With More Readership, Editorial and Experience than Any Other Industry Source, POWER Offers You Unrivaled Opportunities to Reach the Global Generation Marketplace

Circulation.
87%
POWER readers purchase directly or have purchasing influence.*

92%
POWER readers work for operating, generating, and distributed or captive generation businesses.**

Readership.
192,899 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.
438 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.

Global.
166 countries
Largest Global Reach of any power industry magazine.

POWER is cutting edge and global. It is vital for it to be on my desk to stay current.

Kenny Reed, Manager, Dynegy

* Harvey Ad Q Readership studies, 2008-2009 & Signet AdStudy, 2010 - June 2012
** Signet AdStudy, June 2012
Economic recovery has been slower than predicted, and growth in energy demand has been modest. Many power producers have chosen to decommission older, less-economic plants. Meanwhile, many plants that were used for peak demand are now being used for base load power. As need for energy continues to grow, even at a moderate pace, this activity will pinch supply and force producers to operate more efficiently than ever. At the same time, efforts are being made globally to reduce emissions. This creates tremendous opportunities for engineering, service, and technology companies that help improve operations and electricity output at plants and facilities. 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 serve the generation industry worldwide, the brand provides numerous ways to promote your offerings to the market through many different channels. Combining your products and services with POWER’s global reach in a highly demanding market is a strategy for success. I hope we can be of service to you in 2013 and beyond.

from the publisher

Economic recovery has been slower than predicted, and growth in energy demand has been modest. Many power producers have chosen to decommission older, less-economic plants. Meanwhile, many plants that were used for peak demand are now being used for base load power. As need for energy continues to grow, even at a moderate pace, this activity will pinch supply and force producers to operate more efficiently than ever. At the same time, efforts are being made globally to reduce emissions. This creates tremendous opportunities for engineering, service, and technology companies that help improve operations and electricity output at plants and facilities. 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 serve the generation industry worldwide, the brand provides numerous ways to promote your offerings to the market through many different channels. Combining your products and services with POWER’s global reach in a highly demanding market is a strategy for success. I hope we can be of service to you in 2013 and beyond.

Brian K. Nessen,
Vice President/Group Publisher

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.

87% POWER readers have taken action on advertisements by visiting websites, requesting additional information, or buying products or services.*

* Signet AdStudy, 2010 - June 2012
## 2013 editorial calendar

### JANUARY

**2013 Industry Forecast Issue**

**SPECIAL REPORT:** POWER editors present their annual industry forecast report, which explores the many important issues facing the power industry. Includes forecasts prepared by leading industry organizations.

- Developing the workforce of the future
- Country report: Russia
- Biofuels: Fact or fiction?
- How effective are utility energy efficiency initiatives?

*Bonus Distribution: Projects & Money; EUEC, Phoenix, Ariz., Jan. 28–30*

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**Focus: Instrumentation and Controls**

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

- IT in the plant: Advanced sensor technologies and online condition monitoring
- Implications of new Clean Water Act Section 316(b) rules
- Critical material supply problems for emerging technologies

*Advertising Readership Survey: Signet Research*

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**Focus: Coal-Fired Generation**

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

- Does wind power decrease GHG emissions?
- PDM in the plant: Advanced plant maintenance practices
- Advanced power systems: Municipal solid waste as fuel
- Corrosion control reduces maintenance outages

*Bonus Distribution: EUCG; Western Turbine Users Inc. Conference, San Diego, Mar. 10–13*

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**Focus: Distributed Generation and Renewables**

- Partners in power: Hybrid CSP and fossil plants
- Regulating wastewater from natural gas exploration and production
- Options for improving of gas-fired plant reliability
- Global spent nuclear fuel storage practices
- Technology refresh: Utility-scale energy storage systems

*Bonus Distribution: Power & Electricity World Africa, South Africa, Apr. 8–10; LDC Gas Forum/Southeast, Atlanta, Apr. 15–17*

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**ELECTRIC POWER 2013 Show Issue**

- IT in the plant: Advanced distributed control systems
- Country report: Germany
- Exploring emerging global nuclear power technologies
- Developing trends in plant water treatment practices
- Coal plant upgrades for efficiency improvement
- Plant O&M case studies: Wind turbines
- Technology refresh: Hydroelectric projects
- European Supplement

*Bonus Distribution: Wind Power/AWEA, Chicago, May 5–8; ELECTRIC POWER/Plant Management Institute/Women in POWER Generation/PRB Coal Users’ Group Annual Meeting, Rosemont, Ill., May 14–16*

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### POWER is like an extra graduate course each month.

Kevin Weiner,
Environmental Specialist,
Permitting Services, ESH, Colorado Springs Utility
### JUNE
**Focus: Combined Cycles, Plant O&M**

**SPECIAL REPORT:** Issues of importance to the design, operation, and maintenance of gas turbine-powered combined cycles

- Practical plant cybersecurity options
- Technology refresh: Advanced combustion turbines
- Plant Managers’ Business Forum: Managing a shrinking, less-experienced workforce

**Advertising Readership Survey: Signet Research**


### JULY
**Focus: Coal-Fired Generation**

- Coal plant upgrades for efficiency improvement
- Technology refresh: Advanced steam turbine upgrades
- Country report: Indonesia
- IT in the plant: Advanced instrumentation, controls, and enterprise-wide condition-based maintenance processes

**Advertising Readership Survey: Signet Research**

Bonus Distribution: ASME Power Conference, Boston, July 29–Aug. 1

### AUGUST
**Focus: Plant O&M, Plant Design**

**Plant of the Year, Marmaduke, and Smart Grid Awards**

- Advanced instrumentation, controls, and enterprise-wide condition-based maintenance processes
- PDM in the plant: Advanced plant maintenance practices
- Rethinking centralized performance monitoring centers
- Plant layup and preservation techniques

**Advertising Readership Survey: Signet Research**


### SEPTEMBER
**Focus: Gas-Fired Generation**

**GAS-FIRED TOP PLANT AWARDS:** A look at the most important gas-fired power plants worldwide

- Water treatment roundup: Solving complex water treatment system problems
- IT in the plant: Using wireless systems in power plants
- Technology refresh: Advances in gas-fired reciprocating engine technology

**Advertising Readership Survey: Signet Research**

Bonus Distribution: LDC Gas Forum/Mid Continent, Chicago, Sept. 9–11; Turbomachinery Symposium, Houston, Sept. 30–Oct. 3; WEFTEC, Chicago, Oct. 5–9; ChemInnovations, Sept. 25-26, Galveston, TX

### OCTOBER
**Focus: Coal-Fired Generation**

**COAL-FIRED TOP PLANT AWARDS:** A look at the most important coal-fired power plants worldwide, including the PRB C&G Plant of the Year

- Renovating power plant controls improves plant availability
- Technology refresh: Advanced scrubber technologies
- Renewable portfolio standard problems? Cofire biomass
- Modern machinery lubrication practices improve plant reliability

**Advertising Readership Survey: Signet Research**


### NOVEMBER
**Focus: Nuclear Generation**

**NUCLEAR TOP PLANT AWARDS:** A look at the most important nuclear power plants worldwide

- Technology refresh: Advanced nuclear power generation technologies
- Small modular reactor update
- Rethinking dry cask storage for spent nuclear fuel
- Country report: South Korea

**Advertising Readership Survey: Signet Research**


### DECEMBER
**Focus: Renewables, Distributed Generation**

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

**RENEWABLE TOP PLANT AWARDS:** A look at the most important renewable power plants worldwide

- Technology refresh: Offshore wind turbines
- Asset management strategies: Survey of plant maintenance software options

**Advertising Readership Survey: Signet Research**

Bonus Distribution: NGL, San Antonio
# 2014 Editorial Calendar

**January**

**2014 Industry Forecast Issue**
- SPECIAL REPORT: POWER editors present their annual industry forecast report, which explores the many important issues facing the power industry. Includes forecasts prepared by leading industry organizations.
- Breakthrough generation technologies
- Global predictions of fossil fuel reserves
- Technology refresh: Biomass cofiring experience in Europe
- The EU’s nuclear future

AD CLOSING DATE: 11/27/13
Ad Materials due: 12/4/13

**February**

**Focus: Instrumentation & Controls**
- SPECIAL REPORT: Advanced power plant instrumentation and controls—developed with our exclusive partner, ISA POWN. Specific topics include I&C upgrades for nuclear and fossil steam plants, plant automation advancements, and asset management strategies.
- Workforce development: Transitioning workers from coal to gas plants
- IT in the plant: Sensor technologies and online condition monitoring
- Where do wireless systems make sense in your plant?

AD CLOSING DATE: 12/31/13
Ad Materials due: 1/3/14

**March**

**Focus: Coal-Fired Generation**
- SPECIAL REPORT: Issues of importance to the design, operation, and maintenance of coal-fired power plants
- Coal plant upgrades improve plant efficiency
- Technology refresh: Desalination plant options
- Identifying equipment upgrades for cycling coal plants
- PDM in the plant: Advanced plant maintenance practices

AD CLOSING DATE: 1/31/14
Ad Materials due: 2/5/14

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Reading POWER gives me ideas of how to improve our processes and projects. Sometimes I go to vendors’ websites. I leave my copy in the lunchroom when I’m done so others can read it.

Randal B. Peterson, Manager, Corporate Permitting Group, Ormat Technologies, Inc.
Unmatched Editorial Experience.

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

**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. 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. 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 has been managing editor of POWER since 2002. She previously worked at E Source, 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.

**David C. Wagman**
Executive Editor

David has spent the past 25 years reporting on the power generation industry, earning many journalism awards and accolades along the way. David’s career includes positions with the National Regulatory Research Institute, Public Utilities Fortnightly, Financial Times Energy, the National Renewable Energy Laboratory, and a competing industry publication. David joined the staff of POWER in 2012. He has a BS in political science and an MS in city and regional planning.

**Angela Neville, JD**
Senior Editor

Angela has been senior editor of POWER since 2008. Previously, she was editorial director of Environmental Protection and Water & Wastewater News magazines. She is a licensed Texas lawyer and writes about legal and regulatory issues as well as renewable energy. Angela has won several regional ASBPE awards.

**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.

**Sonal Patel**
Senior Writer

Sonal covers a wide range of technology, business, and policy issues affecting the power industry. In addition to the weekly POWERnews enewsletter 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.

**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.

**Charles Butcher**
European Reporter

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.

**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

**AWARD-WINNING EDITORIAL:**

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

Publisher will 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 ads 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.

### Advertising Rates:

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### Additional Color Charges

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

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*All rates listed are gross
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)

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specifications

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 powerprod@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 RGB 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.

www.powermag.com
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, white papers, videos, and awards plus years of engineering and technical data, commentaries, and more.

Research is the primary reason for website usage on our site. 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 Interactive Advertising Bureau (IAB) standard ad sizes and third-party reporting. With results you can measure, you can fine-tune your campaign to increase response.

GAS POWER Direct e-newsletter

GAS POWER Direct is a monthly e-newsletter that delivers the latest news and technology about the gas-fired generation market to more than 40,000 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, which continues to show significant growth, can have their advertisements delivered right to the desktops of readers.

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 23,000 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 right to desktops.

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 to serve the needs of plant management and senior management around the world. With articles on regulatory, legal, financial, and workforce management issues, this e-newsletter provides critical information on the business of the power generation industry. The power market is facing dramatic change, and MANAGING POWER is there to keep managers on top of the current issues. Through advertising and sponsorships, this is a direct source for companies that need to reach industry management—right at their desks.

POWERnews

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.
POWER is my go-to source....Every issue provides relevant, insightful and current information on the industry.

Melanie Green, Director, Power Plant, CPS Energy

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, 512-250-9555 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.

PLEASE CONTACT YOUR SALES REPRESENTATIVE FOR PRICING DETAILS.

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.

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 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.

POWER magazine is a great source of information on the energy industry trends on coal, oil, gas, nuclear and renewables.

Emmanuel Darko, P.E., Performance Engineer, GenOn Energy, Inc, Dickerson Generating Station
**e-media specifications**

### 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 provide 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:** 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 - 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.

### Text/logo ads specifications

- **Website**
  - **Leaderboard:** 728 x 90
  - **Skyscraper:** 160 x 600
  - **Middle Banner:** 468 x 60

- **E-newsletter**
  - **Banner:** 160 x 240
  - **Footer:** 300 x 250

### Standard sizes for all e-newsletters

### Website banner ad sizes

- **Website**
  - **Leaderboard:** 728 x 90
  - **Skyscraper:** 160 x 600
  - **Middle Banner:** 468 x 60

- **E-newsletter**
  - **Banner:** 160 x 240
  - **Footer:** 300 x 250

**These rates are subject to change.**

**SPECIALS**

- **Text/Logo Ads** available (50-100 words text & logo; ad size 150x100, plus website link)
- **Website banner ad sizes**
  - **Leaderboard:** 728 x 90
  - **Skyscraper:** 160 x 600
  - **Middle Banner:** 468 x 60

**Website banner ad sizes**

- **Leaderboard:** 728 x 90
- **Skyscraper:** 160 x 600
- **Middle Banner:** 468 x 60

**E-newsletter banner ad sizes**

- **Banner:** 160 x 240
- **Footer:** 300 x 250

**These rates are subject to change.**

**E-mail specifications**

- **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)
I see the articles and it gives me ideas on compliance and how to do things better here. Also helps my employees to understand the complexity of our Generation and Transmission needs on a daily basis.

Floyd Taber, Electric Superintendent
Villisca Municipal Power Plant

www.powermag.com