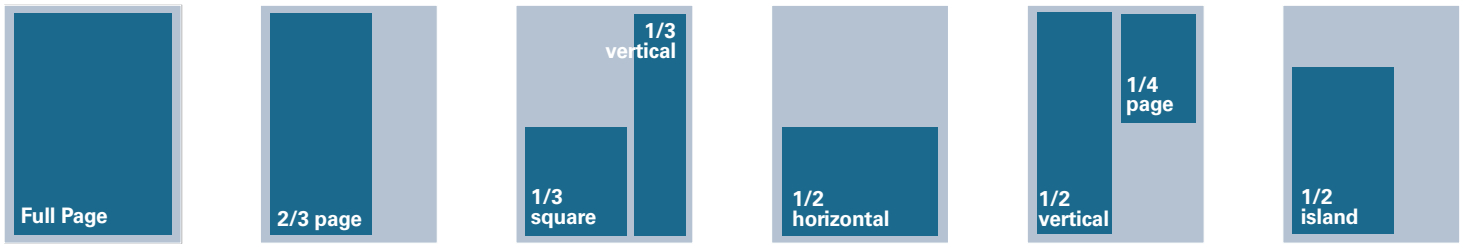


# POWER advertising rates\*



Color (4c)	1x	6x	12x	18x
Spread	\$21,400	\$20,590	\$19,795	\$18,210
Full Page	\$12,185	\$11,750	\$11,320	\$10,485
2/3 Page (vertical)	\$9,210	\$8,890	\$8,600	\$8,005
1/2 Page (island)	\$8,835	\$8,600	\$8,300	\$7,735
1/2 Page	\$8,405	\$8,125	\$7,850	\$7,335
1/3 Page	\$6,335	\$6,150	\$5,965	\$5,605
1/4 Page	\$5,520	\$5,365	\$5,210	\$4,925
Special Positions (4c)	1x	6x	12x	18x
Back Cover	\$13,955	\$13,660	\$13,175	\$12,205
Inside Front Cover	\$13,810	\$13,420	\$12,945	\$12,000
Inside Back Cover	\$13,575	\$13,185	\$12,720	\$11,785
Spread Between TOCs	\$24,030	\$23,115	\$22,215	\$20,425
1/3 Page TOC Vertical	\$7,025	\$6,830	\$6,615	\$6,200
Opposite 2nd TOC Page	\$13,670	\$13,185	\$12,720	\$11,785
Opposite Speaking of Power	\$13,420	\$12,945	\$12,495	\$11,565
Opposite Global Monitor	\$13,420	\$12,945	\$12,495	\$11,565
Opposite O&M	\$13,420	\$12,945	\$12,495	\$11,565
Opposite Cover Story	\$13,330	\$12,855	\$12,400	\$11,475

Classified 4c	1x	3x	6x	9x	12x
1 Page	\$7,880	\$7,615	\$7,320	\$6,875	\$6,430
1/2 Page	\$6,270	\$5,960	\$5,730	\$5,390	\$5,040
1/3 Page	\$4,455	\$4,215	\$4,095	\$3,875	\$3,650
1/4 Page	\$3,590	\$3,440	\$3,310	\$3,145	\$2,960
Per inch	\$1,170	\$1,150	\$1,120	\$1,095	\$1,075

Classified 2c	1x	3x	6x	9x	12x
1 Page	\$7,480	\$7,215	\$6,920	\$6,475	\$6,030
1/2 Page	\$5,870	\$5,560	\$5,330	\$4,990	\$4,640
1/3 Page	\$4,055	\$3,815	\$3,695	\$3,475	\$3,250
1/4 Page	\$3,190	\$3,040	\$2,910	\$2,745	\$2,560
Per inch	\$770	\$750	\$720	\$695	\$675

Classified B&W	1x	3x	6x	9x	12x
1 Page	\$7,080	\$6,815	\$6,520	\$6,075	\$5,630
1/2 Page	\$5,470	\$5,160	\$4,930	\$4,590	\$4,240
1/3 Page	\$3,655	\$3,415	\$3,295	\$3,075	\$2,850
1/4 Page	\$2,790	\$2,640	\$2,510	\$2,345	\$2,160
Per inch	\$370	\$350	\$320	\$295	\$275

	1x	6x	12x	18x
Showcase	\$900	\$825	\$750	\$650

## Additional Color Charges

Please check with your representative for 5th color or metallic colors

\*All rates listed are gross

## 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 POWER 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 be 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