



POWER

CONNECTED PLANT SUPPLEMENT SPECIAL ADVERTISING SECTION FEBRUARY 2018

This Connected Plant supplement will be focused on digital monitoring, diagnostic, analytics, Industrial Internet of Things (IIoT), and related decision-support technologies that are the future of the power industry. This is a great way to showcase your company, products, and/or services in a highly informational and engaging format as part of a comprehensive resource for power professionals worldwide.

You can provide content in the form of case studies, performance data, success stories, or any other content you feel would be best suited for this supplement to educate the power market on your company, offerings, and how to harness digital technology to drive success.

Anyone placing a full page or half page global ad in this issue will receive an additional complimentary "Connected Plant" sponsored content half page.

**SPECIAL SECTION ADVERTORIAL
MATERIAL DUE: January 2, 2018
DON'T DELAY – SPACE IS LIMITED**

Reserve your advertising space now!
Ad Closing Date: January 2, 2018
Ad Material Due Date: January 8, 2018

BONUS DISTRIBUTION: Connected Plant Conference (February 27-28, Charlotte, NC)

HOW TO WRITE YOUR EDITORIAL FOR A POWER MAGAZINE SPECIAL ADVERTISING SECTION

We are pleased to offer you the opportunity of sponsored content space.

Within reason you are welcome to use this space in any way you wish. However, we have a few "house rules" to provide a consistent look across the section. So please:

- Send 6 word header max + 195 words body max **OR** 6 word header max + 500 words with no images.
- Be aware that we will edit your text to house style, and shorten it if this is needed to fit the space. We will always send you a proof to check before publication.
- No ® or ™ symbols, please. They never appear in standard magazine editorial.
- Please try to include a caption for your illustration, especially if it shows a particular product or plant. Make sure you have copyright clearance for your illustration.
- Illustrations can work well in either landscape or portrait orientation; landscape gives more flexibility with layout. Cutouts (vignettes) against a plain background or with clipping paths are welcome.
- We can handle most graphics file formats, but for photographs a good-quality JPG suitable for printing at 300 dpi is fine. Please send illustrations as separate files, not embedded in Word documents.
- For diagrams and charts, vector artwork (Adobe Illustrator or vector PDF) is much preferred. Remember that graphics with narrow lines and small text do not work well at small column widths.



CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

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