



**POWER**

# EXECUTIVE INSIGHT SPECIAL ADVERTISING SECTION JANUARY 2018

The global power industry is a fast-changing and competitive marketplace in transition. POWER's January issue will include our 2018 Industry Forecast and will provide a wealth of data, projections, and insight on what we and our partners perceive as trends, opportunities, and risks in the upcoming year.

Anyone placing a full-page global display ad in this issue will receive an additional "Executive Insight" sponsored content full page, which will be placed alongside the ad. Key executives from sponsoring companies will be invited to provide insight on:

- What power market and industry developments they perceive as most critical in 2018
- Challenges, opportunities, and emerging trends in the power industry
- How your company's products and/or services fit into the current and future state of the industry
- How your company will be able to best help clients meet these upcoming challenges and capitalize on opportunities

This is a tremendous opportunity to start the year with a personal message from your company's top executives to the global power market and showcase your support, involvement, and dedication to the market as well as how you are helping advance the industry.

**SPECIAL SECTION ADVERTORIAL  
MATERIAL DUE: December 1  
DON'T DELAY – SPACE IS LIMITED**

Reserve your advertising space now!  
Ad Closing Date: December 1  
Ad Material Due Date: December 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 8 word header max + 465 words body max + 2 images OR 8 word header + 700 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:

**DAN GENTILE**

901-512-6145  
dang@powermag.com

**ED MUELLER**

309-278-8120  
edm@powermag.com

**PETRA TRAUTES**

+49 69 58604760  
ptrautes@accessintel.com

**DIANE BURLESON**

830-336-4338  
diane@powermag.com