

POWER ADVERTISING RATES

ALL RATES LISTED ARE GROSS

Color (4c)	1x	6x	12x	18x
Spread	\$22,700	\$21,845	\$21,000	\$19,320
Full Page	\$12,925	\$12,470	\$12,010	\$11,125
2/3 Page (vertical)	\$9,770	\$9,430	\$9,125	\$8,490
1/2 Page (island)	\$9,370	\$9,125	\$8,805	\$8,205
1/2 Page	\$8,915	\$8,620	\$8,325	\$7,780
1/3 Page	\$6,720	\$6,525	\$6,330	\$5,950
1/4 Page	\$5,855	\$5,690	\$5,525	\$5,225

Special Positions (4c)	1x	6x	12x	18x
Back Cover	\$14,805	\$14,490	\$13,975	\$12,945
Inside Front Cover	\$14,650	\$14,240	\$13,735	\$12,730
Inside Back Cover	\$14,400	\$13,985	\$13,490	\$12,505
Spread Between TOCs	\$25,490	\$24,525	\$23,565	\$21,670
1/3 Page TOC Vertical	\$7,450	\$7,245	\$7,020	\$6,575
Opposite 2nd TOC Page	\$14,500	\$13,985	\$13,490	\$12,505
Opposite Speaking of Power	\$14,240	\$13,735	\$13,255	\$12,265
Opposite Global Monitor	\$14,240	\$13,735	\$13,255	\$12,265
Opposite O&M	\$14,240	\$13,735	\$13,255	\$12,265
Opposite Cover Story	\$14,140	\$13,635	\$13,155	\$12,175

Classified 4c	1x	3x	6x	9x	12x
1 Page	\$8,360	\$8,080	\$7,765	\$7,290	\$6,825
1/2 Page	\$6,650	\$6,325	\$6,075	\$5,715	\$5,345
1/3 Page	\$4,725	\$4,470	\$4,345	\$4,110	\$3,870
1/4 Page	\$3,810	\$3,650	\$3,510	\$3,335	\$3,140
Per inch	\$1,240	\$1,220	\$1,190	\$1,160	\$1,140

Classified 2c	1x	3x	6x	9x	12x
1 Page	\$7,830	\$7,560	\$7,250	\$6,780	\$6,320
1/2 Page	\$6,150	\$5,825	\$5,580	\$5,225	\$4,860
1/3 Page	\$4,250	\$3,995	\$3,870	\$3,640	\$3,405
1/4 Page	\$3,340	\$3,180	\$3,050	\$2,870	\$2,680
Per inch	\$810	\$785	\$750	\$725	\$705

Classified B&W	1x	3x	6x	9x	12x
1 Page	\$7,420	\$7,150	\$6,835	\$6,370	\$5,900
1/2 Page	\$5,735	\$5,410	\$5,170	\$4,815	\$4,445
1/3 Page	\$3,830	\$3,580	\$3,455	\$3,220	\$2,985
1/4 Page	\$2,925	\$2,770	\$2,630	\$2,455	\$2,265
Per inch	\$385	\$365	\$335	\$310	\$290

	1x	3x	6x	12x
Showcase	\$955	\$875	\$800	\$690

RE-PRINTS: Take full advantage of your exposure in POWER by purchasing re-prints. For more information, contact sales@wrightsmedia.com.

MEASURE YOUR PRINT ADVERTISING RETURN ON INVESTMENT

Signet AdStudy® offers objective research on the effectiveness of your advertising message. Complimentary research is available to you in the March, July, and November issues of POWER.

- » Find out if your ads have impact
- » Compare your advertising with the competition
- » Discover which ads score well
- » Test the impact of different ads
- » Learn how readers perceive the message of your ad through extensive verbatim feedback

ROI: Generate leads from print advertising

As readers take the survey and study your ad, they have the option to request more information from your company. Past advertisers have received up to 30 leads from the Signet AdStudy®.

E-RESPONSE EMAIL PROGRAM:



All display advertisers will receive subscriber names from interested buyers in an easy-to-use digital format. Partner with POWER and receive names of prospective buyers and gain invaluable insight into the power generation industry.

POWER INTERNATIONAL RATES

POWER offers regional split-run options where the advertisement can be distributed internationally (excluding the U.S. and Canada).

Color (4c)	1x	6x	12x	18x
Full Page	\$5,255	\$4,995	\$4,540	\$4,430
2/3 Page (vertical)	\$4,325	\$4,120	\$3,915	\$3,710
1/2 Page (island)	\$3,680	\$3,530	\$3,375	\$3,220
1/2 Page	\$3,605	\$3,450	\$3,295	\$3,140
1/3 Page	\$2,885	\$2,730	\$2,575	\$2,420
1/4 Page	\$2,165	\$2,030	\$1,905	\$1,760