

PLANET- PROFIT REPORT

Media

Business Voices in
Energy & Economic Sustainability



Weekly E-newsletter, with emphasis on Western U.S. – Texas north and all points west

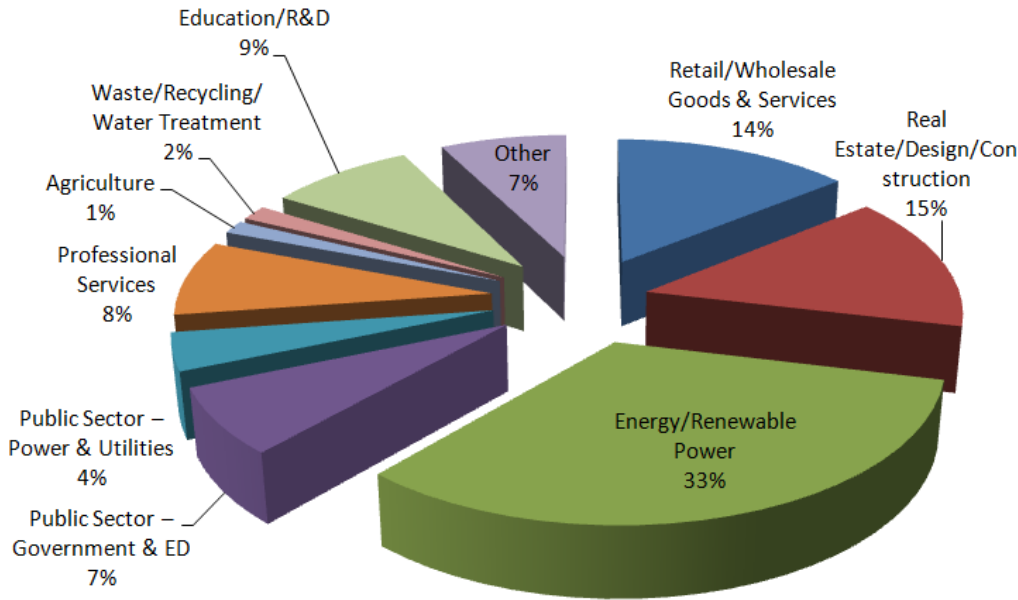
Unique position: Engaging all voices along the economic, ideological and political spectrum with a stake in a sustainable economic future. Voices and topics:

- Energy – Toward energy sustainability
 - Established energy: utilities, cooperatives, independent power
 - Cleantech, renewable, bio-energy, hydro, nuclear, coal, gas, etc
 - Grid/transmission
 - University and lab applied energy and environment research
 - Sponsor, transfer, commercialize
 - Funding, deployment, management
- Water – Land-Use: Toward sustainable management
 - Basin-wide analysis of western water issues
 - Sustainable Agriculture
 - Land Management/stewardship
 - Infrastructure
- Sustainable Building/Communities
 - Architecture/Design/Construction – New
 - Resource management
 - New urbanism
- Corporate Sustainability
 - Nexus of sustainable business and development

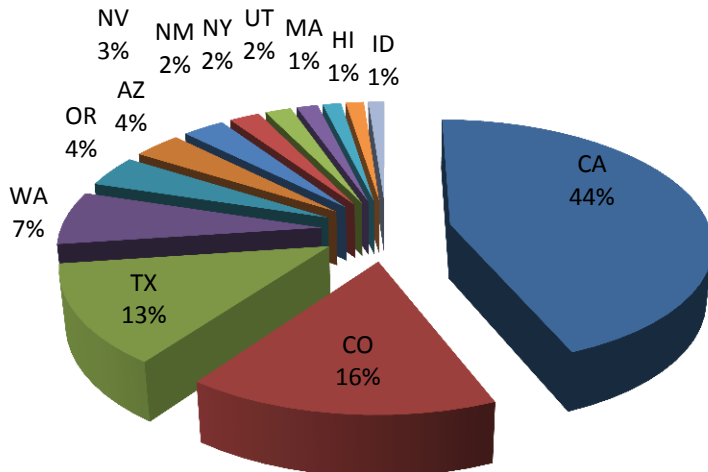


PlanetProfitReport.com

Planet Profit Report- Data



As of 3/29/10



Records by State

PLANET-PROFIT REPORT

E-Newsletter

- Weekly frequency (at launch)
- Circulation
 - 5000 rate base @ launch
 - 16 Western states
 - TX north; all points west
 - C-level, Management
 - Energy, Power, Pro Services, Development, Economic Development, R&D, RE

Planetprofitreport.com

- Hosts content from e-newsletter
- Original content includes
 - Video programming
 - Podcasts
 - Webinar archives

Data

- 20,000+ records region wide at launch
- Focus on Western United States – TX north, west
- Management titles and emerging corporate sustainability officers

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E-newsletter & web site ad positions

E-newsletter

The screenshot shows the Planet-Profits E-newsletter interface. At the top is the header with the logo and the tagline "Business Voices in Energy and Economic Sustainability". Below the header is a featured article from Colorado State University. The main content area is divided into sections: "Planet-Profits Update", "Most popular columns at Planet-ProfitsReport.com", "Today on Planet-Profits TV" (with a video player for "Cool Energy"), "Planet-Profits Podcasts", and "Upcoming Events". At the bottom, there is a footer with contact information and a "Real Degree. Real Opportunity." banner.

Banner/Sponsor positions

Primary/Leaderboard

- \$600/each unit/issue
 - \$1950/month/unit
- [Package: 20% Discount]

Rectangle

- \$400/issue/unit
 - \$1200/month/unit
- [Package discount]

Secondary

- \$350/issue/unit
 - \$1150/month
- [Package discount]

Web Site

The screenshot shows the Planet-Profits website layout. The top navigation bar includes "HOME", "CONTACT", "NEWSLETTERS", "CONTRIBUTORS", and "ABOUT PLANET-PROFIT REPORT". The main content area features a large banner image, a "Popular Stories from Planet-Profits" section with a list of articles, and a "Contributing a Story?" section. The right sidebar contains a search bar, a "Check back to subscribe" notice, and a "Subscribe to Planet-Profits" form. The footer includes a "Planet-Profits Report" logo and a "Check back to subscribe" notice.

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DATA

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PLANET-PROFIT REPORT

FIND 100% OF WHAT YOU NEED TO KNOW. [RIGHT HERE »](#) 

HOME CONTACT ABOUT DATA SUBSCRIBE Search:

Business Voices in Energy, Economic and Corporate Sustainability

Click [here](#) to subscribe to Planet Profit Report, reporting on sustainable development in the Western United States.

Sustainability Directory

Company	Sector	Web Site URL	City	State
Ascending				
@Ventures	Professional Services	http://www.newenergycapital.com	Hanover	NH
@Ventures (California)	Professional Services	http://www.ventures.com/	Menlo Park	CA
@Ventures (Massachusetts)	Professional Services	http://www.ventures.com/	Wilmington	MA
1 Earth Forest Products	Retail/Wholesale Goods & Services	www.1efp.com	Lake Oswego	OR
1 Odd Duck	Other			
1 Odd Duck	Other			
1 Priority Environmental Services - Inc.	Other		Fort Worth	TX
10% Solution	Public Sector Govt. & Ed.	http://www.10percentsolution.com/	Dana Point	CA
101 Green Building Science Certification	Public Sector Govt. & Ed.		Austin	TX
1113 Architects, Inc.	Real Estate/Design/Construction	www.1113architects.com	Georgetown	TX
123 Aquabot	Retail/Wholesale Goods & Services	http://www.123aquabot.com	Santa Monica	CA
15000 Inc.	Real Estate/Design/Construction	www.15000inc.com	Santa Rosa	CA
18 BlueStone	Energy/Renewable Power		Staunton	VA
18 rabbits digital media	Professional Services	http://www.18rabbits.org/		
19Marketplace	Other			
1-Solar	Energy/Renewable Power	http://1-solar.com/	Rohnert Park	CA
1-Solar	Energy/Renewable Power	http://1-solar.com/	Los Altos	CA
1st Light Energy, Inc.	Energy/Renewable Power	http://1stlightenergy.com	Modesto	CA

Free Views of the Sustainability Directory Sponsored by:

Your Company Name Here.

303-662-5213

Click here to subscribe to Planet-Profit Report, reporting on sustainable development in the Western United States.

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User name:

Password:

[Login](#)

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Planet Profit Report Data

PPR is building a national database of companies and contacts from energy and power, professional services, industry, higher education, and the public sector – stakeholders in the discussion about a sustainable economic future.

Views of the data are available at www.planetprofitreport.com – click the DATA tab.

Access and use of the data will be limited initially to newsletter and web site advertiser in Planet Profit Report media products. A PPR contact is available to help you discuss access and potential use of PPR data resources.

Contact MaryAnne Hardeman maryanne@planetprofitreport.com, 303-662-5213 for more information.

Guidelines:

- We welcome contributions from the business, academic and government communities about all aspects of sustainability, from clean-tech startups and university tech-transfer initiatives to traditional oil and gas companies that are adapting to a new environment.
- Articles in *Planet-Profit Report* generally should be about 650 words (though length is negotiable at the discretion of the editors.) We encourage opinion pieces that advocate a particular point of view and informational articles that describe cutting-edge technologies, venture capital deals, university research and other news. Please abstain from submitting articles that serve merely to promote a particular company. Include a photo headshot of the author or authors. We will also consider other photography that illustrates a particular technology or project.
- Research & [Economic] Development (template submission):
 - Institution/Lab – (name of submitting entity, contact information)
 - Project Overview (50 words) – project name, discipline/application/industry
 - Why it will make an impact – (100 words)
 - Commercial status – (50 words) i.e. funded, sponsored, transferred
 - Photography (researcher or research)
 - Contact Mike Cote, editor, PPR
 - 303-662-52836
 - mcote@planetprofitreport.com