

in print. in person. online.

20
12

POWER media kit

**With More Readership, Editorial and Experience
than Any Other Industry Source,**

POWER Offers You an Unrivaled Channel to Reach the Global Generation Marketplace

Circulation.

90%

POWER readers purchase directly or
have purchasing influence*

83%

POWER readers work for operating,
generating, and distributed or captive
generation businesses**

* Harvey Ad Q Readership studies, 2007-2009
& Signet AdStudy, 2010 - June 2011

** Signet AdStudy, June 2011

Readership.

**191,124
readers**

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

Editorial.

470 pages

More editorial than any other
power industry publication for
the past 5 years.

No other publication
produces more editorial,
which means POWER is
of interest to more readers
around the world than
any other source.

90% POWER readers have taken action on
advertisements by visiting websites,
requesting additional information, or buying products or services*

* Signet AdStudy, 2010 - June 2011





171 countries
Largest Global Reach
of any power
industry magazine

Online.

95%

POWER readers receive and read work-related e-newsletters

POWERmag.com is rated as "very useful"

3X MORE

than the average energy/power related website

64%

POWER readers plan to attend webinars in the coming year

from the publisher

While economies have struggled and markets have been challenged over the past few years, the energy industry continues to progress. Demand is growing, and estimates show that growth will not slow down for decades. Developing countries are seeing the most growth; however, even the slowest economies must replace aging fleets. Regardless of the region, opportunities abound for companies serving the power generation sector. Despite economic, regulatory, or resource challenges, companies like yours continue to improve technology, products, and services, making the industry safer, more efficient, and more productive. As POWER continues to grow globally, the brand provides many ways to promote your offerings to the market through many different channels. Your products and services with POWER's global reach in a growing market is a combination for success. I hope we can be of service to you in 2012 and beyond.

Brian K. Nessen,
 Vice President/Group Publisher

I've been involved with the operation, maintenance, and management of coal fired power plants for nearly forty years.

POWER magazine has been a great source of continuous improvement ideas. I scan every edition of POWER for new ideas to try at our plant.

Dave Elkins, Plant Manager, East Kentucky Power Co-op, Spurlock Station



JANUARY	<h2>2012 Industry Forecast Issue</h2> <p>SPECIAL REPORT: POWER editors present their sixth annual industry forecast report, which explores the many important issues facing the power industry, including how the smart grid is evolving.</p> <ul style="list-style-type: none"> » Annual forecasts prepared by leading industry organizations, including EPRI. » Breakthrough generation technologies. » Construction best practices—prepared in partnership with the Construction Industry Institute. <p><i>Bonus distribution at Projects & Money, New Orleans, January 18-20, 2012</i></p>	<p>AD CLOSING DATE: 11/30/11</p> <p>Ad Materials due: 12/5/11</p>
FEBRUARY	<h2>Instrumentation & Controls</h2> <p>SPECIAL REPORT: Advanced power plant instrumentation & controls—developed with our exclusive partner, ISA POWID. Specific topics include I&C upgrades for nuclear and fossil steam plants, plant automation advancements, and asset management strategies.</p> <ul style="list-style-type: none"> » New opportunities for waste-to-energy plants. » The challenge of converting once-through to closed-cycle cooling. » Workforce development: Effective training programs. <p>Advertising Readership Survey: Signet Research</p> <p><i>Bonus distribution at EUPEC, Phoenix, January 30- February 1, 2012; Africa Energy Indaba, South Africa, February 21-23, 2012</i></p>	<p>AD CLOSING DATE: 12/30/11</p> <p>Ad Materials due: 1/4/12</p>
MARCH	<h2>Focus: Coal-Fired Generation</h2> <p>SPECIAL REPORT: Issues of importance to the design, operation, and maintenance of coal-fired power plants.</p> <ul style="list-style-type: none"> » Benchmarking your fossil plant operations—prepared in partnership with the EUCG. » Waste-to-energy: A technology update. » PDM in the plant: Advanced plant maintenance practices. » Plant Managers' Business Forum: Modern management practices. <p><i>Bonus distribution at EUCG, Austin, TX; Power and Electricity World Africa, South Africa, March 26-29, 2012</i></p>	<p>AD CLOSING DATE: 1/31/12</p> <p>Ad Materials due: 2/3/12</p>
APRIL	<h2>Focus: Distributed Generation and Renewables</h2> <h3>ELECTRIC POWER Pre-show Issue</h3> <ul style="list-style-type: none"> » Photovoltaics vs. concentrating solar power: Which technology wins? » Speed bumps on the road to becoming green: A utility perspective. » Utility-scale battery systems emerge. » Planning your next environmental audit. » Global nuclear power development update. <p><i>Bonus distribution at LDC Gas Forum/Southeast, Atlanta, April 16-18, 2012</i></p>	<p>AD CLOSING DATE: 2/29/12</p> <p>Ad Materials due: 3/5/12</p>
MAY	<h2>ELECTRIC POWER 2012 Show Issue</h2> <ul style="list-style-type: none"> » IT in the plant: Advanced distributed control systems and virtual plant operators. » The future of coal: an update. » Nuclear projects grow globally, lag in U.S. » Emerging trends in plant water treatment practices. » Coal plant upgrades for efficiency improvement. <p><i>Bonus distribution at ELECTRIC POWER, Baltimore, May 15-17, 2012</i></p>	<p>AD CLOSING DATE: 3/30/12</p> <p>Ad Materials due: 4/4/12</p>
JUNE	<h2>Focus: Combined Cycles, Plant O&M</h2> <p>SPECIAL REPORT: Issues of importance to the design, operation, and maintenance of gas turbine-powered combined cycles.</p> <ul style="list-style-type: none"> » A practical guide to cyber security. » Who makes the world's most efficient combustion turbine? » An HRSG maintenance guide. » Share the wealth: distributed generation improvements. <p>Advertising Readership Survey: Signet Research</p> <p><i>Bonus distribution at Wind Power/AWEA, Atlanta, June 3-6, 2012; Edison Electric Institute, Fort Worth, June 3-6, 2012; ISA POWID, Austin, June 3-8, 2012; LDC Gas Forum/Northeast, Boston, June 11-13, 2012; Energy Ocean International, Boston, June 19-21, 2012</i></p>	<p>AD CLOSING DATE: 4/30/12</p> <p>Ad Materials due: 5/3/12</p>

JULY	<p>Focus: Coal-Fired Generation ELECTRIC POWER Post-show Issue</p> <ul style="list-style-type: none"> » Coal plant upgrades for efficiency improvement. » Benchmarking fossil plant operations—prepared in partnership with the EUCG. » Latest advances in flue gas desulfurization. » IT in the plant: Advanced instrumentation, controls, and enterprise-wide condition-based maintenance processes. » Construction best practices—prepared in partnership with the Construction Industry Institute. <p><i>Bonus distribution at Construction Industry Institute (CII) meeting, Baltimore, July 23-25, 2012; ASME Power Conference, Anaheim, CA, July 30-August 3, 2012</i></p>	<p>AD CLOSING DATE: 5/31/12</p> <p>Ad Materials due: 6/5/12</p>
AUGUST	<p>Focus: Plant Operations & Maintenance, Plant Design Power Plant of the Year Award Issue</p> <p>Annual Power Plant Awards Issue: Plant of the Year, Marmaduke Award, and Smart Grid Award.</p> <ul style="list-style-type: none"> » Advanced instrumentation, controls, and enterprise-wide condition-based maintenance processes. » PDM in the plant: Advanced plant maintenance practices. » Life-extension projects renew coal-fired plants. 	<p>AD CLOSING DATE: 6/29/12</p> <p>Ad Materials due: 7/3/12</p>
SEPTEMBER	<p>Focus: Gas-Fired Generation</p> <p>Our 11th Annual Top Plants Awards (Gas-Fired): A global look at the most important gas-fired power plants.</p> <ul style="list-style-type: none"> » Water treatment roundup: Solving complex water treatment system problems. » IT in the plant: Sensor technologies and online condition monitoring. » Advances in gas-fired reciprocating engine technology. <p><i>Bonus distribution at LDC Gas Forum/Mid-Continent, Chicago, September 10-12, 2012; EUCG, Denver, CO</i></p>	<p>AD CLOSING DATE: 7/31/12</p> <p>Ad Materials due: 8/3/12</p>
OCTOBER	<p>Focus: Coal-Fired Generation</p> <p>Our 11th Annual Top Plants Awards (Coal-Fired): A global look at the most important coal-fired power plants, including the PRBCUG Plant of the Year.</p> <ul style="list-style-type: none"> » Benchmarking fossil plant operations—prepared in partnership with the EUCG. » Managing coal ash: a regulatory and technology update. » Modern machinery lubrication practices improve plant reliability. <p><i>Bonus distribution at LDC Gas Forum/Rockies & West, Los Angeles, October 8-10, 2012; RETECH, Washington D.C., October 17-19, 2012</i></p>	<p>AD CLOSING DATE: 8/31/12</p> <p>Ad Materials due: 9/4/12</p>
NOVEMBER	<p>Focus: Nuclear Generation</p> <p>Our 11th Annual Top Plants Awards (Nuclear): A global look at the most important nuclear power plants.</p> <ul style="list-style-type: none"> » Update on advanced nuclear power generation technologies. » Benchmarking nuclear plant operations—prepared in partnership with the EUCG. » Small nuclear plants get market traction. <p>Advertising Readership Survey: Signet Research</p> <p><i>Bonus distribution at LDC Gas Forum/Canada, Toronto, November 12-14, 2012; ChemInnovations, New Orleans, November 13-15, 2012</i></p>	<p>AD CLOSING DATE: 9/28/12</p> <p>Ad Materials due: 10/3/12</p>
DECEMBER	<p>Focus: Renewables, Distributed Generation Buyers' Guide: Annual guide to power plant equipment and service suppliers</p> <p>Our 11th Annual Top Plants Awards (Renewable): A global look at the most important renewable power plants.</p> <ul style="list-style-type: none"> » Distributed generation: Integrating gas, wind, and solar technologies. » Asset management strategies: Modern information integration processes. 	<p>AD CLOSING DATE: 10/31/12</p> <p>Ad Materials due: 11/6/12</p>

2013 editorial calendar

JANUARY 2013 Industry Forecast Issue

SPECIAL REPORT: POWER editors present their seventh annual industry forecast report, which explores the many important issues facing the power industry, including new smart grid developments.

- » Annual industry forecasts prepared by leading industry organizations, including EPRI.
- » Developing the workforce of the future.
- » Construction best practices—prepared in partnership with the Construction Industry Institute (CII).

AD CLOSING DATE:
11/30/12

Ad Materials due:
12/4/12

FEBRUARY Focus: Instrumentation & Controls

SPECIAL REPORT: Advanced power plant instrumentation & controls—developed with our exclusive partner, ISA POWID. Specific topics include I&C upgrades for nuclear and fossil steam plants, plant automation advancements, and asset management strategies.

- » IT in the plant: Advanced sensor technologies and online condition monitoring.

Advertising Readership Survey: Signet Research

AD CLOSING DATE:
12/31/12

Ad Materials due:
1/3/13

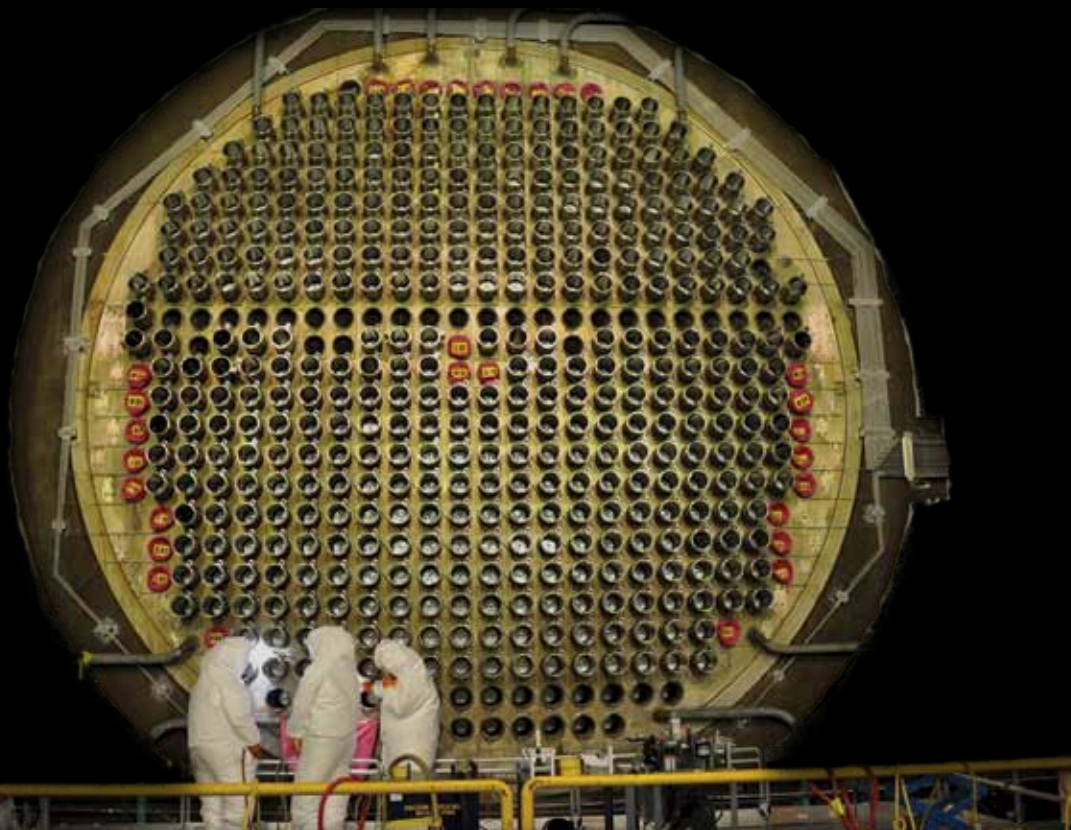
MARCH Focus: Coal-Fired Generation

SPECIAL REPORT: Issues of importance to the design, operation, and maintenance of coal-fired power plants.

- » Benchmarking your fossil plant operations—prepared in partnership with the EUCCG.
- » PDM in the plant: Advanced plant maintenance practices.
- » Plant Managers' Business Forum: Managing a shrinking, less-experienced workforce.
- » Corrosion control reduces maintenance outages.

AD CLOSING DATE:
1/31/13

Ad Materials due:
2/5/13



EXCLUSIVE DEPARTMENTS IN EVERY ISSUE

Speaking of Power:

Straight talk from the editor-in-chief on news and events affecting the power industry.

Global Monitor:

Business and technology developments in worldwide power generation.

Focus on O&M:

Real-world advice for improving the technical and business performance of operating plants.

Legal & Regulatory:

Legal experts examine the regulations, laws, and policies that will affect your plant operations.

Commentary:

Noted spokespersons with a variety of viewpoints present their take on industry issues.

New Products:

A selection of the most interesting new products recently released.

The editorial team is unmatched in experience and knowledge of the market. Dr. Robert Peltier, PE, leads a team with industry and market background that no other title offers. More field experience and more journalism experience provide POWER readers the very best market information.

Award-winning editorial:

POWER's editorial staff have won several American Society of Business Publication Editors national and regional awards in recent years.

Unmatched Editorial Experience.

Dr. Robert Peltier, PE

Editor-in-Chief



Bob spent 18 years with SDG&E, Solar Turbines, and Stewart & Stevenson Services working on a range of power generation projects around the world. In 1987 he joined the faculty of Arizona State University, where he became a tenured associate professor. Captain Peltier was recalled for three years of active duty in the U.S. Navy in 1999 and joined the POWER magazine editorial staff as senior editor in 2002 after working as a contributing editor for many years. Bob was named editor-in-chief of POWER on April 1, 2003. Bob has a BS, MS, and PhD in mechanical engineering and is a registered engineer in California and Arizona.

Gail Reitenbach, PhD

Managing Editor

Gail Reitenbach, PhD has been managing editor of POWER since late 2002. Prior to joining POWER, she worked for an energy information services company that focused on the retail side of the power industry. She is responsible for the editorial and operations side of print and web content production and writes the occasional feature. Her current focus is smart grid issues. Her awards from the American Society of Business Publication Editors (ASBPE) include a 2008 regional silver for her special report on women in the power generation industry.

Angela Neville, JD

Senior Editor

Angela Neville, JD, has been senior editor of POWER since 2008. Prior to joining POWER, she served for 12 years as the editorial director of Environmental Protection and Water & Wastewater News magazines. She is a licensed Texas lawyer. She regularly writes columns on legal and regulatory issues related to the power industry. She also writes features on a wide variety of topics. Her current focus is renewable energy issues. In 2011 and 2010, Angela won a total of four regional awards from ASBPE for her Legal & Regulatory columns and her technical articles.

Sonal Patel

Senior Staff Writer

Senior Writer Sonal Patel covers a wide range of technology, business, and policy issues affecting the power industry worldwide. In addition to producing the weekly POWERnews newsletter and covering national and international trends for POWER magazine's monthly department Global Monitor, she surveys and analyzes the electricity profiles of various countries for POWER's in-depth country report series. Her ASBPE awards include a 2011 national gold for Brazil and China country profiles, a 2011 regional silver for Global Monitor, and a 2009 regional gold for her South Africa country profile.

Ken Maize

Contributing Editor

Kennedy Maize is the founding executive editor of MANAGING POWER magazine and author of POWERblog. He joined the POWER staff as a senior editor in 2006. He was founding editor of The Electricity Daily for 13 years prior to that, and a writer and editor for The Energy Daily for more than a decade. He has also served in senior staff positions at the National Institutes of Health, the American Public Power Association, Friends of the Earth, and the Union of Concerned Scientists.

Mark Axford

Contributing Editor - Combustion Turbines

David Daniels

Contributing Editor - Water Treatment

Jeffrey P. Gray

Contributing Editor - Legal & Regulatory

Steven F. Greenwald

Contributing Editor - Legal & Regulatory

Jim Hylko

Contributing Editor - Nuclear, EH&S

Dick Storm

Contributing Editor - Coal Combustion

Dr. Justin Zachary

Contributing Editor - Advanced Energy Systems

More online traffic. More ways to



POWERmag.com

POWERmag.com is the website for POWER magazine, one of the largest websites serving the generation market. The site hosts the latest industry news, technology, blogs, videos, and awards plus years of engineering and technical data, commentaries, and more.

Research is the primary reason for website usage on the job. With so much information and technical content on the site, it stands to reason that more and more industry professionals rely on POWERmag.com for their information needs.

Run-of-site banner advertising on POWERmag.com offers premium IAB standard ad sizes and third-party reporting. With results you can measure, you can fine-tune your campaign to increase response.

POWERnews

POWERnews is a weekly e-newsletter that delivers key developments in the global electric power industry to more than 45,000 desktops. Headlines and article excerpts direct readers to full-text stories. Since these are opt-in subscribers, readership and open rates are high, and this is a great opportunity for banner or text “push” campaigns.

COALPOWERmag.com

This website focuses on technology issues in the coal-fired generation market. Launched in 2005, COAL POWER has become an important industry source for engineers and managers working in coal plants around the world. News, commentary, blogs, abstracts, technical articles, and archives bring readers and researchers to this important site. Banner advertising, sponsorships, and white papers are available to help marketers reach this large and important niche audience.

COAL POWER Direct E-newsletter

COAL POWER Direct is a bi-monthly e-newsletter that carries the latest news and technology about the coal-fired power market to more than 25,000 opt-in subscribers around the world. The e-newsletter contains headlines and article excerpts that link back to COALPOWERmag.com for the complete story. For companies providing products and services to this industry segment, COAL POWER Direct is a great way to deliver marketing messages right to desktops.



MANAGINGPOWERmag.com

This website was developed to serve the needs of plant management and senior management around the world. With articles on regulatory, legal, financial, and workforce management issues, this site provides critical information on the business of the power generation industry. The power market is facing dramatic change. MANAGING POWER is there to keep managers on top of the current issues. Advertising and sponsorships are available on this site, so for companies interested in reaching management titles, this is the place.

MANAGING POWER Direct E-newsletter

MANAGING POWER Direct is a bi-monthly e-newsletter that delivers business-related content for the power generation market to more than 20,000 industry managers. This subscription-based product delivers headlines and article excerpts that link to MANAGINGPOWERmag.com for the complete story and other related business content. This is a direct source for companies that need to reach industry management—right at their desks.



connect. More prospects for you.

GASPOWERmag.com

GAS POWER is our newest website; dedicated to gas-fired generation technology, it serves the needs of those looking for specific information on this market segment. Plant managers and engineers use GAS POWER as a resource for technical data and problem solving. In addition to technology, the site also carries news, blogs, commentary, archives, and more. Advertising and sponsorships are available for this site.

GAS POWER Direct e-newsletter

GAS POWER Direct is a bi-monthly e-newsletter that delivers the latest news and technology about the gas-fired generation market to more than 30,000 subscribers around the world. This e-newsletter contains headlines and excerpts of articles that link back to the GASPOWERmag.com site for the full story. Companies targeting the gas segment of the power generation industry can have their advertisements delivered right to the desktops of the readers.



POWER 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. POWER Buyers' Guide is available in two formats: Online year-round through powermag.com and in print in the December issue.

POWER Buyers' Guide 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, 713-444-9939 or 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 deliver live presentations 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 a PowerPoint presentation at an industry conference, but without the travel. After the live presentation, POWER webinars are available on-demand for as long as a year, allowing attendance for those who could not make the live event.

POWERmag.com webinar partners/sponsors have found that the registration process is one of the most effective ways to generate highly qualified leads.

POWER offers single-sponsored, multi-sponsored, and pay-per-view webinar programs specific to the power generation industry. Prices vary, depending on the type of program and the number of companies involved.

PLEASE CONTACT YOUR SALES REPRESENTATIVE FOR PRICING DETAILS.

Custom E-newsletters

POWER offers a custom e-newsletter program that has been a very effective lead generator for our partners. We work with marketers to develop a newsletter that focuses on a specific topic. Content comes from POWER sources as well as the sponsoring company. The e-newsletter is then sent to targeted lists of industry professionals in the POWER database who have shown interest in selected topics. Stand out as an industry expert in a specific area of the market with this product. Prices vary based on the subject matter, audience, and frequency of the program.

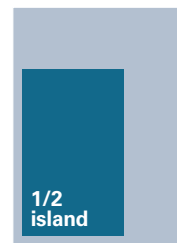
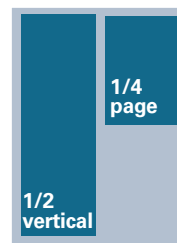
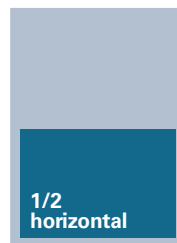
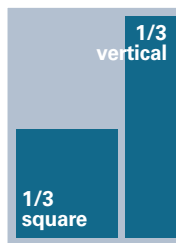
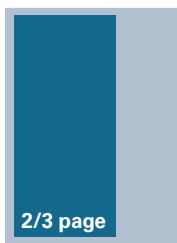
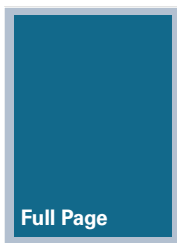
White Paper & Video Sponsorships

Monthly postings of white papers on POWERmag.com are promoted through different media channels to drive traffic.

These can be gated for lead generation.

Video is also hosted on POWERmag.com and promoted through multiple channels to drive attention and traffic. This is a great way to display how a specific technology works or to provide a visual of how to solve a specific problem.

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 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

mechanical specifications

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 vertical	3 3/8 (3.375)	4 7/8 (4.875)	86	124
Showcase	2 5/16 (2.3125)	4 7/8 (4.875)	58	124

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.

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

production information

TONY CAMPANA PRODUCTION MANAGER

Access Intelligence
4 Choke Cherry Road, 2nd Floor
Rockville, MD 20850

Tel: 301-354-1689 Fax: 301-560-6518

E-mail: tcampana@accessintel.com

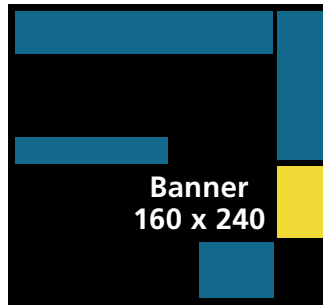
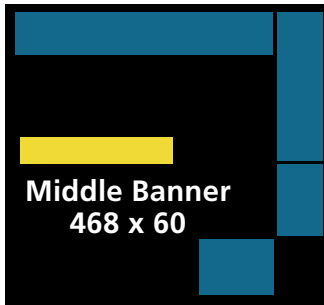
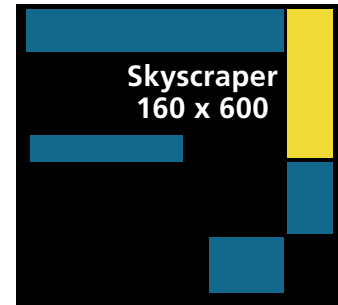
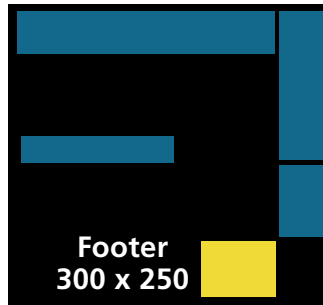
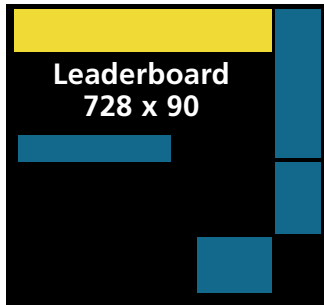
for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.

- 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.
- Special units such as gatefolds are available. 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.

Banner ad sizes



Banner ad specifications

Website

- » File Formats: FLASH, GIF or JPG
- » Please note: If a flash file is being provided, please make sure the following action script coding is inserted in the file and the URL is NOT hard coded/embedded in the file. We will put the URL on the order. In addition, please provided a backup gif/jpg file
on (release) {getURL (_level0.clickTag, "_blank");}
- » Animation: Yes, if the ad is animated, it should continuously loop
- » File Size: The file size must be 50K or less.

E-newsletter

- » Flash Ads accepted: NO
- » File Formats: GIF or JPG
- » Animation: NO
- » File Size: The file size must be 40K or less.
- » Text ads available (50 -100 words plus website link)

GENERAL TERMS AND CONDITIONS - EMEDIA

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") on the POWER, COAL POWER, and MANAGING POWER websites 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 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.

advertising sales

Midwest/Mountain/West Coast USA/
Western Canada

DAN GENTILE

Phone: 512-918-8075

dang@powermag.com

Eastern USA/Eastern Canada/
Latin America

MATT GRANT

Phone: 713-343-1882

mattg@powermag.com

UK/ Germany/Switzerland/Austria/
Eastern Europe/Scandinavia/Benelux

PETRA TRAUTES

Phone: +49 (69) 58604760

ptrautes@che.com

Italy/France/
Spain/Portugal

FERRUCCIO SILVERA

Phone: +39 (0) 2 284 6716

ferruccio@silvera.it

India

FAREDOON B. KUKA

+91 22 6570 3081

+91 22 6570 3082

kuka@rmamedia.com

South Korea

PETER KWON

+82 2 416 2876

+82 2 2202 9351

peterhkwon@hanmail.net

Japan

KATSUHIRO ISHII

+81 (0) 3 5691 3335

+81 (0) 3 5691 3336

amskatsu@dream.com

Classified Advertising
& POWER Buyers' Guide

DIANE HAMMES

Phone: 713-444-9939

Fax: 512-213-4855

dianeh@powermag.com

publisher

BRIAN NESSEN

briann@powermag.com

713-343-1887

production

Tony Campana

Production Manager

tcampana@accessintel.com

Joanne Moran

Senior Designer

Danielle Jamar

Senior Designer

Jamie Reesby

Marketing Director

Jennifer Brady

Marketing Coordinator

20
12