

Turbines

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# POWER

EST. 1882

2014 MEDIA KIT



# Why Advertise in **POWER**?

For more than 131 years, POWER magazine has been the leading source for news, technology, and analysis used by power plant managers and engineers the world over. Here are a few reasons why POWER is such an effective and efficient medium for your marketing and communication objectives.

## **1** GLOBAL COVERAGE

It is critical that today's industry professionals exchange ideas and experiences to help increase productivity, encourage technological development, and improve on best practices. Whether a business is regional or global, more knowledge can be gained from worldwide information exchange than from limited regional knowledge.

**POWER is the largest global publication serving the power generation market, reaching readers in 166 countries each month.**



POWER doesn't just reach the global market, it also covers the global market, because businesses serving the power industry either have a global customer base or are influenced by developments around the world. Each month, our Global Monitor department keeps our readers up to date on new power plants, technology developments, emerging R&D, and notable business deals around the world.



## **HISTORY**

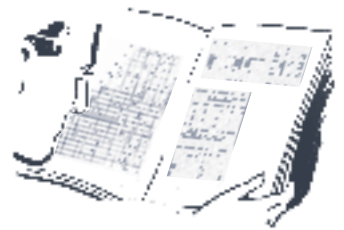
POWER magazine was **launched in 1882.**

According to the Library of Congress, POWER is the oldest, continually published business-to-business magazine in the U.S.



## **3** NOT JUST NEWS AND INFORMATION, BUT ANALYSIS

While industry news and information comes from many sources, POWER's value to the market lies in the independent analysis of what this information means to the market from editors who understand the business. POWER differentiates itself from others by providing readers added value in the form of timely, perceptive, and job-useful content. Comparatively, most other sources simply report information and provide little or no analysis.



**“A source of technical information needed for support of our members' needs.”**

Engineering, Operations and/or Maintenance, Electric Utilities

**“Great industry resource that gets read cover-to-cover and passed around the office until the next issue comes. The previous issues are kept with our other reference materials and are well taken care of.”**

General or Corporate Management, Company Operations

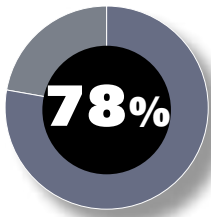
## 4 REACH MORE DECISION-MAKERS

POWER's readership includes more management titles than any other source. This means your advertising is seen by the top buying authorities worldwide.

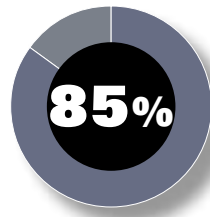
**53 minutes**

Average time spent reading an issue of POWER\*

**193,000 readers each month\***



of POWER readers purchase directly or have purchasing influence\*\*



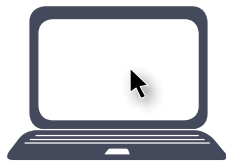
of POWER readers have taken action on advertisements\*\*

**“By reading I am aware [of] ‘new technologies,’ I get knowledge, [and] I find special suppliers and services.”**

General or Corporate Management, IPP/Cogen

## 5 MORE THAN JUST A MAGAZINE

POWERmag.com is rated as ‘very useful’ 3X more than the average energy/power-related website <sup>◇</sup>



POWER is no longer just a monthly magazine but instead a brand that communicates with the energy industry across many platforms. In addition to our magazine, POWER reaches the market through trade shows and conferences, websites, newsletters, webinars, job boards, technical books, social media (including Facebook, Twitter, LinkedIn, Google+), and more. Brand extensions include POWERmag.com, POWERnews, ELECTRIC POWER, Careers in POWER, POWER Handbook, COAL POWER, GAS POWER, POWER Bookstore, DecisionBriefs, and POWER Buyers' Guide.

\* Signet AdStudy, June 2013

\*\*Signet AdStudy, Feb 2011- Feb 2013

<sup>◇</sup>Publisher's own data

## 6 BUSINESS AND TECHNOLOGY



POWER is well known for its in-depth technical coverage. In an effort to provide readers with a complete picture of the generation marketplace, the magazine also carries business information such as industry forecasts, legal topics, regulatory updates, workforce management issues, and more. This combination of business and technology makes POWER the primary publication for the most important and influential people in the industry, regardless of their position.

**“An excellent overview of the power generation field, with great detail, great charts and facts, lots of good legal insight, and is discussed widely as a good source of information domestically and internationally.”**

Consultant, Electric Utilities

## LEAD GENERATION, RESEARCH, & MARKET FEEDBACK



Signet readership studies offer objective research on the effectiveness of your advertising message.

The eResponse email program delivers leads to advertisers in an easy-to-use digital format. This lead-generation tool gives our advertisers names of subscribers who are interested in their product and/or service.

## 8 UNRIVALED EDITORIAL

**463 pages**

**More editorial pages than any other power industry publication for the past 5 years. <sup>◇</sup>**

FLIP THE PAGE FOR MORE INFORMATION ON OUR EXCEPTIONAL EDITORIAL TEAM.



# Unmatched Editorial Experience.

## EXPERIENCE

9

Industry professionals have relied on the magazine's editorial content for more than 131 years! POWER was involved in the development of many safety guidelines that were incorporated by the U.S. and governments around the world; the development of industry organizations, trade associations, and users' groups; and POWER was the first publication to report on the advent of nuclear power. These are just a few examples of POWER's experience and its importance to the industry.



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## EDITORIAL EXCELLENCE



The editors of POWER are some of the most knowledgeable people in the industry. Their combination of deep and diverse experience translates into high-quality editorial, loyal readership, and a high pass-along rate. With advanced educational degrees, as well as industry and publishing experience, the editorial team of POWER is unmatched; no other editorial staff in the industry can compare. Placing your marketing message around high-quality content is a key component for effective advertising.

## OUR EDITORIAL TEAM

### Gail Reitenbach, PhD

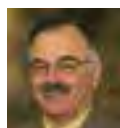
Editor



Gail was managing editor of POWER for 11 years before becoming editor in 2013 upon Bob Peltier's retirement. She previously worked at E Source (an energy information services firm), the University of Colorado, and the University of Wyoming. Gail is responsible for the editorial and operations side of print and web content production. Her awards from the American Society of Business Publication Editors (ASBPE) include a regional silver for her special report on women in the power generation industry.

### Dr. Robert Peltier, PE

Consulting Editor



Bob spent 18 years with SDG&E, Solar Turbines, and Stewart & Stevenson Services working on a range of power generation projects around the world. He has also been a tenured professor at Arizona State University and served active duty as a captain in the U.S. Navy. Bob joined the POWER editorial staff as senior editor in 2002 after working as a contributing editor for many years. He was named editor-in-chief in 2003 and consulting editor in 2013. Bob has a BS, MS, and PhD in mechanical engineering and is a registered engineer in California and Arizona.

## AWARD-WINNING EDITORIAL:

Since 2008, POWER's editorial staff have won two national and five regional awards from the American Society of Business Publication Editors.

### Thomas W. Overton, JD

Gas Technology Editor



Tom has over 15 years' experience in scientific and professional publishing and is a licensed California lawyer specializing in copyright and intellectual property issues. Tom also served in the U.S. Navy as a nuclear-qualified machinist's mate, so he has a hands-on understanding of power generation technology. Prior to joining POWER in 2011, he was managing editor for two business-to-business magazines. Tom has a BA in English and a JD from UCLA.

### Kennedy Maize

Contributing Editor



Ken is the founding executive editor of MANAGING POWER and writes the POWERblog. He joined the POWER staff as a senior editor in 2006. He was founding editor of The Electricity Daily and, prior to that, a writer and editor for The Energy Daily. 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.

### Sonal Patel

Associate Editor



Sonal covers a wide range of technology, business, and policy issues affecting the power industry. In addition to the weekly POWERnews newsletter and POWER's Global Monitor department, she writes electricity profiles of various countries. Her ASBPE awards include a national gold for Brazil and China country profiles, a regional silver for Global Monitor, and a regional gold for her South Africa country profile.

### Charles Butcher

Contributing Editor

Charles is a qualified engineer who covers the European generating industry. He earned a MSc in chemical engineering from the University of Cambridge and is based in the UK.

### Aaron Larson

Associate Editor



Aaron is an engineer who has worked at nuclear, biomass, and coal power plants, where he gained significant operations, maintenance, safety, financial, and management experience. He has also served in the Navy, earned a BS in nuclear engineering technology from Thomas Edison State College, holds an MBA in financial management from City University of Seattle, and is credentialed as a Chief "A" Boiler Engineer.

### Brandon Bell, PE

Contributing Editor

### Jeffrey P. Gray

Contributing Editor

### Steven F. Greenwald

Contributing Editor

### Jim Hylko

Contributing Editor

### Dick Storm

Contributing Editor

# POWER 2014 EDITORIAL CALENDAR

PLEASE NOTE: ALL FUEL TYPES ARE COVERED IN SOME WAY IN EVERY ISSUE.

Topics subject to change.

Please submit any potential editorial pitches at least three months prior to desired publication month.

<p><b>JANUARY</b></p>	<p><b>2014 Industry Forecast Issue</b></p> <p>POWER team coverage of global regulatory, technology, and shale gas issues likely to affect the generation business in 2014. Special market insights from leading industry organizations and international contributors.</p> <ul style="list-style-type: none"> <li>» Powder River Basin Coal Users' Group Plant of the Year winners</li> <li>» Upgrading an air quality control system</li> <li>» Construction best practices</li> </ul> <p><i>Bonus Distribution: Projects &amp; Money, New Orleans, LA</i></p>	<p><b>AD CLOSING DATE:</b> Nov. 29, 2013</p> <p><b>Ad Materials due:</b> Dec. 3, 2013</p>
<p><b>FEBRUARY</b></p>	<p><b>Focus: Instrumentation &amp; Controls; Cybersecurity</b></p> <p>Advanced power plant controls and instrumentation for coal, gas, and nuclear power plants—developed with our exclusive partner, ISA POWID.</p> <ul style="list-style-type: none"> <li>» Cybersecurity for digital control systems</li> <li>» Long-term effects of cycling combined cycle plants</li> <li>» Sensor technologies and online condition monitoring</li> <li>» Regional power report: Africa</li> </ul> <p><b>Advertising Readership Survey: Signet Research</b></p> <p><i>Bonus Distribution: EUPEC, Phoenix, Feb. 3-5</i></p>	<p><b>AD CLOSING DATE:</b> Dec. 30, 2013</p> <p><b>Ad Materials due:</b> Jan. 3, 2014</p>
<p><b>MARCH</b></p>	<p><b>Focus: The Future of Coal-Fired Generation</b> <b>ELECTRIC POWER 2014 Pre-Show Issue</b></p> <p>Technologies and sustainable operation practices to maintain the viability of coal-fired generation in an increasingly regulated operating environment.</p> <ul style="list-style-type: none"> <li>» Sustainable ash reuse and disposal practices</li> <li>» Preparing for compliance with new cooling water regulations</li> <li>» Coal-to-gas switching update</li> <li>» A preview of hot topics at next month's ELECTRIC POWER Conference &amp; Exhibition</li> </ul> <p><i>Bonus Distribution: EUCCG; Western Turbine Users' Conference, Palm Springs, Mar. 23-26; Power &amp; Electricity World Africa, Johannesburg, Mar. 11-12</i></p>	<p><b>AD CLOSING DATE:</b> Jan. 31, 2014</p> <p><b>Ad Materials due:</b> Feb. 4, 2014</p>
<p><b>APRIL</b></p>	<p><b>Focus: Nuclear</b> <b>ELECTRIC POWER 2014 Show Issue</b></p> <p>Updates on major nuclear developments around the world—from technology and new builds to O&amp;M and waste issues.</p> <ul style="list-style-type: none"> <li>» Advanced plant maintenance practices</li> <li>» Coal plant upgrades for efficiency improvement</li> <li>» Advanced distributed control systems</li> <li>» Country report: Australia</li> </ul> <p><i>Bonus Distribution: ELECTRIC POWER, New Orleans, Apr. 1-3; CTOTF Conf. and Trade Show, West Palm Beach, April 6-10; LDC Gas Forum/Southeast, Atlanta, Apr. 14-16; IEEE PEST&amp;D Conf. and Exhibition, Chicago, April 14-17</i></p>	<p><b>AD CLOSING DATE:</b> Feb. 28, 2014</p> <p><b>Ad Materials due:</b> Mar. 4, 2014</p>
<p><b>MAY</b></p>	<p><b>Focus: Distributed Generation, Renewables, and Energy Storage</b></p> <p>A global look at what's new at the intersection of distributed generation, renewables sources, and energy storage—from technologies to projects to policies.</p> <ul style="list-style-type: none"> <li>» Energy storage systems: the new technology stars</li> <li>» Experiences with co-firing coal and biomass</li> <li>» Solar and wind project development in China</li> <li>» Country report: The UK</li> </ul> <p><b>Advertising Readership Survey: Signet Research</b></p> <p><i>Bonus Distribution: Wind Power/AWEA, Las Vegas, May 5-8</i></p>	<p><b>AD CLOSING DATE:</b> Mar. 31, 2014</p> <p><b>Ad Materials due:</b> Apr. 3, 2014</p>



## EXCLUSIVE DEPARTMENTS IN EVERY ISSUE

### SPEAKING OF POWER:

Straight talk from the editor 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.

### GUEST COMMENTARY:

Noted spokespersons with a variety of points of view offer their take on industry issues.

### NEW PRODUCTS:

A selection of the most interesting new products recently released.



JUNE

**Focus: Gas-Fired Generation**  
**ELECTRIC POWER 2014 Post-Show Issue**

Issues of importance to the design, operation, and maintenance of gas turbine-powered combined cycles.

- » Advanced combustion turbine technology update
- » Building a productive workforce across all generation technologies
- » Roundup of presentations from ELECTRIC POWER 2014

*Bonus Distribution: ISA POWID, Scottsdale, June 2-4; Energy Ocean International, Atlantic City, June 3-5; Edison Electric Institute, Las Vegas, June 8-11; LDC Gas Forum/Northeast, Boston, June 16-18; AWMA Annual Conference, June 24-27*



**AD CLOSING DATE:**  
Apr. 30, 2014

**Ad Materials due:**  
May 5, 2014

JULY

**Focus: Environmental Concerns**

The latest technologies, design, and best practices for multipollutant capture, retrofits, and monitoring.

- » Coal plant upgrades for efficiency improvement
- » What's ahead on the carbon emissions front and for carbon capture, use, and storage
- » Does IGCC technology have a future?
- » Regional power report: The Middle East

**Advertising Readership Survey: Signet Research**

*Bonus Distribution: ASME Power Conference, Baltimore, July 28-31*

**AD CLOSING DATE:**  
May 30, 2014

**Ad Materials due:**  
June 4, 2014

AUGUST

**Focus: Plant Design, Operation, and Maintenance**  
**Plant of the Year, Marmaduke, and Smart Grid Awards**

Announcements and coverage of our annual Plant of the Year Award, Marmaduke Award, and Smart Grid Award winners—full of best practices.

- » The latest options for preventive maintenance
- » Avoiding HRSG start-up problems saves time and money
- » Life-extension projects renew fossil-fired plants

*Bonus distribution: Power Plant Air Pollutant Control "MEGA" Symposium, Baltimore, Aug. 19-22*

**AD CLOSING DATE:**  
June 30, 2014

**Ad Materials due:**  
July 3, 2014

SEPTEMBER

**Focus: Gas-Fired Generation**

**TOP PLANTS AWARDS—GAS:** A global look at the most important gas-fired power plants

- » Solving complex water treatment system problems
- » Using wireless systems in power plants
- » Advances in gas-fired reciprocating engine technology

*Bonus Distribution: Energy Storage North America; RETECH, Washington D.C., Sept. 3-5; CTOTF Conf. and Trade Show, San Diego, Sept. 7-11; LDC Gas Forum/Mid-Continent, Chicago, Sept. 8-10; Turbomachinery Symposium, Houston, Sept. 22-25*

**AD CLOSING DATE:**  
July 31, 2014

**Ad Materials due:**  
Aug. 5, 2014

OCTOBER

**Focus: Coal-Fired Generation**

**TOP PLANTS AWARDS—COAL:** A global look at the most important coal-fired power plants

- » Modern machinery lubrication practices improve plant reliability
- » Regulatory update: What's ahead and how to prepare
- » Getting new hydro projects built

*Bonus Distribution: EUCG; LDC Gas Forum/Rockies & West, Los Angeles, Oct. 6-8; Coal Handling and Storage; Asian SBC Users' Group Annual Meeting*

**AD CLOSING DATE:**  
Aug. 29, 2014

**Ad Materials due:**  
Sept. 3, 2014

NOVEMBER

**Focus: Nuclear Generation**

**TOP PLANTS AWARDS—NUCLEAR:** A global look at the most important nuclear power plants

- » Small modular reactor update
- » Update on plans for long-term storage of spent nuclear fuel
- » Regional power report: Central Asia

**Advertising Readership Survey: Signet Research**

*Bonus Distribution: LDC Gas Forum/Canada, Toronto, Nov. 10-12; APPRO, Toronto, Nov 18-19*

**AD CLOSING DATE:**  
Sept. 30, 2014

**Ad Materials due:**  
Oct. 3, 2014

DECEMBER

**Focus: Renewables, Distributed Generation**

**BUYERS' GUIDE: Annual guide to power plant equipment and service suppliers**

**TOP PLANTS AWARDS—RENEWABLES:** A global look at the most important renewable power plants

- » Balancing power and heat in your DG plant adds to bottom line
- » Reliability-centered maintenance options
- » Solar and wind generation maintenance issues

*Bonus Distribution: NGL, San Antonio, Dec. 8-10*

**AD CLOSING DATE:**  
Oct. 31, 2014

**Ad Materials due:**  
Nov. 4, 2014



# E-media

## **NEW POWERmag.com** **The first fully responsive** **website in the marketplace!**



POWERmag.com is now designed to conveniently reconfigure to whatever device is being used. All ad positions have been optimized for performance across devices, and we're proud to offer the first IAB (Interactive Advertising Bureau) "Rising Stars" rich media ad position. IAB research indicates that "Rising Stars" ads, like the new slider position, increase interaction rate and engagement time while promoting greater recall.

The new site offers many more ways for the power generation community to connect with the latest industry news, technology, blogs, webinars, white papers,

videos, awards, and commentaries, plus years of engineering and technical archives, and more. More industry professionals rely on POWERmag.com because it is data-rich and easy to use on-the-go with smart phones and tablets. To get the most out of your marketing, talk to our sales team about leveraging POWERmag.com's fully mobile and rich media advertising options.

### **POWERMAG.COM GROSS RATES**

» Rates are based on CPM (cost per thousand impressions); powermag.com averages 150,000 impressions per month. (Example: 40,000 ad impressions in a \$50 cpm ad position would cost \$2,000)

» Due to traffic and based on demand, positions may be rotated to accommodate all advertisers.

<b>Super Leaderboard</b> (970x90)	\$92 cpm
<b>Medium Rectangle</b> (top - 300x250)	\$85 cpm
<b>Medium Rectangle</b> (middle - 300x250)	\$81 cpm
<b>Medium Rectangle</b> (bottom - 300x250)	\$75 cpm
<b>Footer</b> (180x150)	\$53 cpm
<b>Slider ad</b>	\$10,000 gross
<b>Page Peel</b> (home page only)	\$5,500 gross
<b>Roadblock</b> (640x480)	\$7,000 gross

» Ad appears before site entrance. This price includes two alternating weeks per month (1st and 3rd week of the month) in this position

## **POWERnews**

50,000 subscribers



POWERnews is a weekly e-newsletter that delivers key developments in the global electric power industry to more than 50,000 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.

**See sales representative for pricing.**

## **GAS POWER** **Direct E-newsletter**

38,000 subscribers



GAS POWER Direct is a monthly e-newsletter that delivers the latest news and technology stories about the gas-fired generation market, which continues to show significant growth, to more than 38,000 subscribers around the world. Plant managers and engineers use GAS POWER as a resource for technical data and problem solving. Companies targeting the

gas segment of the power generation industry can have their advertisements delivered right to the desktops of readers.

**See sales representative for pricing.**

## **COAL POWER** **Direct E-newsletter**

22,000 subscribers

COAL POWER Direct is a monthly e-newsletter that carries the latest news and technology about the coal-fired power market to more than 22,000 opt-in subscribers around the world. This e-newsletter has become an important industry source for engineers and managers working in coal plants around the world. For companies providing products and services to this industry segment, COAL POWER Direct is a great way to deliver marketing messages.

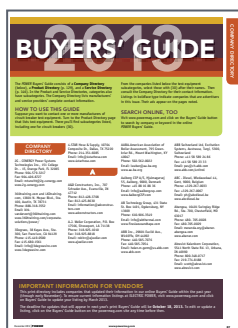
**See sales representative for pricing.**





## POWER Buyers' Guide

POWER magazine's Buyers' Guide is the industry's source for generation products and services. Hundreds of companies are listed in numerous 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.

## ELECTRIC POWER Show Daily



The Show Daily e-newsletters offer an opportunity to reach a comprehensive audience of over 90,000 key power generation professionals, including all ELECTRIC POWER Conference attendees. The dailies provide industry news, conference info, reports on conference and exhibition floor events, weather, restaurants, and more. This up-to-date info is essential and captures the attention of readers, making it a great advertising vehicle.

### SHOW DAILY RATES

Top banner (728x90)	\$2,500 per issue
Top announcement position (160x240)	\$1,400 per issue
Top copy position (300x250)	\$2,000 per issue
Body banner (468x60)	\$1,750 per issue
Skyscraper (160x600)	\$2,000 per issue
Closing position (728x90)	\$1,400 per issue

## CAREERS IN POWER

POWER magazine's print and digital job resources allow you to target passive and active job seekers in our community of power generation professionals. Reach them through all the media they use, in any combination – print, online, and e-newsletters. See back insert for details.



## Digital Issue

Every month, POWER's print issue is also converted into a digital version and is sent to subscribers who request this format. As more and more readers ask for this version, utilize the enhanced digital features such as custom and rotating flash ads mentioned in this media kit's back pocket insert.



Cover 'Ø' Ad

### DIGITAL ISSUE GROSS RATES

Cover Wraps/ Insert Cards	\$2,900
Banner Ads: Above Issue and in Email Notices	\$2,500
Cover 'Ø' Ad (Opposite of the front cover)	\$3,300
BRC Forms	\$1,900
In-Page Ads: Rotating Flash	\$1,000
Custom Flash Animation	\$1,000



**95%** of  
POWER's audience  
receive and read  
work-related  
e-newsletters <sup>◇</sup>

**91%**  
of POWER readers  
rank websites  
as one of the  
most useful sources  
to stay informed  
about the energy  
industry <sup>◇</sup>

**55%**  
use it specifically to  
research vendors <sup>◇</sup>

<sup>◇</sup>Publisher's own data

# Custom E-media

## DecisionBriefs

### Introducing DecisionBriefs | POWER

This dynamic content marketing platform is an efficient way to reach buyers at key points in their decision-making and is an extremely effective way to generate leads. You can manage all of your content in one place. By uploading white papers, webinars, social media, blog posts, articles, videos and more, DecisionBriefs allows you to create, distribute, and measure your content cost-effectively. DecisionBriefs also allows your content to be searchable on POWERmag.com alongside POWER editorial content. Most importantly, you can track your marketing ROI and distribute your content anywhere!



### STANDARD OFFERING

\$5,000 or \$417/month

Premium Packages & Upgrades available

## Webinars

543

Average number  
of registrants per  
POWER webinar <sup>◇</sup>

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.

POWER 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.

### WEBINAR RATES

**(Includes print, web, and e-newsletter advertising; e-mail promotion; registration list; one-year archive and post-event promotion)**

**Single-sponsored** (per publisher approval)

See sales representative for details & availability

**Multi-sponsored** Topics and pricing vary;

See sales representative for details & availability

<sup>◇</sup>Publisher's own data

## White Paper & Video Sponsorships

Postings of white papers on POWERmag.com are promoted through different media channels to drive traffic. This is a great opportunity for sponsors to post technical papers that allow them to be seen as industry experts and thought leaders and has been a very effective lead generator for our partners.

Video is also hosted on POWERmag.com and is a great way to display how a specific technology works or to provide a visual of how to solve a specific problem. Both of these can be gated for lead generation.

### WHITE PAPER SPONSORSHIP

Posting for up to 6 pages \$60 net/lead  
(Includes email and advertising promotion)

### VIDEO

\$4,500 net per month for 4-minute video

## Custom E-newsletters



POWER offers a custom e-newsletter program where 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 a targeted list 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.

### CUSTOM E-NEWSLETTER RATES

Prices determined by size of distribution and based on \$600 cpm net.

Minimum order \$4,200 net or 7,000 names/e-mails.

» Example - development of a basic custom e-newsletter with distribution to an email list of 10,000 would cost \$6,000 net

## Email List Rental

Have an original email that you would like to promote to POWER's audience? Send us your HTML and demographic selections and we do the rest. Generate highly qualified and targeted leads through this popular e-media option.

### E-MAIL LIST RENTAL

\$500 cpm net

Minimum is \$2,500 net



April 1 – 3, 2014 | New Orleans, LA  
Ernest N. Morial Convention Center

April 21 – 23, 2015 | Rosemont, IL  
Donald E. Stephens Convention Center

# ELECTRIC POWER

CONFERENCE + EXHIBITION

## Introducing the Conference & Exhibition Team:

### David C. Wagman

Content Director



David Wagman is Content Director for ELECTRIC POWER, where he uses his extensive professional network to develop compelling and timely conference content for the

electric power generation industry. David has more than 25 years of experience in the energy industry, both as an editor and as a conference developer.

His conference experience includes renewable energy as well as fossil fuels, and extends to public policy and business development. David's previous experience includes work at the National Renewable Energy Laboratory, for a business unit of Financial Times Energy, and as an editor of multiple leading industry trade publications. He holds a Master's Degree in City and Regional Planning from Ohio State University, and a Bachelor's Degree from the University of Cincinnati.

### JAMIE REESBY

Show Director



Jamie Reesby is a Show Director for the TradeFair Group, an Access Intelligence Company. Her events include ELECTRIC POWER and Asian SBC Coal

Users' Group Annual Conference. Jamie has been in the tradeshow industry for almost nine years. She started at the TradeFair Group in 2003 as an intern working in attendance sales and marketing and in 2009 became the Marketing Director before moving to Show Director in spring of 2013. Prior to working at the TradeFair Group, Jamie obtained a Bachelor of Science degree in Business Marketing from Arkansas State. She is currently working on obtaining her Certification in Exhibition Management (CEM) through IAEE and hopes to have it completed this year.

### KIM ARELLANO

Conference Director



With over 20 years in the event industry, Kim Arellano has served the past eight years as a Conference Director for the TradeFair Group, an Access

Intelligence Company. She has worked with numerous industry leaders to bring relevant and compelling content to a wide range of events. Mrs. Arellano also serves as the operations and logistics manager for ELECTRIC POWER, the PRB Coal Users' Group and Asian SBC Users' Group annual meetings, working behind-the-scenes to ensure the all events run smoothly. Prior to joining the TradeFair Group, Kim acquired valuable experience serving over 10 years in the Chamber of Commerce industry.

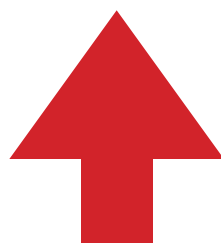
**93%** of attendees plan to do business with exhibitors from ELECTRIC POWER

ELECTRIC POWER draws key decision-makers in the power generation industry who are seeking solutions to current industry concerns as well as opportunities to experience technological advancements that will improve the safety, productivity and profitability of their company.

**35 countries and over 1,900 companies are represented at ELECTRIC POWER.**

Direct access to key decision-makers means you'll get leads that will turn into sales.

**97%** say **ELECTRIC POWER** meets the need for **constructive dialogue between the industry and stakeholders**

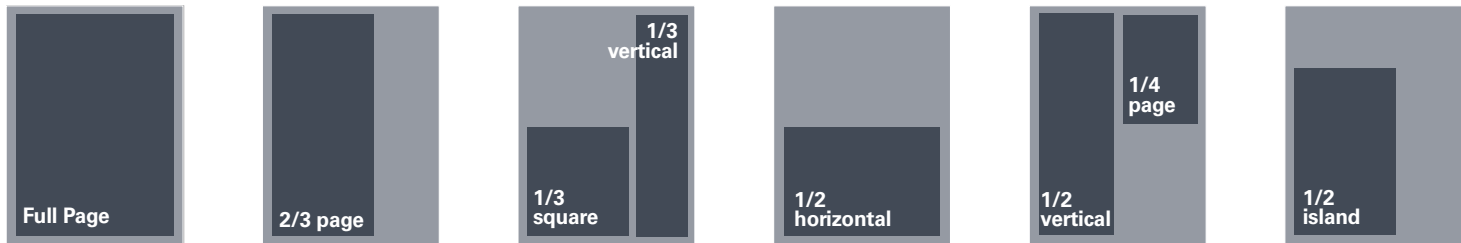


ELECTRIC POWER exhibitors and sponsors who advertised in POWER magazine gained **63% more leads** than those who didn't.

**86%** of registrants have a purchasing budget of up to \$2M or more

**ELECTRIC POWER represents the future of power generation, focusing on quality over quantity, both in the business leads you'll leave with and the industry information you'll hear.**

# POWER ADVERTISING RATES\*



Color (4c)	1x	6x	12x	18x
Spread	\$22,040	\$21,210	\$20,390	\$18,755
Full Page	\$12,550	\$12,105	\$11,660	\$10,800
2/3 Page (vertical)	\$9,485	\$9,155	\$8,860	\$8,245
1/2 Page (island)	\$9,100	\$8,860	\$8,550	\$7,965
1/2 Page	\$8,655	\$8,370	\$8,085	\$7,555
1/3 Page	\$6,525	\$6,335	\$6,145	\$5,775
1/4 Page	\$5,685	\$5,525	\$5,365	\$5,075
Special Positions (4c)	1x	6x	12x	18x
Back Cover	\$14,375	\$14,070	\$13,570	\$12,570
Inside Front Cover	\$14,225	\$13,825	\$13,335	\$12,360
Inside Back Cover	\$13,980	\$13,580	\$13,100	\$12,140
Spread Between TOCs	\$24,750	\$23,810	\$22,880	\$21,040
1/3 Page TOC Vertical	\$7,235	\$7,035	\$6,815	\$6,385
Opposite 2nd TOC Page	\$14,080	\$13,580	\$13,100	\$12,140
Opposite Speaking of Power	\$13,825	\$13,335	\$12,870	\$11,910
Opposite Global Monitor	\$13,825	\$13,335	\$12,870	\$11,910
Opposite O&M	\$13,825	\$13,335	\$12,870	\$11,910
Opposite Cover Story	\$13,730	\$13,240	\$12,770	\$11,820

Classified 4c	1x	3x	6x	9x	12x
1 Page	\$8,115	\$7,845	\$7,540	\$7,080	\$6,625
1/2 Page	\$6,460	\$6,140	\$5,900	\$5,550	\$5,190
1/3 Page	\$4,590	\$4,340	\$4,220	\$3,990	\$3,760
1/4 Page	\$3,700	\$3,545	\$3,410	\$3,240	\$3,050
Per inch	\$1,205	\$1,185	\$1,155	\$1,130	\$1,105
Classified 2c	1x	3x	6x	9x	12x
1 Page	\$7,605	\$7,340	\$7,040	\$6,585	\$6,135
1/2 Page	\$5,970	\$5,655	\$5,420	\$5,075	\$4,720
1/3 Page	\$4,125	\$3,880	\$3,760	\$3,535	\$3,305
1/4 Page	\$3,245	\$3,090	\$2,960	\$2,790	\$2,605
Per inch	\$785	\$765	\$730	\$705	\$685
Classified B&W	1x	3x	6x	9x	12x
1 Page	\$7,205	\$6,940	\$6,635	\$6,185	\$5,730
1/2 Page	\$5,570	\$5,255	\$5,020	\$4,675	\$4,315
1/3 Page	\$3,720	\$3,475	\$3,355	\$3,130	\$2,900
1/4 Page	\$2,840	\$2,690	\$2,555	\$2,385	\$2,200
Per inch	\$375	\$355	\$325	\$300	\$280
Showcase	1x	6x	12x	18x	
	\$930	\$850	\$775	\$670	

\* All rates listed are gross

## Additional Color Charges

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 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



# 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.

### 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  
tcampana@accessintel.com

### 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: Tony Campana

## 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.

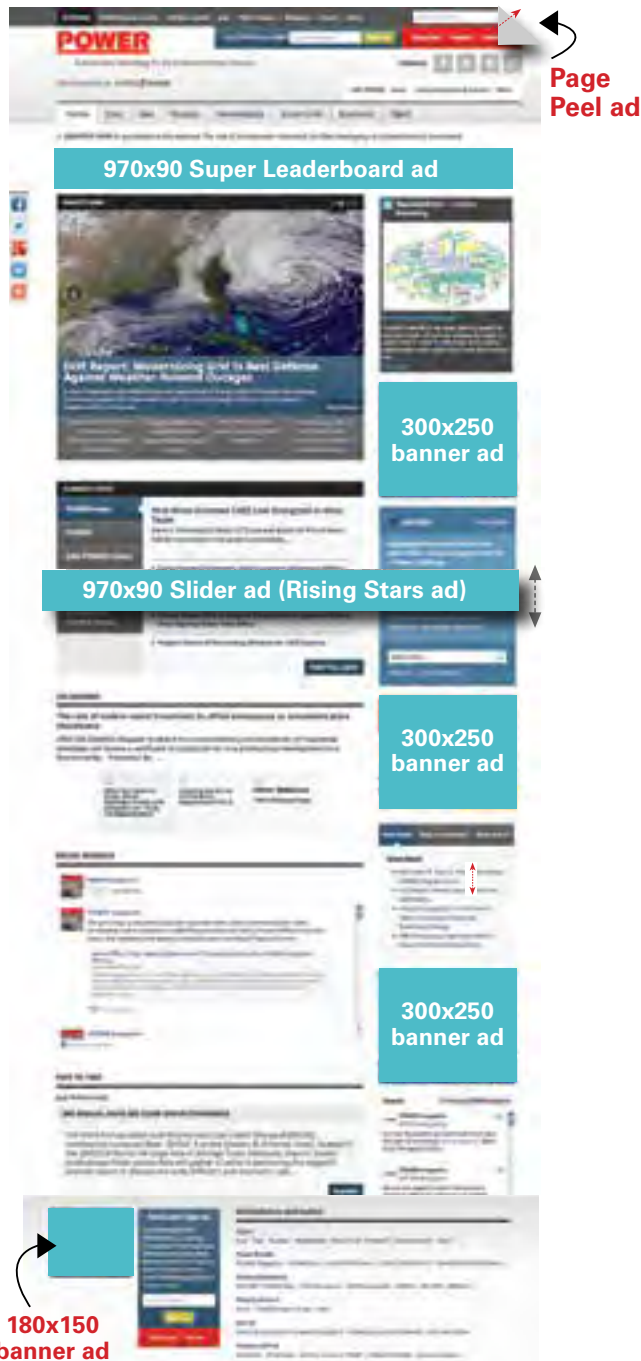
- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly and unambiguously marked by Advertiser and received by 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

WEBSITE



## 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 60K or less.
- » 3rd Party Tags are accepted: Double-Click, Atlas, Media Media etc. Please contact sales representative for list of supported vendors.

### E-NEWSLETTER

- » Flash Ads accepted: NO
- » File Formats: JPG only
- » Animation: NO
- » File Size: The file size must be 40K or less.
- » Text/logo ads available (50 -100 words text & logo; ad size 150x100, plus website link)

### GENERAL TERMS AND CONDITIONS - E-MEDIA

- 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.



# POWER INDUSTRY EVENTS



## ELECTRIC POWER

April 1 – 3, 2014, New Orleans, LA & April 21 – 23, 2015, Rosemont, IL

The ELECTRIC POWER Conference & Exhibition brings together thousands of the industry's key players and top professionals for four days of business-building, industry-advancing collaboration. These key decision makers are seeking products, services and technologies to help them run a cleaner, more fuel-efficient plant and to interact with leading industry suppliers who have the answers they need. ELECTRIC POWER Conference & Exhibition was created by the power industry, for the power industry.

For more information, please visit [www.electricpowerexpo.com](http://www.electricpowerexpo.com)



## PRB Coal Users' Group Annual Meeting

April 1-3, 2014, New Orleans, LA & April 21 – 23, 2015, Rosemont, IL

The PRB Coal User's Group annual meeting is for generating companies using or considering the utilization of sub-bituminous Powder River Basin coal. Session topics include handling/storage, combustion, environment issues and fire protection and leave plenty of time to network and walk the ELECTRIC POWER exhibit hall to touch, feel and question exhibitors on new technology.

For more information, please visit [www.prbcoals.com](http://www.prbcoals.com)



## Energy Ocean

June 3-5, 2014, Atlantic City, NJ.

Energy Ocean is the world's leading event focusing on renewable and sustainable energy from the oceans and is the primary education platform and networking event for key players in the industry. Attendees will learn of the latest technological advances, investment opportunities, regulatory issues, and planned and implemented projects around the world. No other event provides such strategically targeted networking opportunities.

For more information, visit [www.energyocean.com](http://www.energyocean.com) or contact Stephen McCollum at 301-354-1503 or [smccollum@accessintel.com](mailto:smccollum@accessintel.com).



## RETECH

Washington, D.C., Sept. 3-5, 2014

RETECH assembles all of the renewable energy technologies, industries and applications in one place; providing government officials, executives, engineers, financiers, and other professionals a one-stop annual update on renewable energy. The event's conference program is well-known for delivering unparalleled educational content from over 100 industry leading speakers, covering all of the industry's key technologies: wind, solar, hydro, ocean, geothermal, biomass, biofuels, and waste energy. It also includes cross-cutting sections on markets, industry, finance and policy. RETECH's largescale Trade Show Exhibition features hundreds of companies and organizations demonstrating the industry's newest technologies, products and services.

For more information, visit [www.RETECH2014.com](http://www.RETECH2014.com) or contact Stephen McCollum at 301-354-1503 or [smccollum@accessintel.com](mailto:smccollum@accessintel.com).



## LDC Gas Forums

LDC Gas Forum/Southeast, Atlanta, Apr. 14-16, 2014

LDC Gas Forum/Northeast, Boston, June 16-18, 2014

LDC Gas Forum/Mid-Continent, Chicago, Sept. 8-10, 2014

LDC Gas Forum/Rockies & West, Los Angeles, Oct. 6-8, 2014

LDC Gas Forum/Canada, Toronto, Nov. 10-12, 2014

The LDC Gas Forums, consisting of five regional conferences held annually, are the premier events for the natural gas industry to meet and do business. The conferences are highly regarded for providing excellent content and networking opportunities that bring together buyers and sellers in the natural gas marketplace. The Forums cover issues affecting all aspects of the natural gas marketplace, including sources of supply, utilization of storage, infrastructure projects, LNG opportunities, hedge fund analysis and supply constraints.

For more information, visit [www.ldcgasforums.com](http://www.ldcgasforums.com) or contact Christy Coleman at 713-343-1873 or [christyc@tradefairgroup.com](mailto:christyc@tradefairgroup.com).



## Asian SBC Users' Group Annual Conference

Fall 2014

The Asian SBC (sub-bituminous coal) Users' Group is Asia's premier conference created to promote the safe, efficient, and economic use of sub-bituminous coals by generating companies. The users' group focus includes safety, handling, combustion, characteristics and risk management.

For more information, please visit [www.asiansbcusers.com](http://www.asiansbcusers.com)



## NGL Forum

San Antonio, Dec. 8-10, 2014

The NGL Forum is held in the same tradition as the LDC Gas Forums, with all facets of the liquids-rich industry coming together to network and hear from industry leaders on vital issues and forecasts in the midst of this crucial market opportunity.

For more information, visit [www.nglforum.com](http://www.nglforum.com) or contact Christy Coleman at 713-343-1873 or [christyc@tradefairgroup.com](mailto:christyc@tradefairgroup.com).

# POWER DIGITAL ISSUE ADVERTISING

Create brand recognition by advertising in our digital issue with these enhanced features!

## Cover Wraps/ Insert Cards

Images replicating traditional print cover wraps and blow in cards can be added over any page. This feature increases exposure and brand awareness for your company as these images must be closed by the reader in order to view the page underneath.

**PRICE: \$2,900**



## Banner Ads: Above Issue and in Email Notices

Banner ads can be included above a digital edition. In this case, ads are served into the digital edition in real time. Banner ads can also be included in the email notification which allows you maximized exposure to all digital issue subscribers.

**PRICE: \$2,500**

## Cover 'Ø' Ad

Your ad can be placed to the left of our cover for all viewers to see. Get noticed with this additional cover image feature.

**PRICE: \$3,500**





# POWER DIGITAL ISSUE ADVERTISING

## BRC Forms

Business reply card forms can collect a reader's name, email address, and comments, which are then sent to a designated email address. Get connected with qualified customers with this valuable communication tool.

PRICE: \$1,900



## In-Page Ads: Rotating Flash

A static image from a page can be replaced with your rotating ads. Since these ads rotate while the reader is viewing the page, your combination of ads will stand out from other ads on that page.

PRICE: \$1,000

## Custom Flash Animation

Insert your customized ad design to enhance and suit a particular ad concept. Get your ad noticed with your unique flash animation.

PRICE: \$1,000

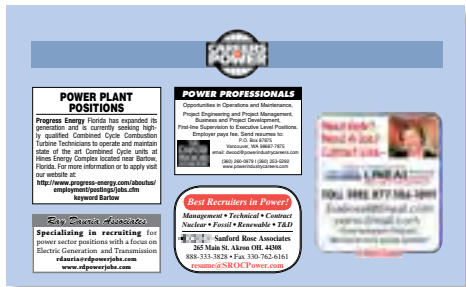




# Target the Strongest Job Candidates in Power Generation

POWER magazine's print and digital job resources allow you to target passive and active job seekers in our community of power generation professionals. Reach them through all the media they use, in any combination – print, online, and, e-newsletters.

## PRINT



POWER magazine's classified advertising section has long been a reference for those seeking employment or job growth within the power generation industry. With more than 66,000 subscribers worldwide and approximately 193,000\* readers of each issue (subscribers and pass-along readers), POWER magazine's classified advertising section offers a tremendous opportunity to reach people at the plant or in the office.

\* 2013 Signet Readership Study

	1x	3x	6x	12x
<b>Cost per inch</b>	\$315	\$295	\$270	\$230

## ONLINE



POWER magazine's Careers-in-POWER job center focuses exclusively on jobs in power generation. Post your open jobs at [www.CAREERSinPOWER.com](http://www.CAREERSinPOWER.com) today. Ask about our posting for interns.

## Job Postings

Product	Duration	Cost
Single 30-Day Job Posting	30 days	\$250
Single 30-Day Job Posting + one inch print ad	30 days	\$500
Featured Employer Spotlight	30 days	\$300
5-Pack of 30-Day Job Postings *	365 days	\$1000
10-Pack of 30-Day Job Postings *	365 days	\$1,750
25-Pack of 30-Day Job Postings *	365 days	\$3,500
50-Pack of 30-Day Job Postings*	365 days	\$6,500
Unlimited job postings for one year*	365 days	\$9,000

\* Usable for: 30-day job postings.





# Target the Strongest Job Candidates in Power Generation

## E-NEWSLETTER

Our "Just Posted Jobs" e-newsletter will deliver your job posting directly to more than 66,000 in-boxes, each week. Target the most qualified active and passive job seekers in the energy industry with highlighted job listings and ad banners.

## Featured employer

3 exposures for the cost of 1!



The Careers-in-POWER Featured Employer program provides your company with exposure around our most popular media. This premier advertising opportunity ensures that your company's name, including a link to your site, is seen by thousands of visitors. Includes placement on the POWERmag.com home page, Careers-in-POWER home page and prominent above-the-fold positioning in our weekly Careers-in-POWER e-newsletter.

Duration	Cost
1 month	\$900
3 months	\$2,300
6 months	\$4,800
1 year	\$7,800

## Listings

Highlighted "Hot" job listings will send candidates directly to your job listing and ensure your listing's premium position at the top of the e-newsletter.

Product	Cost
Hot Listing (below top)	\$75

## Ad Banners

All prices are for 30 days and are available online or in the weekly e-newsletter. Call your representative if you are interested in receiving a discount for advertising in both.

Product	Cost
Full issue sponsorship	\$4,500
TOP BANNER- Leaderboard 728 X 90	\$2,500
Text Ad	\$2,500
CLOSING POSITION- Leaderboard 728 X 90	\$2,000
Skyscraper 160 X 600	\$2,200
Vertical Banner 160 X 240	\$1,300



## DIANE BURLESON

E-mail: [diane@powermag.com](mailto:diane@powermag.com)

Direct: 512-337-7890

Cell: 713-444-9939

# **POWER CONTENT REPURPOSING**

Take full advantage of your exposure in the leading industry-respected publication, POWER magazine.

When you repurpose an article from an industry publication, you are creating a connection between your company and the industry-respected brand of the magazine. No matter what your current marketing plan, we have a product that will enhance your print, email and online marketing efforts:

- » Reprints
- » Eprints
- » Interactive Digital Reprints
- » Mobile Reprints
- » QR Codes
- » Framed and Desktop Awards
- » Counter Cards
- » Posters
- » Licensing

Reprints give you the opportunity to take an article directly from the publication and transform it into custom marketing material that will have a direct impact on your bottom line. Let us help you personalize your reprint with your corporate logo, company information or highlighting. The possibilities are endless!

- » Marketing Kits
- » Sales Collateral
- » Online Marketing
- » Social Networking
- » Trade Shows
- » Direct Mail
- » Investor Relations
- » Employee Newsletters
- » Employee Recognition

As the exclusive reprint supplier for POWER magazine, we at Wright's Media are ready to help you design a reprint that will showcase any article.

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