



POWER

CORPORATE CAPABILITIES SPECIAL ADVERTISING SECTION JULY 2018

POWER magazine is offering the unique opportunity for all July issue full page advertisers to take part in a special Corporate Capabilities digital issue at no additional cost.

You get the opportunity to put together a 1/2 page corporate capabilities profile for your company. This is a great way to get tremendous print advertising presence in our July issue **AND** company exposure in a digital format.

In your corporate capabilities profile you can provide further detail on your current products/services/ offerings, future company direction, technical expertise, market understanding, staff, resources, performance, and anything else that you would like to highlight to potential customers.

This special digital issue will be emailed out to more than **20,000** decision makers in POWER's audience. All advertisings will be included in the Value Added Signet AdStudy.

Special Section Advertorial
Material Due: June 1
DON'T DELAY – SPACE IS LIMITED
Reserve your advertising space now!
Ad Closing Date: June 1
Ad Material Due Date: June 5

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

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

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

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



CONTACT YOUR SALES REPRESENTATIVE FOR ADDITIONAL INFORMATION:

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