

REACH
5,900

Weekly Fuel

HYDROGEN AND FUEL CELL TECHNOLOGY PROFESSIONALS

EACH WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

C/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

D/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view. [Click here to advertise in this news brief.](#)

A

B

C

C/1

D

D/1

E

F

G

D1

E

G

Weekly Fuel

Testing Solutions for Fuel Cells, Batteries and Electrolysers

Canadian Hydrogen and Fuel Cell Association

PM

Clean technology sector shows promising growth

Experts in the clean technology industry are expecting significant growth in the near future, according to a new survey from Grant Thornton, a leading accounting organization. The company surveyed experts in the clean technology sector who represented some of the largest and most innovative companies in the industry. The survey shows that many of these experts expect to see serious gains in the coming years, especially as clean technology receives more attention and support from the world's governments. [MORE](#)

Fuel cell shipments will triple this year

The industry review forecasts that annual fuel cell shipments will triple between 2011 and 2012, surpassing 70,000 units, and annual megawatts shipped will increase 61 per cent, reaching 176 MW this year. In 2012, it expects increases across all application categories with significant growth in small stationary fuel cell systems, particularly in Japan. The report says the most dramatic growth in 2012 system shipments will occur in the portable sector, with the widespread commercial release of fuel cell chargers for consumer electronics, including the myC PowerTrek and the Horizon Mairak. [MORE](#)

GreenGT Hydrogen F1V racer to race at Le Mans

The prototype GreenGT LMP hydrogen fuel cell racer made an appearance at this year's 24 Hours of Le Mans. Now its developers say it will compete in the 2013 Le Mans, having secured a pit box 56 and a sponsorship from Dunlop racing tires. Endurance racing is one place where electric cars have yet to make a showing — until now. Distance is where hydrogen fuel cells can shine, and the GreenGT LMP exemplifies that as a purpose-built Le Mans endurance racer. [MORE](#)

Product Showcase

AES Electrolytic Stacks

The AES stacks, the low-cost high-performance source of pure, pressurized hydrogen, compatible with power from wind or solar.

Hydrogen generators

The Ernaque generator produces hydrogen and oxygen perfectly separated from each other using electrolytic dissociation of ester molecule.

quickCONNECT fixture

quickCONNECT is a revolutionary test cell system for professional characterization of fuel cells.

Millbrook vehicle testing site prepares for wider rollout of hydrogen transport

Millbrook Proving Ground in Bedfordshire is one of Europe's leading test and development facilities for whole vehicles, components, and systems. It is the first vehicle testing site in the U.K. with its own commercially available hydrogen fuelling station, capable of refuelling both buses and cars. The Air Products SmartFuel hydrogen fuelling station was opened by the new Business Minister Michael Fallon during the recent Low Carbon Vehicle 2012 Conference, and represents a major step forward in the development of a hydrogen infrastructure designed to cut carbon emissions from transport. [MORE](#)

GM, Kia fuel cell vehicles remain on schedule

Two major automakers — GM and Kia — reaffirmed their commitment to 2015-2016 as the time frame for the commercial launch of their long-awaited fuel cell electric vehicles (FCEVs). While both companies have demonstrated major progress with their respective FCEV models over the years, one has been highly visible and the other has kept relatively mum on the subject. [MORE](#)

Bisfuel waste product can power microbial fuel cells

An efficient and low-cost technique to generate electricity has been developed by researchers at the University of Surrey. According to the researchers, a by-product obtained during the manufacture of bisulfite can be used to power microbial fuel cells. The latest study may help design self-powered tools. The work was presented at the Autumn Conference of Society for General Microbiology. [MORE](#)

Featured Companies

Bing Energy

Bing Energy's fuel cell innovations, based on breakthrough nano-technology, will lead to power generation that is lower in cost, more efficient and cleaner for the environment. [MORE](#)

Metro Mold

We provide value-added manufacturing services for customers with complex needs. We offer three major molding capabilities plus mold manufacturing and CNC machining as a single source. [MORE](#)

Millbrook Proving Ground home to new hydrogen fuel station

Millbrook Proving Ground, one of Europe's largest vehicle testing centers, has announced the inclusion of a new hydrogen fuel station that will be operated by Air Products. The new hydrogen fuel station will be used to provide fuel to hydrogen-powered vehicles that will be tested at the Millbrook Proving Ground. The test track is operated by General Motors, one of the world's largest automotive corporations. [MORE](#)

Weekly Fuel

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Recent issues:
Sept. 11, 2012

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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 5,900 hydrogen and fuel cell technology professionals (One 90 day cycle)

* Prices do not reflect applicable taxes



Leaderboard
\$2100

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$1750

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$1500/\$1400

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$1500/\$1400

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1450

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Featured Company Ad
\$1000

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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$700

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Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE WEEKLY FUEL NEWSLETTER, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO INDUSTRY PROFESSIONALS ACCELERATING THE ADOPTION AND COMMERCIALIZATION OF HYDROGEN AND FUEL CELLS.

Weekly Fuel tackles today's most relevant issues, gathered from sources like The Canadian Press, The Globe and Mail, and National Post and the leading industry publications and is delivered to the inboxes of hydrogen and fuel cell technology professionals.

Weekly Fuel
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN WEEKLY FUEL:



CREDIBLE SOURCE

For 3 years, our members have turned to the association as the informational authority of the industry. Advertising in Weekly Fuel solidifies your place among weekly information provided to CHFCA members.



TARGETED DISTRIBUTION

Advertising in Weekly Fuel allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Weekly Fuel have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Weekly Fuel ensures your ad will be seen weekly by our 5,900 subscribers.



AFFORDABLE

Advertising in Weekly Fuel is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Weekly Fuel has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Weekly Fuel.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.