



THINKGEOENERGY

MEDIA KIT

JUNE 2016

THINKGEOENERGY

LEADING IN NEWS AND RESEARCH ON GEOTHERMAL ENERGY



ThinkGeoEnergy's vision is continue serving as the global geothermal energy industry's most read news website and source of information, and help the industry gain the attention it deserves.

ThinkGeoEnergy is today the leading platform for news from the global geothermal energy industry, with a focus on power generation and large scale direct use.

The website is the most read news outlet for the industry and has recently undergone a new website restructuring.

The site has gathered a dedicated global readership with more than 50% of all our visitors visiting the site at least three times a week. ThinkGeoEnergy also publishes a email newsletter, with a weekly news overview.

Initially established as a news platform 6 years ago, it has collected and created a wealth of information on companies, global development, financing etc. Based on our research activities, we are working on additional services to be added to the site, which will include research data and reports, some educational elements, a tender platform and more.

We are also active on a consultancy basis for a number of international clients in the supply and development segment of our industry.



THINKGEOENERGY (ENGLISH NEWS SERVICE)

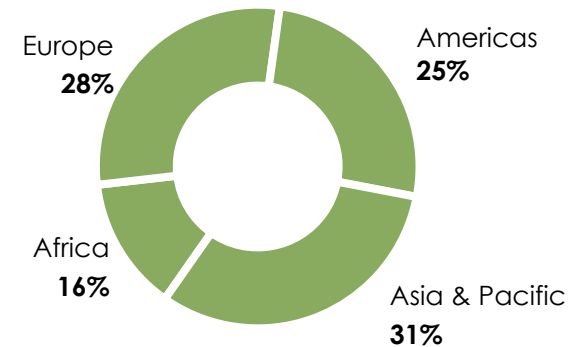
KEY STATISTICS



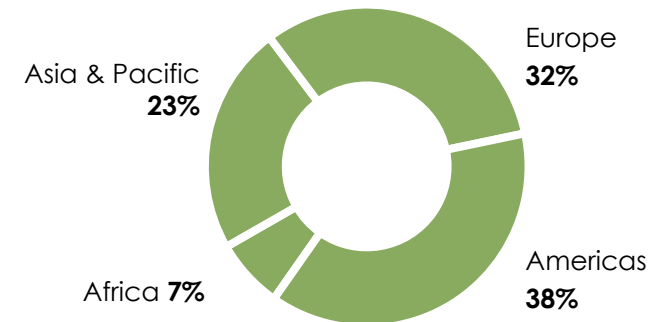
Reach the geothermal industry's key decision makers*

| | |
|-----------------|-----------------------------|
| 79,000 | Monthly page views |
| 112,000+ | Yearly unique visitors |
| 12% | Year-on-year visitor growth |
| 2,457 | Newsletter subscribers |
| 11,000+ | Social media connections |

Our reach – Website Visitors:



Our reach – Newsletter Subscribers:



• April 1-30, 2016



Twitter

13k tweets, 3,267 followers



Facebook

4,745 Likes



LinkedIn Group

2,711 members



Flickr.com

2,000+ pictures posted

PIENSAGEOTERMIA (SPANISH NEWS SERVICE) KEY STATISTICS



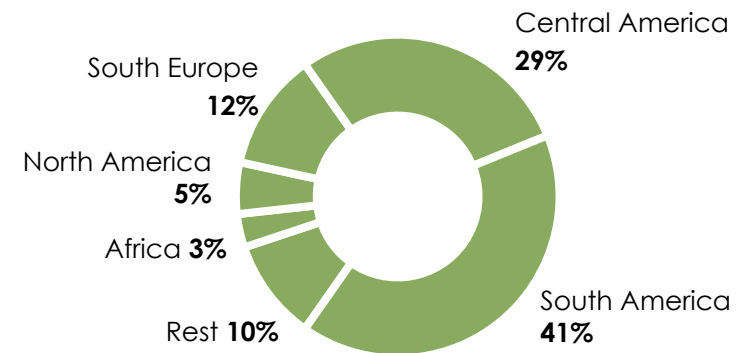
Reach the geothermal industry's key decision makers*

| | |
|---------|-----------------------------|
| 10,000 | Monthly page views |
| 40,000+ | Yearly unique visitors |
| 30% | Year-on-year visitor growth |
| 1,562 | Newsletter subscribers |
| 4,000+ | Social media connections |

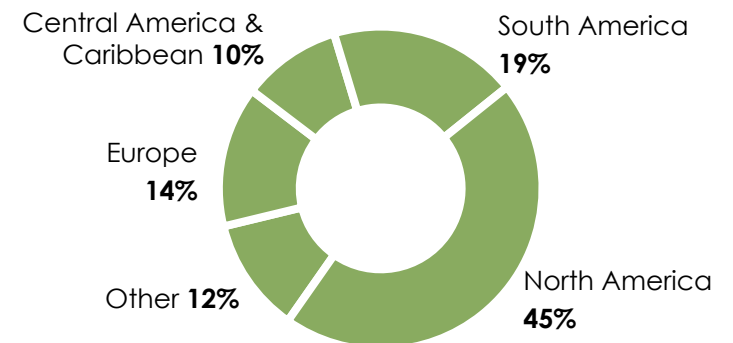
- April 1-30, 2016



Our reach – Website Visitors:



Our reach – Newsletter Subscribers:



THINKGEOENERGY

MARKETING & COMMUNICATION OFFERING



Banner advertisement

ThinkGeoEnergy reaches the key decision makers in the global geothermal energy industry. Banner advertisement on the site provides a unique platform for visibility to a global readership.

How to do it:

- Banner advertisement (TGE)
- Banner advertisement (PGE)
- Banner advertisement – Turkey
 - Newsletter sponsorship
 - Featured news pieces

Starting at
\$300
monthly

Marketing

ThinkGeoEnergy provides additional marketing services that help you to structure your marketing efforts, be it through banner advertisement, preparation of exhibitions, print material and your web presence.

How to do it:

- Preparing advertisements for you
- Develop your marketing strategy
- Prepare for events and exhibitions
 - Plan your print material
 - Webinar or similar tools
- Evaluate your web presence

Available on a project basis or on a monthly retainer

Contact us for details.

Communication

ThinkGeoEnergy can help you with your communication efforts, be it in concise PR campaigns, press release services, outreach to media, and helping you develop a concise social media strategy.

How to do it:

- Define your communication needs
 - Prepare media packages
 - Prepare press releases
 - Concise PR strategy
- Social media strategy development
 - Social media structuring

Available on a project basis or on a monthly retainer

Contact us for details.

THINKGEOENERGY/ PIENSAGEOTERMIA BANNER ADVERTISING



High impact and visibility advertising

Website banner ads

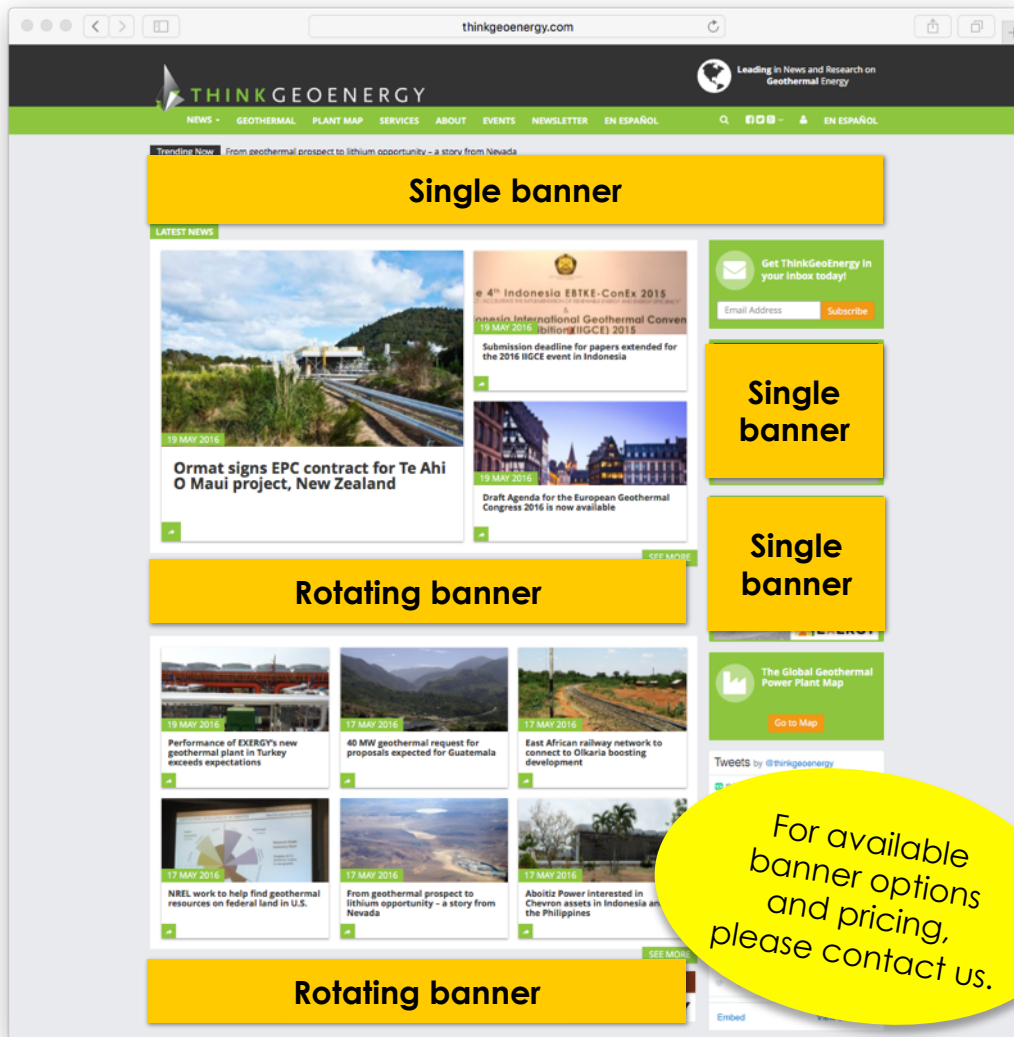
- 1310 x 90 banner ad
- 970 x 90 banner ad
- 300 x 250 banner ad
- 970 x 250 banner ad
- Available on three months/ 6 or 12 months basis
- Starting from \$250/ month

Newsletter sponsorships

- Weekly newsletter
- 2,400+ subscribers (TGE), 1,400+ subscribers (PGE)
- Co-branding, banner ads
- Starting from \$300/ month

Options available

- Combined advertisement options on website, newsletter, and international editions
- Featured news items
- Specific content promotion (map & other)



THINKGEOENERGY/ PIENSAGEOTERMIA SITES TO BE RE-LAUNCHED



PiensaGeotermia.com (Spanish news service)

JeotermalHaberler.com (Turkish news service)



Additional national sites planned:

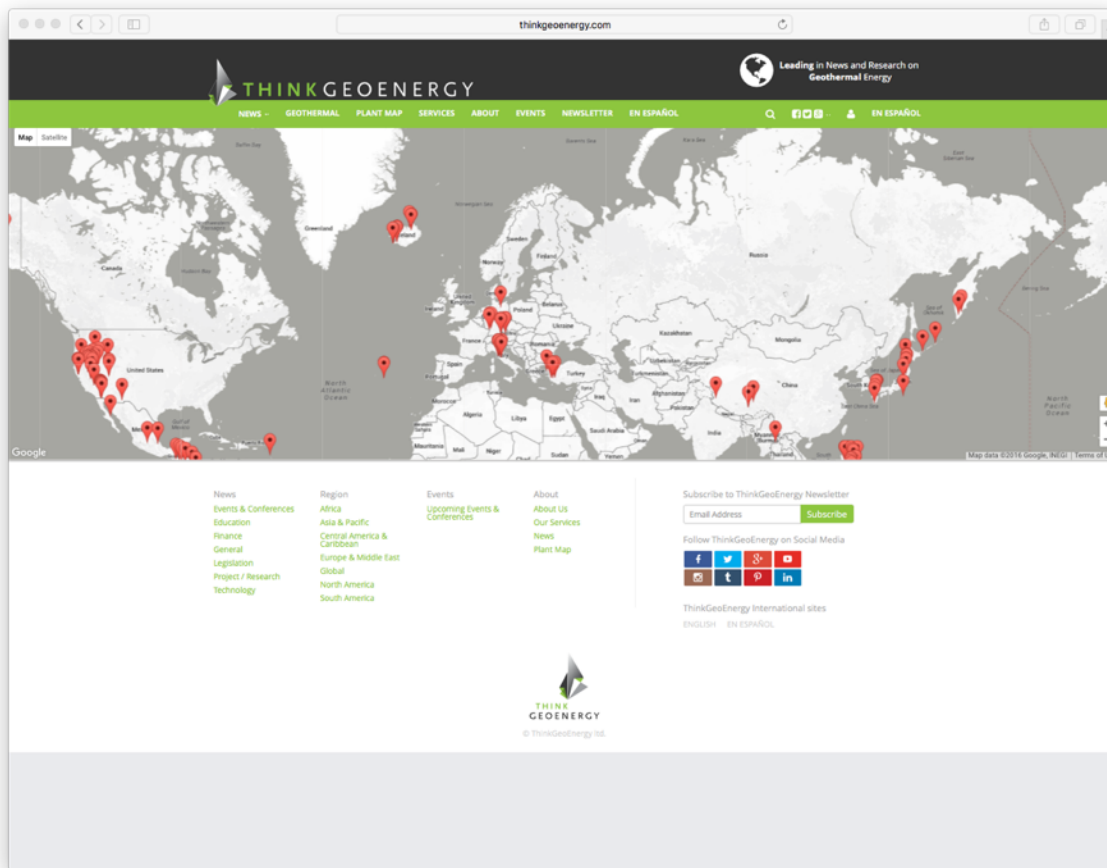
- Turkey Summer 2016
- Indonesia being considered

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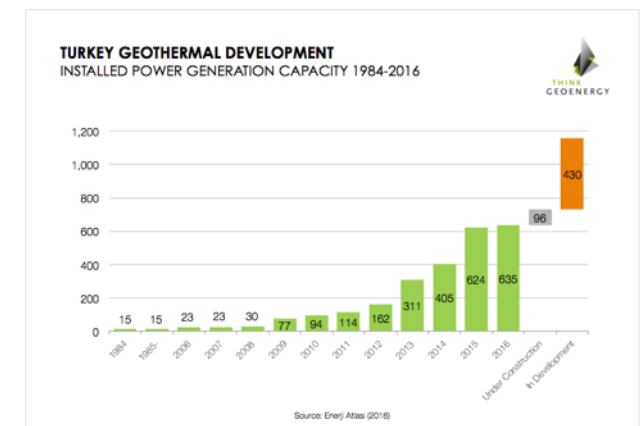
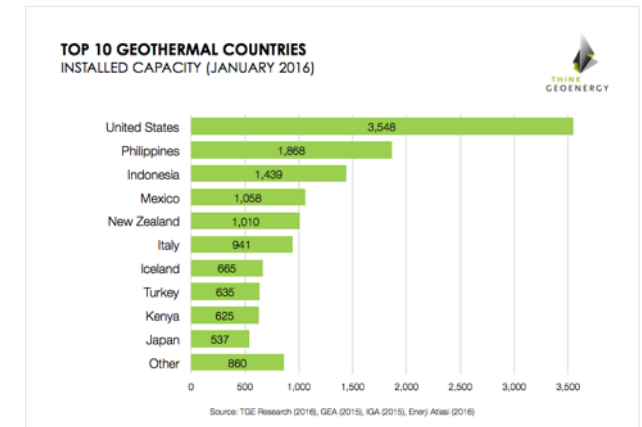
EXISTING BUT ELEMENTS TO BE UPDATED



Geothermal Power Plant Map



Company Directory & Research

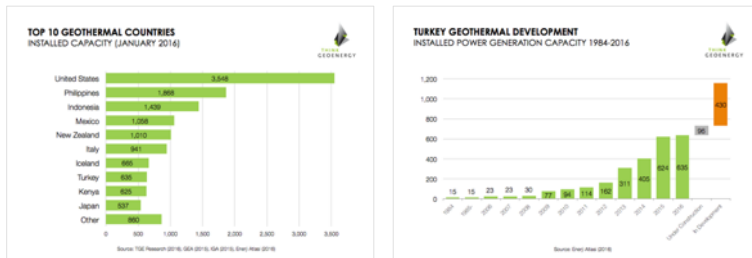


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RESEARCH & ADDITIONAL CONSULTING



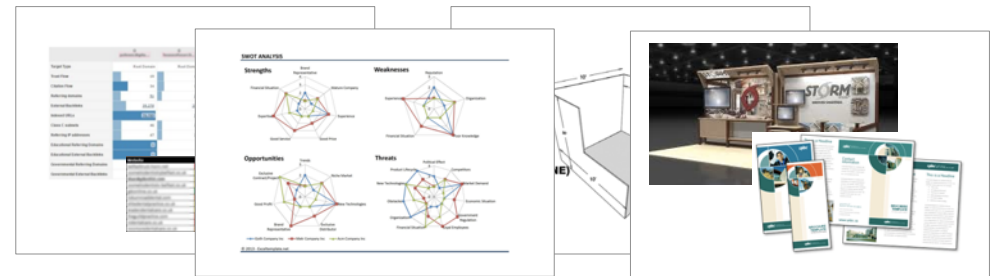
TGE Research



TGE Research delivers market research and analysis of key elements and markets of the global geothermal energy sector.

- Market-specific research
- Global market intelligence:
 - Operating power plants
 - Projects in development
 - Companies active
 - Insightful and actionable information
- Offers:
 - Detailed reports in customizable formats
 - Reports tailored to your requirements
 - Local partnerships

TGE Marketing & Communication Services



TGE Services provides consultancy services on research, strategy, business development, marketing and communication in the context of the global geothermal energy industry.

- Services offered:
 - Marketing research/ competitive analysis
 - Campaign design & content marketing
 - Business development: marketing & business origination
- Partnerships:
 - GeoEnergy Marketing Services (Houston, TX)
 - Various other global, national and local partners (design and branding agency, web development, exhibition services etc.)



CONTACT US

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