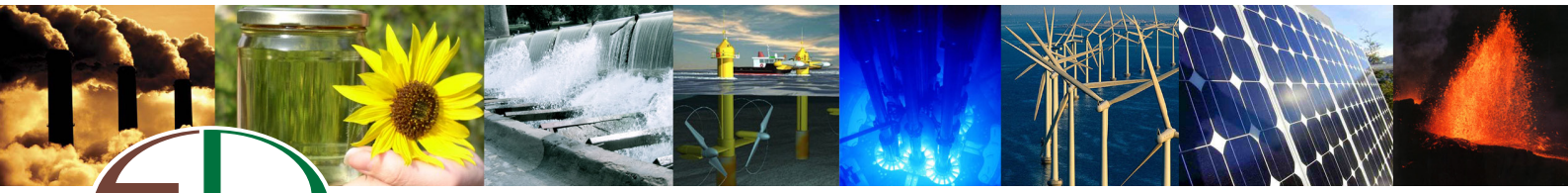


**EnergyDestiny.com**

# ***Energy Destiny***

***2010 Information Kit***



**EnergyDestiny.com**

## ***Contents***

***1***

### ***Introduction***

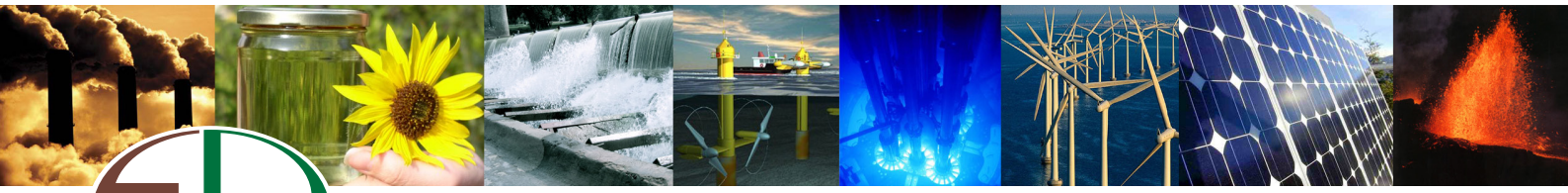
*News aggregator, company directory, press release portal*

***2***

### ***Energy destiny company directory***

***3***

### ***Promotion and advertising opportunities***



**EnergyDestiny.com**



## Introduction

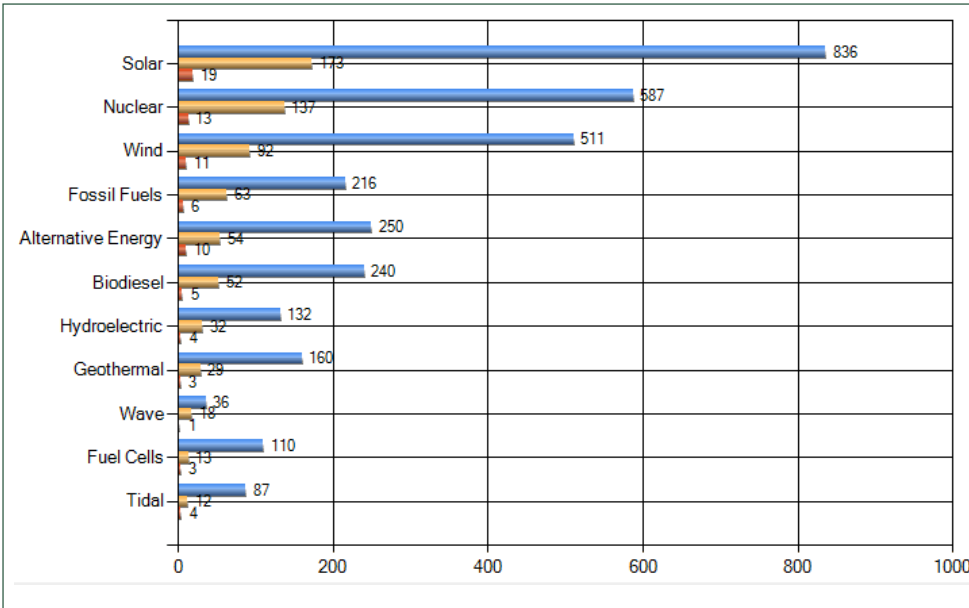
Soon to be launched, Energy Destiny is an information portal aimed at those concerned about our future sources of energy. **Free to the end-user**, Energy Destiny includes a global news aggregator, company directory and press-release facility. Additional functions, including online polls and fora are also planned.

## News aggregator

A core component of Energy Destiny is ANA, our Automated News Aggregator that constantly scours the world's news feeds for articles that include strategic keywords such as "solar energy" or "fuel cells". We collate these articles and make them available to everyone. Members of the public can

subscribe to Energy Destiny, select which topics they are interested in and have regular digests emailed to them. Alternatively, those who do not like receiving too much email can subscribe to our RSS feeds.

We also collect useful statistics that provide a "finger on the pulse" of the energy scene. We generate real-time graphs, based on the news items that we receive, that show the current interest in each kind of energy generation technology.



### What's hot and what's not.

*Our real-time statistics show you which topics are in the spotlight and which are on the sidelines. The blue, yellow and red bars show the number of news articles received in the past month, week and 24 hours, respectively.*

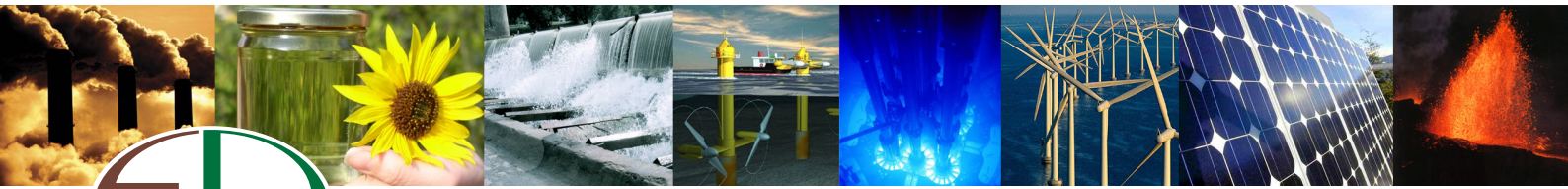
## Company directory

We are building a comprehensive directory of companies involved in energy research, energy production or environmental issues associated with energy generation. Our directory is a perfect way to promote your company to an audience specifically interested in energy-related matters.

## Press release facility

We wish to make Energy Destiny a key location on the Internet for everything related to energy. To this aim we offer a fully self-contained press release facility for subscribers to our "Ultimate" listing package. For companies who list in our directory but use a different press release facility we can incorporate links to your releases on our system as well and greatly increase the reach of your promotional material\*.

\*Third-party press release management AUD\$200 p.a. +GST if applicable.



**EnergyDestiny.com**

## Energy Destiny Company Directory

Energy Destiny is an information portal aimed at those concerned about our future energy supply. Free to the end-user, Energy Destiny includes a global news aggregator, company directory and press-release facility.

We aim to become a leading one-stop-shop for those interested in our energy destiny. If you are an energy-related company then add your business details to our directory. It's affordable, you'll be further promoting your business as well as supporting a useful resource at the same time.

There are several options available starting from just AUD \$150 per year.

***“Foundation Special” - half-price directory entry with price fixed for life! Offer ends once directory goes live. Don't delay, visit <http://energydestiny.com/companies.aspx> today.***

### Basic Entry (AUD \$150 per year) **Foundation Special - Only \$75**

 **Joe Blogg's Solar Company** (Australia) [Solar]

[Details](#) | [Website](#) | [Contact](#)

### Standard Entry (AUD \$300 per year) **Foundation Special - Only \$150**

 **Joe Blogg's Solar Company** (Australia) [Solar]

*Joe Blogg's Solar Company specialises in the manufacture and installation of home solar electricity kits. Install a kit yourself or get us to install it for you.*

[Details](#) | [Website](#) | [Contact](#)

### Premium Entry (AUD \$495 per year) **Foundation Special - Only \$245**



 **JOE BLOGG'S SOLAR COMPANY** (Australia) [Solar]

Offices in: Perth, Australia – London, United Kingdom

*Joe Blogg's Solar Company specialises in the manufacture and installation of home solar electricity kits. Install a kit yourself or get us to install it for you.*

[Details](#) | [Website](#) | [Contact](#)

**Foundation Special -**

### Ultimate Entry - Includes Press Release Facility (AUD \$995 per year) **Only \$495**



 **JOE BLOGG'S SOLAR COMPANY** (Australia) [Solar]  

Offices in: Perth, Australia – London, United Kingdom

*Joe Blogg's Solar Company specialises in the manufacture and installation of home solar electricity kits. Install a kit yourself or get us to install it for you.*

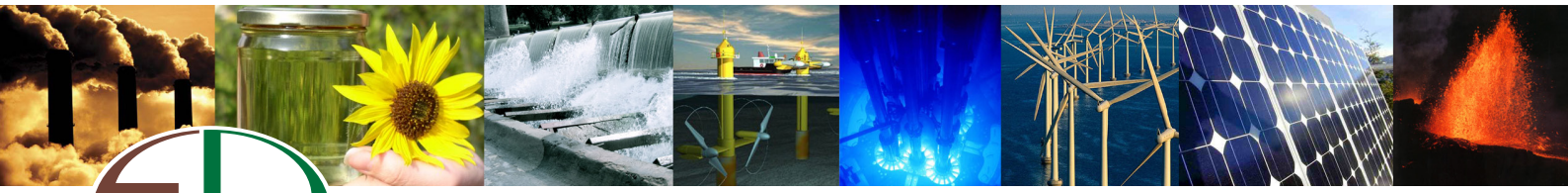
[Details](#) | [Website](#) | [Contact](#)

Regardless of your level of support, all directory entries come with a comprehensive company details page where you can present more information about your company as well as listing all of your branch offices. For subscriptions that include the press release facility, all of your previous press releases can be accessed here also.

Unlike many other online directories, Energy Destiny supplies you with extensive control over your entry. You can edit your details at any time.

Go to [energydestiny.com/companies.aspx](http://energydestiny.com/companies.aspx) to get started.  
Visit [energydestiny.com/promote.aspx](http://energydestiny.com/promote.aspx) for other ways to promote yourself.

Displayed entries are for illustrative purposes only and are subject to change.  
For Australian companies, the price is inclusive of GST.



**EnergyDestiny.com**

## Promotion and Advertising Opportunities

Energy Destiny is an information portal aimed at those concerned about our future energy supply. Free to the end-user, Energy Destiny includes a global news aggregator, company directory and press-release facility. We aim to become a leading one-stop-shop for those truly interested in our energy destiny.

Promote your business by advertising on Energy Destiny. We are steadily building our client base and until we are fully established advertising on Energy Destiny is incredibly affordable. We have a number of advertising options to fit any budget<sup>^</sup>.

### Site sponsorship

Have your company banner prominently displayed at the top of **EVERY** page. Even after your advertising has expired, your contribution as a site sponsor is permanently noted on our site.

*Site sponsorship is \$400 per month (minimum 3 months) with rotation\*, or \$1,200 per month (minimum 2 months) for exclusive sponsorship.*

### Section sponsorship

Promote your company to an audience that is interested specifically in what you provide by sponsoring a section of the site (solar, fuel cells, wind power, alternative energy, etc).

*Section sponsorship starts from \$75 per month (minimum 3 months) with rotation\*, or \$225 per month (minimum 2 months) for exclusive sponsorship. Section prices based are based on the average number of articles collected for each section.*

### Newsletter sponsorship

Subscribers to Energy Destiny can opt to receive regular emails of news items for one or more sections. Why not sponsor these e-letters and have your logo displayed prominently at the top of each message.

*Newsletter sponsorship will commence once we have established a critical number of subscribers so that you receive the best value for your advertising dollar.*

### Paid advertorial

Get prominent exposure on the front page of Energy Destiny with a paid advertorial. You supply the copy and images and we will place a summary of your material on the front page and a link to a dedicated page that contains the complete advertorial. Once your front-page exposure has lapsed, your advertorial will be added to our repository - it stays on Energy Destiny for all time, branded with your company details!

POA.

### Free branded e-booklets

If you are able to put together introductory to intermediate-level educational information on a particular technology then we will co-brand it and make it freely available to all site visitors.

*Contact us for more details regarding our free e-booklets initiative.*

### Where your sponsorship dollar goes

A significant portion of advertising revenue goes directly towards advertising Energy Destiny on the web and in other media with the result of providing further exposure of your company.

The remainder goes towards the daily maintenance of the system and the enhancement and expansion of the services provided.



<sup>^</sup> Maximum 6 month's sponsorship at these prices.  
\* Maximum 4 adverts per position. Your advert will be displayed on at least 25% of pages served except for exclusive deals in which your banner will appear in all relevant pages.

Visit [energydestiny.com/promote.aspx](http://energydestiny.com/promote.aspx) for more details.