



# POWER

BUSINESS AND TECHNOLOGY FOR THE GLOBAL GENERATION INDUSTRY

## MEDIA KIT 2009

## An **UNRIVALED HISTORY** serving the power industry

### An Unparalleled Platform for Reaching the Global Generation Marketplace of the 21st Century

For more than 126 years, the energy industry has considered POWER as the definitive information source for the power generation market.

POWER covered the earliest advances of steam power plants in the 1800's to addressing energy supply issues during World Wars I and II. POWER was the first to report on the birth of nuclear power. Today, POWER reports on modern advanced power technologies, such as wind, solar, and other renewable power sources.

Our coverage of the worldwide power generation industry, which includes combined cycle and coal-fired super-critical developments, clean technologies, IGCC, and more, has never been more important as the world grapples with so many supply options. POWER will also continue to provide the most important operations and maintenance information for industry professionals to improve best practices, safety, and productivity for the generation market.

POWER has covered it all and will continue to be the "go to" resource in this industry.



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## In-Print. In-Person. OnLine.

### POWER Connects You with Power Generation Professionals

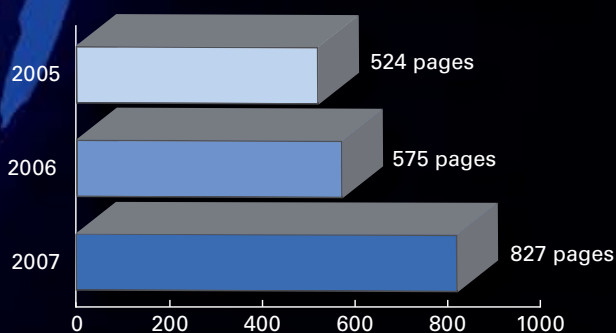
POWER has been known for many years as a magazine. Today, it is much more than that. POWER is a trusted brand that spans many forms of media including publications, trade events and conferences, and electronic media. Marketers interested in reaching professionals in the power generation industry can look to POWER to reach the marketplace through traditional channels, as well as the latest e-media.



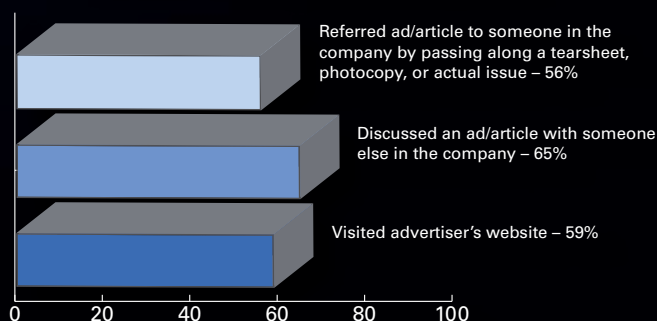
## More Editorial than Any Other Power Industry Publication

POWER's high volume of timely, relevant content leads to its consistent leadership position in audience share. Our larger readership translates to more response to your marketing messages.

**Editorial growth in recent years**



**Actions taken by readers of POWER**



## POWER'S Commitment to Excellence Is Reflected in its Readers' Comments

"Very up to the moment and on topic for our industry. Thanks!"

-Assistant General Manager,  
Electric Utilities

"Keep up the good work. I read it cover to cover each issue."

-CEO and Chairman of the Board,  
Biodiesel manufacturing with power to grid

"This magazine is an outcome of dedicated efforts and hard work of the staff of POWER. I appreciate them. I find the latest techniques and research in Plant Engineering which is very helpful for us."

-CEO, Electric Utilities

"I use POWER to find companies that advertise new products that I'm interested in and may need to look at buying in the future. I try to read the articles that pertain to this power plant of ours and things that can and will affect it in the future."

-Plant mechanic, Electric Utilities

January

### 2009 Industry Forecast Issue

- **Special Report:** POWER editors present their 3rd Annual Industry Forecast report, which explores the many important issues facing the power industry, including the new administration's expected legislative agenda
- The future is bright for coal-derived liquids
- The EU's nuclear future

**AD CLOSING DATE:**

11/24/08

Ad Materials due:

12/1/08

February

### Focus: Controls and Instrumentation

- **Special Report:** Advanced power plant controls and instrumentation—developed with our exclusive partner: ISA POWID
- I&C upgrades for nuclear and fossil steam plants
- Plant security technologies
- Power plant automation advancements
- Asset management strategies

*Bonus distribution at daratechPLANT Conference & Exhibition, Houston*

**Harvey Research Issue: Ad-Q Advertising Readership Study**

**AD CLOSING DATE:**

12/29/08

Ad Materials due:

1/6/09

March

### Focus: Coal-fired Generation

- **Special Report:** Issues of importance to the design, operation, and maintenance of coal-fired power plants—developed with our exclusive partner, the PRB Coal Users' Group
- Advanced wireless technologies find acceptance in the plant
- How to blueprint your pulverizer

*Bonus distribution: Africa Power, South Africa  
LDC Forum Southeast, Atlanta*

**AD CLOSING DATE:**

1/27/09

Ad Materials due:

2/3/09

April

### Focus: DG and Renewables

#### ELECTRIC POWER Pre-show Issue

- Waste-to-energy plants make a comeback
- Distributed generation gains acceptance
- PDM in the plant: Advanced plant maintenance practices
- Case study: Zero liquid discharge practices and problems

*Bonus distribution: AWEA, Chicago*

**AD CLOSING DATE:**

2/25/09

Ad Materials due:

3/4/09

May

### ELECTRIC POWER 2009 Show Issue

- Emerging trends in plant water treatment practices
- IT in the plant: Sensor technologies and on-line condition monitoring
- Avoiding HRSG start-up problems saves time and money
- Nuclear upgrades add valuable capacity

*Bonus distribution: ELECTRIC POWER, ISA POWID, Chicago*

**AD CLOSING DATE:**

3/27/09

Ad Materials due:

4/3/09

June

### Focus: Combined Cycle Plants

- **Special Report:** Issues of importance to the design, operation, and maintenance of gas turbine-powered combined-cycle plants—developed with our exclusive partner, the Combined Cycle Users' Group
- IT in the plant: Advanced distributed control systems and virtual plant operators

*Bonus distribution: LDC Forum Northeast, Boston*

**Harvey Research Issue: Ad-Q Advertising Readership Study**

**AD CLOSING DATE:**

4/17/09

Ad Materials due:

5/1/09

July

**Focus: Coal-fired Generation**  
ELECTRIC POWER Post-show Issue

- **Special Report:** Roundup of presentations from ELECTRIC POWER 2009
- Coal plant upgrades for efficiency improvement
- Commercializing the integrated gasification combined cycle
- Plant Profile: PRB CUG Plant of the Year

**AD CLOSING DATE:**  
5/27/09

Ad Materials due:  
6/3/09

August

**Annual Power Plant Awards Issue**

- **Plant of the Year** recognizes the most significant new plant that began operation during the past year
  - **Marmaduke Award** recognizes O&M excellence
  - Carbon sequestration technologies reach commercial scale
- Bonus distribution: LDC Forum Midwest, Chicago*

**AD CLOSING DATE:**  
6/29/09

Ad Materials due:  
7/6/09

September

**Focus: Gas-fired Generation**

- **Top Plants** An in-depth look at important gas-fired power plants
  - Water treatment roundup: Solving complex water treatment system problems
  - New wireless technologies enter service
- Bonus distribution: Turbomachinery Symposium, Houston  
LDC Forum/IGUA Canada*

**AD CLOSING DATE:**  
7/28/09

Ad Materials due:  
8/4/09

October

**Focus: Coal-fired Generation**

- **Top Plants** An in-depth look at important coal-fired power plants
  - Benchmarking your plant operations—prepared in partnership with the EUCG
  - How to measure coal pipe flows
  - Case study: Maximize fieldbus I&C to shave installation costs
- Bonus distribution: ISA meeting, Houston  
LDC Forum Rockies & West*

**AD CLOSING DATE:**  
8/27/09

Ad Materials due:  
9/3/09

November

**Focus: Nuclear Generation**

- **Top Plants** An in-depth look at important nuclear projects
  - Advanced nuclear plant design options wrestle for market share
  - Modern machinery lubrication practices improve plant reliability
- Harvey Research Issue: Ad-Q advertising readership study**

**AD CLOSING DATE:**  
9/28/09

Ad Materials due:  
10/5/09

December

**Focus: Renewables**  
Annual Buyers' Guide Issue

- **Top Plants** An in-depth look at important renewable power facilities
- Distributed generation: Balancing power and heat to improve efficiency
- Buyers' Guide: Annual reference issue of power plant suppliers

**AD CLOSING DATE:**  
10/26/09

Ad Materials due:  
10/29/09

**EXCLUSIVE DEPARTMENTS IN EVERY ISSUE**

**Speaking of Power:** A straight-talking perspective on news and events affecting the power industry

**Global Monitor:** Business and technology developments in worldwide power generation

**Focus on O&M:** Improving the technical and business performance of operating plants

**Legal & Regulatory:** Information from inside the beltway and state legislatures that will affect your plant operations

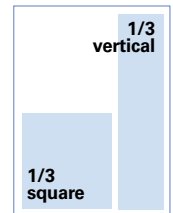
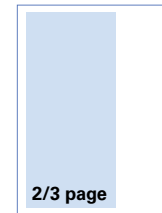
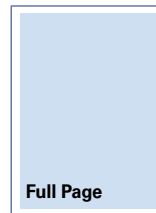
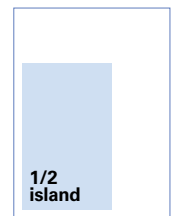
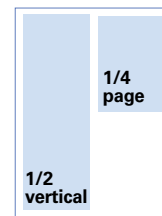
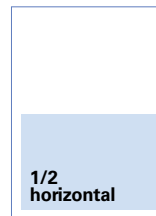
**New Products:** The editor's picks of the most interesting new products recently released

**Guest Commentary:** Guest editorials from a wide variety of noted industry spokespersons

Color (4c)	1x	6x	12x	18x
Spread	\$19,290	\$18,560	\$17,850	\$16,430
Full Page	10,990	10,600	10,210	9,460
2/3 Page (vertical)	8,320	8,030	7,770	7,240
1/2 Page (island)	7,980	7,770	7,500	6,990
1/2 Page	7,600	7,340	7,100	6,630
1/3 Page	5,730	5,570	5,400	5,070
1/4 Page	5,000	4,860	4,720	4,470

Black & White	1x	6x	12x	18x
Spread	\$16,990	\$16,260	\$15,550	\$14,130
Full Page	9,140	8,750	8,360	7,610
2/3 Page (vertical)	6,470	6,180	5,920	5,390
1/2 Page (island)	6,130	5,920	5,650	5,140
1/2 Page	5,750	5,490	5,250	4,780
1/3 Page	3,880	3,720	3,550	3,220
1/4 Page	3,150	3,010	2,870	2,620

Special Positions (4c)	1x	6x	12x	18x
Back Cover	\$12,670	\$12,210	\$11,770	\$10,900
Inside Front Cover	12,450	11,990	11,570	10,710
Inside Back Cover	12,220	11,780	11,360	10,520
Spread Between TOCs	21,500	20,670	19,870	18,270
1/3 Page TOC Vertical	6,250	6,070	5,880	5,510
Opposite 2nd TOC Page	12,220	11,780	11,360	10,520
Opposite Speaking of Power	11,990	11,570	11,160	10,330
Opposite Global Monitor	11,990	11,570	11,160	10,330
Opposite O&M	11,990	11,570	11,160	10,330
Opposite Cover Story	11,990	11,570	11,160	10,330



Classified 4c	1x	3x	6x	12x
1 Page	\$7,160	\$6,920	\$6,660	\$5,860
1/2 Page	5,710	5,440	5,230	4,610
1/3 Page	4,090	3,870	3,760	3,360
1/4 Page	3,300	3,170	3,060	2,740
Per inch	1,130	1,110	1,090	1,050

Classified 2c	1x	3x	6x	12x
1 Page	\$6,760	\$6,520	\$6,260	\$5,460
1/2 Page	5,310	5,040	4,830	4,210
1/3 Page	3,690	3,470	3,360	2,960
1/4 Page	2,900	2,770	2,660	2,340
Per inch	730	710	690	650

Classified B&W	1x	3x	6x	12x
1 Page	\$6,360	\$6,120	\$5,860	\$5,060
1/2 Page	4,910	4,640	4,430	3,810
1/3 Page	3,290	3,070	2,960	2,560
1/4 Page	2,500	2,370	2,260	1,940
Per inch	330	310	290	250

### Additional Color Charges

Page or Fraction PMS Match Color (5th color)	\$975
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Please check with your representative for 5th color or metallic colors

### GENERAL TERMS AND CONDITIONS

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") inserted in or attached to (insert publication name) as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- No ad will be published unless a signed insertion order is received by Publisher no later than the closing deadline specified by Publisher.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher prior to the closing deadline.
- Unless copy changes are specified by Advertiser in writing prior to the closing deadline, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking ad copy for corrections and providing prompt written notice of errors or changes within Publisher's deadlines. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing prior to the closing deadline that an error has been made.
- If all necessary ad materials are not received at the offices of Publisher prior to the closing deadline, Publisher can not guarantee insertion of such materials.
- If Advertiser fails to provide an ad to Publisher prior to the closing deadline of an issue in which it ordered space, Publisher will charge Advertiser at the regular rate for the space it has reserved.
- Publisher will not accept cancellation of space by Advertiser unless received prior to the closing deadline. No ad may be canceled after the applicable closing deadline.
- Insertion orders for covers (front/back/inside front /inside back) may not be cancelled by Advertiser.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.
- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments, reruns or refunds be made because of the position of an ad.
- To ensure distribution of all ad copy to a worldwide readership, Publisher reserves the right to make copy changes as it deems appropriate to comply with applicable customs and postal regulations. While reasonable efforts will be made to discuss these changes with Advertiser in advance, in some cases (especially when copy arrives after the closing deadline) such advance discussions may not be feasible.
- All ad materials will be destroyed one year after last publication by Publisher unless return instructions are received by Publisher in writing within that period.
- Publisher retains the right to display Advertiser's ad on the Publisher's web site(s), unless otherwise notified by Advertiser in writing.
- Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out of or attributable to the publication of Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly and unambiguously marked by Advertiser and received by Publisher before the closing deadline.
- Liability of Publisher for the omission of any portion of any ad from any publication will be limited to a partial reduction in the amount charged by Publisher for such ad based on Publisher's rate card.
- In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.
- Frequency discounts apply if used within any 12-month period; otherwise the actual earned frequency discount will apply. Charges will be adjusted accordingly at the end of the contract period.
- A 1/4 page ad is the minimum size required to maintain frequency discount.

## SPECIFICATIONS

### ACCEPTED DIGITAL FORMATS

PDF Hi-resolution (300 dpi minimum)  
Press-/Print-Optimized—all fonts embedded/all graphics hi-res and linked properly

We can not accept native application files, such as QuarkXPress or InDesign. Film ads will incur a conversion charge.

### PRODUCTION CHARGES

Ads that do not meet the specs listed above or requests for changes to digital ads are subject to production charges. Contact the production manager for details on production charges.

### INSERTS

Contact production manager for specs and shipping instructions for all inserts.

Trim size: 7 7/8 in. wide x 10 3/4 in. high (200 mm x 273 mm)  
Live area: 7 in. wide x 10 in. high (178 mm x 254 mm)  
Bleed: 8 1/8 in. wide x 11 in. high (206 mm x 279 mm)

Size	Width (inches)	Height (inches)	Width (mm)	Height (mm)
Spread w/bleed	16 1/4 (16.25)	11	413	279
Spread, no bleed	15	10	381	254
Full page w/bleed	8 1/8 (8.125)	11	206	279
Full page, no bleed	7	10	178	254
2/3 page	4 9/16 (4.5625)	10	116	254
1/2 horizontal	7	4 7/8 (4.875)	178	124
1/2 vertical	3 3/8 (3.375)	10	86	254
1/2 island (square)	4 9/16 (4.5625)	7 1/2 (7.5)	116	191
1/3 vertical	2 5/16 (2.3125)	10	58	254
1/3 square	4 9/16 (4.5625)	4 7/8 (4.875)	116	124
1/4 page	3 3/8 (3.375)	4 7/8 (4.875)	86	124

## PRODUCTION Information

### Production Manager

Access Intelligence  
4 Choke Cherry Road  
2nd Floor  
Rockville, MD 20850  
Tel: 301-354-1676  
Fax: 240-238-2614  
E-mail: powerprod@accessintel.com

## CREATING Materials

- Set up documents to be final ad size (same width and depth as mechanical size).
- Files for full page ads should be set up for BLEED SIZE (8.125" width x 11.00" height).
- Do Not compress linked graphics when preparing PDF.
- All files must be converted to CMYK (NO SPOT COLORS). 2-Color ads must be CMYK builds.
- Trapping must be completed prior to creating final PDF. Trap at .20 pt. and overprint black.

## SUBMITTING Materials

- FTP file transfer upload:
- Contact production manager for instructions.
- E-MAIL ADS less than 10MB to powerprod@accessintel.com
  - DVD
  - CD-ROM

### COLOR PROOFS

Your digital submissions must be accompanied by an accurate SWOP color proof. This proof is used by our printer to match your ad on press.

If you send an inaccurate proof, the reproduction of your ad may not match and Access Intelligence, LLC will not accept responsibility.

### ADDRESS FOR SENDING MATERIALS:

POWER magazine  
Access Intelligence, LLC  
4 Choke Cherry Road, 2nd Floor  
Rockville, MD 20850  
Attn: Production Manager

- Special units such as gatefolds are available. Pricing information is available upon request.
- Contact the Advertising Sales Representative for pricing.
- Conversion of film or correcting digital files is not included in Publisher's advertising price and will be billed separately to Advertiser at prevailing rates.
- Contact the Production Manager for mechanical quantity and shipping instructions. Do not use ROB sizes for furnished inserts.
- A facsimile of each insert indicating proposed copy areas and trim edges must be submitted to the Production Manager for approval.
- A sample of each insert must be submitted to the Production Manager for approval.
- Acceptance of inserts is also subject to postal service regulations. Any binding charges are non-commissionable.
- Payment by Advertiser is due in full 30 days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.
- If Advertiser in good faith disputes any invoice, Advertiser must promptly pay all amounts not subject to dispute.
- ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE for paying all amounts owed to Publisher pursuant to this agreement.
- Publisher will apply a 15% commission discount to recognized agencies on space, color, premiums, and inserts, provided acceptable digitally formatted ad is supplied and only if Publisher is paid in full within 30 days of invoice date.
- The Advertiser or their Agency will be billed a premium of not less than 15% of earned gross rate for advertising materials produced by the Publisher. Production charges are non-commissionable.

# POWERmag.com

POWERmag.com is the fastest growing web site built for power generation professionals worldwide. Use of online has never been higher among POWER readers who increased visits to our site last year over 150% and boosted pageviews more than 200%. To give the energy community an even better online experience in 2009 we re-engineered our site, adding new functionality, media, resources and more opportunities to deliver advertising messages.

Run-of-Site Banner Advertising on POWERmag.com offers premium IAB standard ad sizes and best-of-breed third-party campaign reporting from DoubleClick. With results you can measure, you're able to fine-tune your campaign to increase response to your message.

Ad rates are based on CPM; contact your advertising representative for pricing information.

**Website Specifications**  
 File size: max file size = 50k  
 File type: GIF, JPG, SWF accepted for online banners  
 Animation: max of 4 frames  
 URL: must provide URL ad link

**LEADERBOARD AD**  
728x90

**HORIZONTAL BANNER**  
468x60

**SKYSCRAPER**  
120x600

**STANDARD VERTICAL BANNERS**  
120x240

**POWER INDEX SPONSORSHIP**  
240x60

**FOOTER POSITION**  
250x250

**Exclusive Sponsorships**

Become the anchor sponsor of our "POWER Index" and your ad appears on our stock widget and on hundreds of associated pages profiling publicly traded power and energy companies. A unique opportunity to brand strongly on POWERmag.com's homepage and on every one of our financial pages.



**LEADERBOARD AD**  
728x90

**SKYSCRAPER**  
120x600

**TEXT AD**

**STANDARD VERTICAL BANNERS**  
120x240

**FOOTER POSITION**  
250x250

## POWERnews

POWERnews is a weekly e-newsletter that delivers key developments in the global electric power industry to more than 50,000 opt-in subscribers. Headlines and article excerpts direct readers to full-text versions online.

Banner and text ads are available. Ad rates are based on CPM; contact your advertising representative for pricing information.

**Digital E-newsletter Specifications**

File size: max file size = 30k  
 File Formats: GIF or JPG  
 Flash Ads not accepted  
 Animation: max of 4 frames  
 URL: must provide URL ad link

## Recruitment

If you want to hire qualified candidates in power generation, you need a highly focused job board. Careers in POWER is just that, a targeted, selective service that engineers and management depend on to find the latest jobs from top employers. They also rely on the tools we provide to keep them aware of new opportunities like customized job alerts that update them when an employer is looking to fill a job requiring their qualifications. Companies aiming to fill positions in the plant or in the office can post jobs and advertise via the site and/or the weekly email updating the power community on the latest job postings.

Listings, listing enhancements, sponsorship of our just-posted jobs widget and banner advertising are available through Careers in POWER. Contact your advertising representative for marketing opportunities and pricing information.



**LEADERBOARD AD**  
728x90



**STANDARD VERTICAL BANNERS**  
120x240

## Careers in POWER Weekly e-newsletter

Reach passive and active job seekers with this weekly e-newsletter alerting over 70,000 community members to the latest job postings on our Careers in POWER job center. Banners and preferred positioning of job listing as a "Hot Job" (inclusion requires a job listing on the Careers in POWER job board) are available.



## POWER magazine's Buyers' Guide

POWER magazine's buyers' guide is the industry's source for generation products and services. Hundreds of companies are listed in many categories, making it easy for users to find the information they need to request bids and make purchases. POWERconnect is available in two formats: Online year around through powermag.com and in print in the December issue as a reference for readers.



### **POWERconnect allows users to:**

Search for information about products and services

Visit company websites for additional information

Learn about many companies offering particular products and services

Standard listing including a main category is free; please contact Diane Hammes, 832-242-1969 ext 325 or [dianeh@powermag.com](mailto:dianeh@powermag.com) for prices on additional categories and enhanced listings. Special pricing is available for advertisers in POWER magazine.

## Webinars

Webinars allow marketers to make a live presentation to an audience that participates via the web. Sponsors can interact with the audience, survey attendees, respond to questions, post video, and more. POWER webinars usually last about one hour and are comparable to presenting a Powerpoint presentation at an industry conference. The difference is that attendees do not have to travel. Webinars are available on-demand for a year after the event so that they have ongoing value.

Our partners in POWERmag.com webinars have found that the registration process is one of the most effective ways to generate highly qualified leads.

POWER offers single-sponsored and multi-sponsored webinar programs that are specific to the power generation industry. Sponsorship prices vary depending on the type of program and the number of companies involved.

Please contact your sales representative for pricing details.

COALPOWERmag.com

This website/e-newsletter combination focuses on the business of coal-fired power generation. It was re-introduced in 2008 as a 100% digital resource, with an e-newsletter that pushes to over 20,000 inboxes bi-monthly, alerting industry professionals to new content on COALPOWERmag.com.

Our editors provide headlines and abstracts of technical articles, blogs, commentary, and news specific to the coal-fired market.



LEADERBOARD AD  
728x90

HORIZONTAL BANNER  
468x60

SKYSCRAPER  
120x600

STANDARD  
VERTICAL BANNERS  
120x240

FOOTER POSITION  
250x250

**GENERAL TERMS AND CONDITIONS - EMEDIA**

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- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- No ad will be published unless a signed insertion order setting out the ad terms to include start and end dates is received by Publisher.
- If Advertiser cancels during the course of a campaign, Advertiser will be billed for the entire month in which the cancellation is received. If the campaign is based on impressions, Advertiser will be billed for the impressions expected (based on a monthly contract average) in the month in which the cancellation is received.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher.
- Unless copy changes are specified by Advertiser in writing prior to ad commencement date, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking the ad for corrections and providing prompt written notice of errors or changes. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing.
- If all necessary ad materials are not received by Publisher prior to the ad commencement date, Publisher can not guarantee inclusion of such materials.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.
- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments or refunds be made because of the position of an ad.
- The Advertiser or their Agency will be billed a premium not less than 15% of earned gross rate for advertising materials produced by the Publisher.
- Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out of or attributable to the Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly communicated in writing by Advertiser and received by Publisher.
- In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.
- Payment by Advertiser is due in full 30 days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
- ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE for paying all amounts owed to Publisher pursuant to this agreement.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.

## COAL POWER Direct E-newsletter

Focused editorial coverage-focused readership-focused advertisers

Produced by the staff of POWER magazine, COAL POWER Direct is a bi-monthly electronic newsletter devoted exclusively to the coal-fired power generation market.

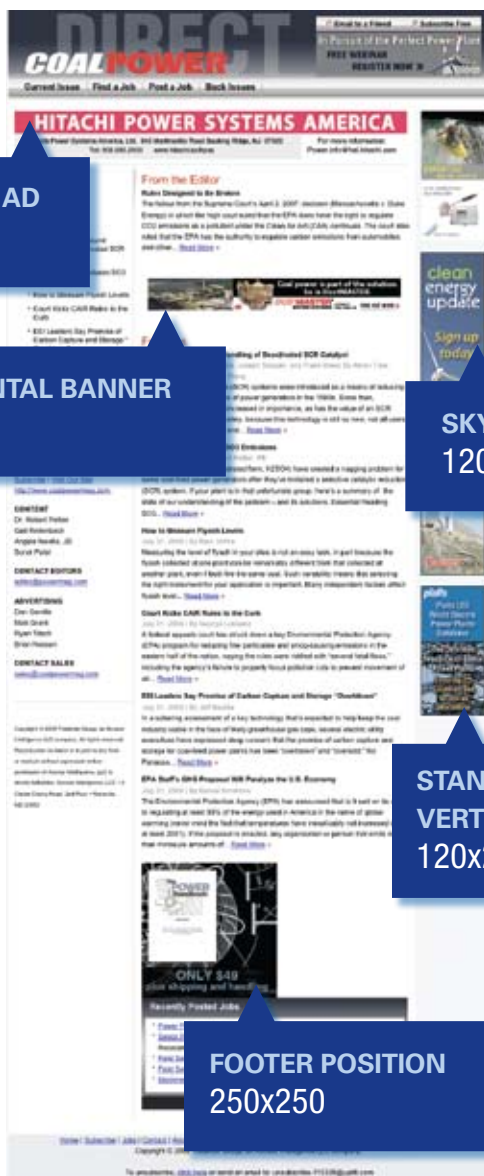
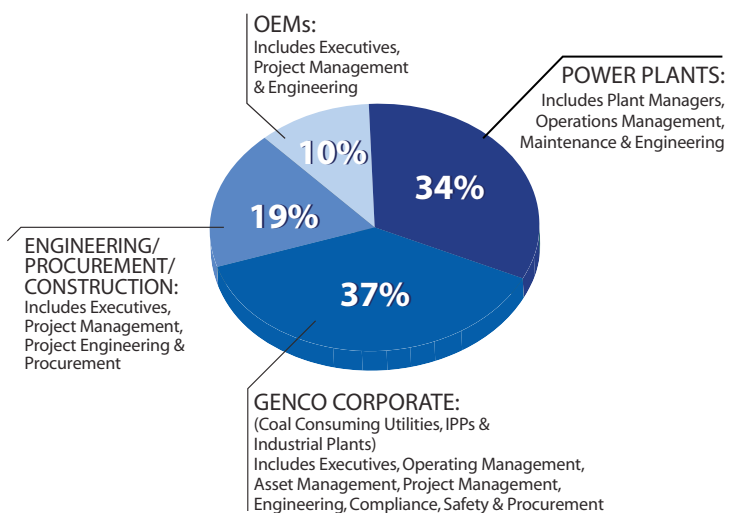
Every other month, subscribers to COAL POWER receive an email newsletter alerting them to articles and updates on the COAL POWER website. Advertising is available on the e-newsletter, COAL POWER Direct, and on the COAL POWER website. Prices vary based on sizes and location, please see your advertising representative for quotes.

### Closing Dates:

Issue	Ad Close date	Ad Materials due
January/February	1/16/09	1/23/09
March/April	3/17/09	3/24/09
May/June	5/15/09	5/22/09
July/August	7/17/09	7/24/09
September/October	9/16/09	9/23/09
November/December	11/16/09	11/23/09

### Readership:

Distribution – 24,380



### In addition to technical articles, news, and analysis, COAL POWER carries special sections including:

- Speaking of COAL POWER-Editor's page.
- Coal plant O&M-the nuts and bolts of keeping a plan on-line safely and efficiently.
- Opinions & Commentary-input from industry experts with varying viewpoints.
- Featured Plant-A quick view of important plants and their significance to the market.
- Just Posted Jobs-a job board specific to the power generation industry.

# **ELECTRIC** **POWER™**

ELECTRIC POWER has been the conference and exhibition “Where the Generating Companies Meet” for more than 10 years. The event has continued to gain support from associations, user groups, and the industry throughout its history.

The ELECTRIC POWER Expo is the fastest-growing trade show and conference serving the power generation market and was a recipient of the *Tradeshow Week* Fastest 50 Award in 2003. The exhibition showcases the latest products, materials, equipment and services relevant to operators of electricity generation and transmission facilities (gencos and transcos).

With recent media and government focus on the industry, along with rapid regulatory and technological change, the ELECTRIC POWER Expo’s robust education program is of critical value and importance to attendees.

The conference program is considered the most comprehensive in the power industry, with more than 400 speakers, 100 conference sessions, three co-located events, and many best practices workshops. The conference is divided into strategic tracks for big-picture financial and management issues and tactical meetings covering technical and plant issues.

## CO-LOCATED EVENTS



ELECTRIC POWER is home to the PRB Coal Users' Group Annual Meeting. This unique co-located event attracts hundreds of operating and engineering management professionals from across the U.S. and Canada to ELECTRIC POWER every year—an audience you won't find at other events.

[www.prbcoals.com](http://www.prbcoals.com)



With a membership of nearly 1,000 from throughout the world, the Combined Cycle Users' Group addresses the concerns of the total plant—the gas turbine, HRSG and the steam turbine. This group is affiliated with ASME and holds its annual meeting at ELECTRIC POWER.

[www.combinedcycleusers.org](http://www.combinedcycleusers.org)



NEW FOR 2009! The 19th Annual Joint ISA/POWID/EPRI Controls and Instrumentation Conference (also the 52nd Annual ISA POWID Symposium) will be co-located with ELECTRIC POWER. The theme is “Greening the Power Industry: Using Technology to Address Environmental Impacts & Business Opportunities.”

[www.isa.org/powersymp](http://www.isa.org/powersymp)

[www.electricpowerexpo.com](http://www.electricpowerexpo.com)

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When your product or service is featured in *POWER* editorial, it says a lot about your company. Reprints are an easy, affordable way to add and enhance credibility and stay in front of customers and prospects.

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## Readership Studies



Include your *POWER* ads in third-party research studies.

Harvey Research, Inc. has been serving publishers, advertisers and marketing decision-makers involved in B2B, professional and consumer communications by providing quality research services since 1953. Ad-Q Studies, a division of Harvey Research, Inc., is an advertisement readership service providing quantitative data measuring ad exposure, readership, and communication among buying/specifying influencers.

Ad-Q results will help you judge the effectiveness of different advertising approaches, as well as demonstrate ROI.

The Harvey Research issues for 2009 are February, June, and November.

The POWER INDUSTRY is entering an era of challenges for ROBUST GROWTH driven by:

- The need for increased capacity to meet new demand
- The need to repower or replace many older power plants
- New technologies in all sectors of the industry being brought to market
- The need to comply with ever-more-stringent environmental regulations, especially in the area of global climate change

## COAL

- Despite environmental challenges, new coal-fired capacity using the latest technologies will be needed to meet increase consumer demand.
- Many older coal-fired units will need to be retired or repowered.
- Spending for environmental upgrades will continue at existing units.
- Supercritical boiler technologies have increased the efficiency of new plants recently commissioned or under construction.
- Clean coal technologies such as IGCC are being considered.

## NATURAL GAS

- Approximately 90% of the plants constructed in North America from 1999 to 2003 were natural gas fueled.
- Natural gas price increases have created operating challenges for new combined-cycle plants.
- The discovery of new domestic reserves has alleviated some fuel concerns, but will this be sufficient to fuel base load generating stations operating 24/7?
- In many locations, environmental regulations make natural gas or renewable energy the only option for new capacity.
- Natural gas is the fuel of choice for peaking plants.

## NUCLEAR

- No new nuclear power plants have been constructed in North America since the 1980s.
- 104 nuclear units currently generate approximately 20% of the power consumed in the United States.
- As many as 35 new nuclear reactors may be added to the U.S. nuclear generation fleet.
- New technologies will be implemented for these new generating stations.
- Government guarantees will encourage the addition of new nuclear capacity.

## RENEWABLES

- Renewable energy, primarily in the form of wind power, is the fastest growing sector of the power industry.
- While current wind energy capacity is approximately 19,500 MW in North America, U.S. government projections call for the technology to contribute up to 20% of the power generated by 2025.
- Approximately an additional 9,000 MW of wind capacity is planned or under construction in the US.
- Solar energy and other renewable technologies are also expected to increase their contribution in the future.
- Renewable energy now faces many of the licensing challenges faced by traditional forms of power generation.
- Biomass and opportunity fuels are being used to generate power where practical



TradeFair Group, an Access Intelligence LLC company, produces events throughout North America, and its publications and online properties serve a global marketplace.

TradeFair Group is dedicated to the creation and management of focused, innovative, and targeted industry-leading events and publications that deliver results. We bring together highly qualified buying audiences, education-rich content, and high-level networking opportunities, all geared toward increasing business transactions and turning knowledge into action in the markets we serve.

Markets served: power and coal/oil; gas and chemical/environmental; safety, security, and fire through:

- |                               |                       |              |
|-------------------------------|-----------------------|--------------|
| Exhibitions/Trade Shows       | Newsletters           | Users Groups |
| Conferences/Executive Summits | Handbooks/Directories | Webinars     |
| Magazines                     | Buyers' Guides        |              |
| E-Media                       | Job Boards            |              |

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Visit our web sites—[www.tradefairgroup.com](http://www.tradefairgroup.com) and [www.accessintel.com](http://www.accessintel.com)—to learn more about our markets and our offerings.

ONLY *POWER* SERVES AS THE OFFICIAL MAGAZINE OF:



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[www.combinedcycleusers.org](http://www.combinedcycleusers.org)



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WRITTEN.”**

-Sr. Nuclear Security Analyst, Electric Utilities

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