



**POWER**

# ENVIRONMENTAL SPECIAL ADVERTISING SECTION DECEMBER 2018

With the litany of air and water environmental regulations and issues in the power generation industry, we are now offering a unique marketing opportunity for companies focused on this topic.

In our December issue of POWER magazine, we will have a special section focused on environmental issues in the industry where our partners can provide sponsored content to our audience.

We are offering discounted rates to our advertisers that would like to participate in this special section and provide sponsored content on this topic as well as promote your environmental control product/service and company and detail how you can help generating companies comply with the prevailing industry regulations. The overall theme for our December issue will be on environmental issues. This will be the perfect issue and backdrop for your related marketing message.

**Special Section Advertorial  
Material Due: November 1**

**DON'T DELAY – SPACE IS LIMITED**

Reserve your advertising space now!  
Ad Closing Date: November 1  
Ad Material Due Date: November 5

	Price (net)	Specifications	Body Copy	Header Copy
1/2 Page Advertorial/Ad	\$3,000	7"x4.875"	195 words max	6 words max
Full Page Advertorial/Ad	\$5,000	8.125"x11"	465 words max	8 words max

\*The full page ad can accommodate 2 images and the half page can fit 1 image. All graphics should be 300 dpi/CMYK and will be sized to fit. Minimum image width should be 3.5".

**BUYERS' GUIDE ISSUE:** This is a great way to get tremendous print advertising presence in our December Buyers' Guide issue AND company exposure in a digital format.

## 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:

- For a full-page, send 8 word header max + 465 words body max + 2 images **OR** 8 word header + 700 words with no images.
- For a half-page, 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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