, Twitter®, facebook®, LinkedIn®, RSS Feeds, and other channels.

All press releases are archived for 2-years in our news section for continued searches on Nuclear Street and the internet. **This is great added value!**

Banner Options	Price per Month		
	3 Mos*	6 Mos*	Year*
Option 1 - Home Page; Top Slider**	\$ 650	\$ 608	\$ 520
Option 2 - Home Page; Long Sidebar	\$ 600	\$ 530	\$ 490
Option 3 - Home Page; Square Sidebar	\$ 530	\$ 460	\$ 420
Option 4 - News Page; Large Rectangle	\$ 650	\$ 608	\$ 520
Option 5 - News Page; Long Sidebar	\$ 500	\$ 420	\$ 390
Option 6 - News Page; Square Sidebar	\$ 435	\$ 350	\$ 320
Option 7 - Other Pages; Rectangle	\$ 460	\$ 400	\$ 380
Option 8 - Other Pages; Long Sidebar	\$ 400	\$ 330	\$ 320
Option 9 - Other Pages; Square	\$ 360	\$ 300	\$ 280

\*Banners can be changed once a month for **FREE** with a one week notice!

\*\* Slide banner rotates with up to 4 slides in the flash control.

Static Banner Development: \$ 200 ; Animated Banner Development: \$ 390

## e-Newsletter Advertising

Target your customers with an advertisement in our weekly\* e-Newsletter. Unlike a print newsletter, which may lay unopened on a coffee table for months (on its way to the recycle bin), our e-newsletters are only sent to industry professionals (17,000+) that specifically request them. Special offers, limited offerings, and more information are all only a click away for your customers.

Banner Advertising \$ 495 per issue / 6 issues \$ 2,475

**Current Advertisers get a 50% Discount on newsletter advertising!**

\*Nuclear Street reserves the right to change the schedule at any time.

## Why Nuclear Street?

### Targeted and Timely

Put your business at the forefront of the nuclear power community. Grow your company brand and communicate your message daily!

### Impressive Results

Our customers increase sales, build their brand's, and launch new products or services. Our readers are nuclear focused professionals and business people.

### Multiple Channels

Several options are available to help you reach your campaign goals.

### Customized Campaigns

Our experts are a proven resource in communicating company messages. Feel free to contact us anytime to discuss! We are fully equipped with writers, graphic artists, and programmers.

# Banner Specifications



## Home Page Banners Specifications

### Option 1: Home Page; Top Slider Banner

- Top advertising spot in Nuclear Street Home Page
- Can be changed monthly at no additional cost
- Eye catching animation
- Includes a link to any page or your web site
- Rotates with up to (4) Slides Max
- Banner Size: 944 x 160 Pixels; 50K Max File Size
- File Types: jpeg or GIF
- Banner can have 1 hyperlink

### Option 2: Home Page; Long Sidebar

- Size: 170 x 315 pixels. 50K maximum; .gif or .jpg
- Includes a link to any page or your web site
- Placement on Home page right sidebar

### Option 3: Home Page; Square Sidebar

- Size: 170 x 170 pixels. 50K maximum; .gif or .jpg
- Includes a link to any page or your web site
- Placement on Home page right sidebar



## Nuclear News Page Banner Specifications

### Option 4: News Page; Large Rectangle

- Banner Size: 550 x 100 Pixels; 50K Max File Size
- File Types: jpeg or GIF
- Banner can have 1 hyperlink

### Option 5: News Page; Long Sidebar

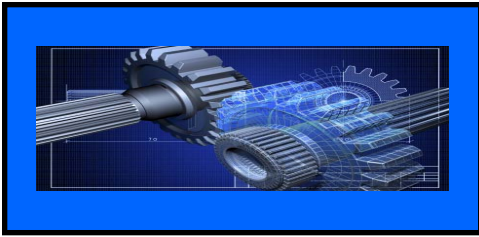
- Size: 170 x 315 pixels. 50K maximum; .gif or .jpg
- Includes a link to any page or your web site
- Placement on Nuclear News page right sidebar

### Option 6: News Page; Square Sidebar

- Size: 170 x 170 pixels. 50K maximum; .gif or .jpg
- Includes a link to any page or your web site
- Placement on Nuclear News page right sidebar

All banners and links are subject to Nuclear Street approval.

# Banner Specifications



## Other Page Banner Specifications

### Option 7: Rectangle Banner

- Size: 470 x 60 pixels. 50K maximum; .gif or .jpg
- Includes a link to any page or your web site
- Call or e-mail for requested page placement

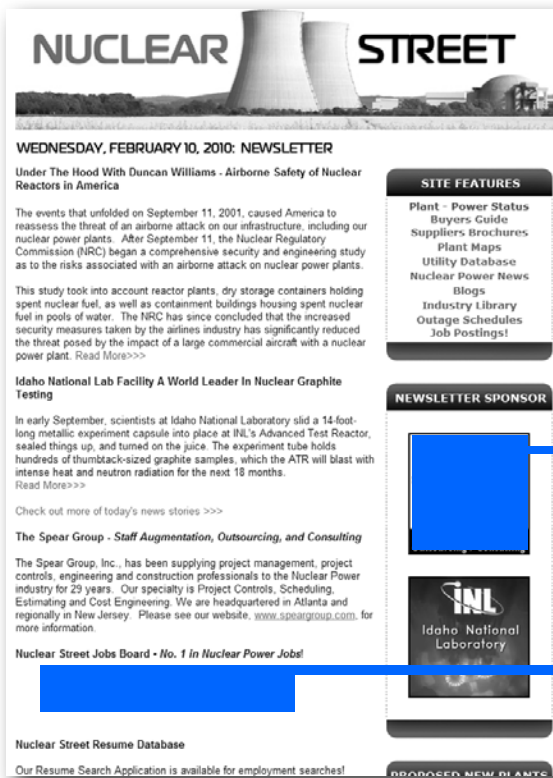
### Option 8: Long Sidebar Banner

- Size: 315 x 150 or 315 x 170 pixels and depends on selected page. 50K maximum; .gif or .jpg
- Includes a link to any page or your web site
- Call or e-mail for requested page placement

### Option 9: Square Sidebar Banner

- Size: 150 x 150 or 170 x 170 pixels and depends on selected page. 50K maximum; .gif or .jpg
- Includes a link to any page or your web site
- Call or e-mail for requested page placement

Jobs Page Shown - Other pages have similar layout.



## e-Newsletter Banner Specifications

### e-Newsletter Square Sidebar Banner

- Size: 150 x 150 pixels. 50K maximum; .gif or .jpg
- Includes a link to any page or your web site

### e-Newsletter Rectangle Banner

- Size: 470 x 60 pixels. 50K maximum; .gif or .jpg
- Includes a link to any page or your web site

All banners and links are subject to Nuclear Street approval.

# Communication Services

The Nuclear Street Services was created with one objective in mind... to be the best provider of communications services in the nuclear energy industry.

## How do we achieve this objective?

- We only serve the nuclear energy industry;
- We offer all of the critical services under one roof; and
- We combine long-time, proven experience with new ideas.

While other communications companies watch the nuclear energy industry from the sidelines, we are in the game every day. We are able to quickly generate the right perspectives by working with energy companies of all sizes. You don't have to waste your time teaching us the fundamentals of fuels, power, and distribution.

Our experts serve energy companies by combining classic writing concepts and new communications channels to produce synergistic effects. We inform, educate, and entice by speaking the language of the target audience. We understand the technologies, we comprehend the markets, and we participate in the nuclear energy business every day.

We have writers, editors, artists, programmers, sound engineers, photographers, and videographers; all with years of experience in the energy industry.

## Our Writers

Whether you need a press release, a brochure, a sell sheet, or a white paper, you can't do better than Nuclear Street Services. We can proudly boast that our writers are the best in the business. They write for the biggest companies and the most prestigious publications. On average each one of our writers has over a decade of experience, and they all publish monthly. Pedigrees furnished upon request.

## Our Artists

They come from professional publishing backgrounds and know how to communicate energy concepts clearly. Our artists currently have major, feature illustrations and full-page ads running in both domestic and international energy magazines.



## Services Offered

### Single Page Documents

- Press Release (writing) \$ 395
- Sell Sheet (single side) \$ 545
- Sell Sheet (double side) \$ 695

### Banner Ad for Nuclear Street

- Static Banner \$ 175
- Animated Banner \$ 275
- Flash Banner \$ 495

### Banner Ad for Other Websites

- Static Banner \$ 375
- Animated Banner \$ 475
- Flash Banner \$ 795

### Print Advertisement Development

- Quarter Page \$ 495
- Half Page \$ 645
- Per Full Page \$ 895

### Marketing Document Development

- White Paper \$ 2,995
- Featured Article \$ 1,495

### Press Release Distribution (Marketwire)

- First 400 Words \$ 900
- Add 100 Words \$ 260

Other services available upon request

# Nuclear Jobs & Careers



## Nuclear Jobs Board & Resume Database

Nuclear Street is the Number 1 search result for searching "Nuclear Power Jobs" on Google®, Yahoo®, Bing®, and other top search engines! Over 400 utilities and companies have enrolled to post their job openings on Nuclear Street. Our growing resume database has 1000's of resumes to search right now. Find qualified candidates quickly!

### Why Subscribe to Nuclear Street Employer & Recruiter Services?

- Highly Targeted Audience - Nuclear Power Professionals
- VALUE! - UNLIMITED Job Postings and Resume Searches for MUCH LESS than a cost of a single job post on other job boards!
- MUCH MORE than just a Jobs Board - News, blogs, and nuclear resources added hourly attract industry professionals on a daily basis!
- We syndicate your job postings through Indeed, Simply Hired, Twitter, facebook, and other feeds for maximum exposure of your job posts.
- Several of our job postings are distributed to the 17,000+ subscribers to the Nuclear Street e-Newsletter.
- Extended duration for your job posts - 90 Days or until you close them.
- Automated job posting web service is available for posting and updating jobs.
- Job Postings Management Console - Allows you to easily create, edit, and delete your job postings.
- HTML Job Posting Editor (WYSIWYG) – Allows full creativity to attract your potential candidates.
- Search the Nuclear Street Resume Database by position, name, or search term.
- Discuss Nuclear Careers In the Forums and Blogs



**UNLIMITED Job Posting on Nuclear Street - \$295 per month!**

**UNLIMITED Resume Searching on Nuclear Street - \$225 per month!**

**Combined Job Posting, Resume Searching, and Advertising Packages are available.**

Here are just a few who post their job openings on Nuclear Street:

U.S. NRC



THE SPEAR GROUP



NUCLEAR ENERGY INSTITUTE

