EDITORIAL EXCELLENCE

With advanced educational degrees, as well as industry and publishing experience, the editorial team of POWER is unmatched. No other editorial staff in the industry can compare. Placing your marketing message around high-quality content is a key component for effective advertising.

645 MORE EDITORIAL PAGES than any other power industry publication for the past 5 years.****

AN AUDIENCE OF DECISION MAKERS

POWER’s readership includes more decision makers and management titles than any other source. Top buying authorities worldwide refer to POWER when making decisions critical to their work. Advertise with POWER and put your products and services in front of these decision makers.

75% of subscribers have taken action on advertisements by visiting website, recommending the product or service to others, or buying the product or service.*

1 out of 10 subscribers have purchased the advertiser’s product or service based on the advertisement*

“POWER is very helpful in obtaining new customers and business.”
- General or Corporate Management, Company Operations

“I use POWER as a source for finding companies that produce a product or provide a service that I may need on any given project.”
- Engineering, Operations and/or Maintenance, Power Plant Consulting Engineering Firms

ENDLESS IMPRESSIONS

On average, each subscriber passes each issue 3.1 times, resulting in at least 201,500 readers each month*

55 minutes average time spent reading an issue of POWER*

61% of subscribers pass POWER to others*

Highly educated power professionals with purchasing influence

85% are college graduates, including 43% who have a Master’s degree or higher**

79% are involved in purchasing products and services for their organization*

POWER magazine has been the leading source for news, technology, and analysis used by more than 65,000 power plant managers, engineers, and technicians as well as those who support the power industry. In addition to the distinguished magazine, POWER reaches the market through trade shows, conferences, websites, e-newsletters, webinars, job boards, technical books, and social media.
Reach the decision makers of the power generation industry by partnering with the POWER brand. Advertising with POWER delivers your message to this audience effectively and efficiently across multiple media channels.

**GLOBAL COVERAGE**

POWER is the largest global publication serving the power generation market, reaching subscribers in 168 countries each month. See back insert for complete June 2014 BPA statement, including a country breakdown.***

In addition to reaching the global market with more than 19% non-U.S. subscribers, POWER covers the global market. It is critical that today’s industry professionals exchange ideas and experiences to help increase productivity, encourage technological development, and improve on best practices. For example, each month Global Monitor department keeps subscribers up to date on new power plants, technology developments, emerging research and development, and notable business deals worldwide.

**AHEAD OF THE COMPETITION**

POWER attracts and retains readership from more energy industry professionals than any other media source.

When subscribers compared POWER to other industry publications, subscribers indicated POWER as the superior publication due to POWER’s timely information and scope of coverage.

Subscribers indicated POWER provides the best coverage in new project developments, industry trends, legal/regulatory developments, compliance approaches, and relevant advertising when compared to other industry publications.**

“POWER is very useful in specifications, recommendations, and in technical arguments.” - Engineering, Operations and/or Maintenance, Power Plant Consulting Engineering Firms

**SUBSCRIBER LOYALTY**

The average subscriber has read or looked through all four of the last four issues**

On average, subscribers have subscribed for 6.6 years**

23% of subscribers have been subscribing for 10 years or more**

56% unduplicated readership (subscribers who do not receive the closest competitor’s publication)*

**70% use/access at least one of POWER’s digital resources**

* Signet AdStudy, July 2014
** 2014 blind survey conducted by ReadEx
*** June 2014 BPA Statement
**** 2014 E-media Study
***** Publisher’s own data from July 2009 - July 2014.

Why our subscribers read the magazine:**

- To learn about new products and services 61%
- To acquire technical knowledge 67%
- To keep up with industry trends 80%

powermag.com 3
RICH HISTORY
Over the last 132 years, POWER was involved in several industry achievements. A few examples of POWER’s experience and its importance to the industry:

» Coverage of issues leading to the development of many safety guidelines that were incorporated by the U.S. and governments around the world.

» The development of industry organizations, trade associations, and users’ groups.

» POWER was the first publication to report on the advent of nuclear power.

» Launched in 1882, POWER is the oldest, continually published business-to-business magazine in the U.S. (according to the Library of Congress).

BUSINESS AND TECHNOLOGY
In order to give subscribers a complete picture of the generation marketplace, POWER also provides business information such as industry forecasts, legal topics, regulatory updates, workforce management issues, and more. This combination of business and technology makes POWER the primary publication for the most important and influential people in the industry, regardless of their position.

84% of readers use the Internet to do research for their job****

60% of readers use the Internet for analysis of industry news, trends and events****

“I use POWER to keep up on the latest technologies and regulations in the power industry. I use the information I glean to advise the elected official I work for.” – Company Operations

CONNECT WITH US!
More than 8,000 social media followers (as of August 2014)

Like us on Facebook and connect with our fans at facebook.com/POWERmagazine

Follow @POWERmagazine on Twitter for the latest industry developments

Join our groups POWER Magazine and Women in Power Generation to discuss industry hot topics with our members.

Follow POWER magazine on Google+ for industry updates.

“POWER gives me information that I use to do my job better. It also keeps me up-to-date on new items in the industry.”
– Company Operations
Dr. Gail Reitenbach
Editor

Gail was managing editor of POWER for 11 years before becoming editor in 2013 upon Bob Peltier’s retirement. She previously worked at E Source (an energy information services firm), 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.

Sonal Patel
Associate Editor

Sonal covers a wide range of technology, business, and policy issues affecting the power industry. In addition to the weekly POWERnews e-newsletter 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. She also was recognized as a 2014 Neal Award finalist for her country profile articles.

Aaron Larson
Associate Editor

Aaron is an engineer who has worked at nuclear, biomass, and coal power plants, where he gained significant operations, maintenance, safety, financial, and management experience. He has also served in the Navy, earned a BS in nuclear engineering technology from Thomas Edison State College, holds an MBA in financial management from City University of Seattle, and is credentialed as a Chief “A” Boiler Engineer.

Dr. Bob Peltier, PE
Consulting Editor

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 and consulting editor in 2013. Bob has a BS, MS, and PhD in mechanical engineering and is a registered engineer in California and Arizona.

Thomas W. Overton, JD
Associate Editor

Tom has over 16 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.

POWER Awards

For over four decades, POWER magazine has honored the top performers in the electricity-generating industry with annual power plant awards. Award winners are selected by the editors of POWER based on nominations submitted by suppliers, designers, constructors, and operators of power plants. Award-winning projects are profiled in the August through December issues, and plants receive an award. See powermag.com/power-awards for list of awards, nomination forms, and deadlines.

SUPERIOR EDITORIAL EXPERIENCE

An award-winning editorial team

The editors of POWER are some of the most knowledgeable people in the industry. Since 2008, POWER editors have won two national and five regional awards from the American Society of Business Publication Editors and have been recognized as Neal Award finalists.

Their combination of deep and diverse experience translates into high-quality editorial, loyal readership, and a high pass-along rate. Subscribers rely on the editors of POWER to deliver industry news, technology fundamentals, and expert analysis of industry operations and trends.
### 2015 Editorial Calendar

**NOTE:**
- All fuel types are covered in some way in every issue - **COAL**, **GAS**, **NUCLEAR**, **RENEWABLES**
- Topics are subject to change and are not restricted to this list.
- Please review the Contributors’ Guidelines (click the “Contribute” link at the bottom of powermag.com) and submit editorial pitches at least three months prior to desired publication month.

### Exclusive Departments in Every Issue
- **Speaking of Power:** Straight talk from the editor on news and events affecting the power industry.
- **Global Monitor:** Business and technology developments in worldwide power generation.
- **Focus on O&M:** Real-world advice for improving the technical and business performance of operating plants.
- **Legal & Regulatory:** Legal experts examine the regulations, laws, and policies that will affect your plant operations.
- **Guest Commentary:** Noted spokespersons with a variety of points of view offer their take on industry issues.

### January
**Focus: 2015 Industry Forecast Issue**
- POWER’s Generating Company Advisory Team talks about the year ahead.
- Exclusive market projections and insights from leading industry firms.
- 3D virtual reality training.
- Weather forecasting impacts on dispatch and availability of variable generation resources: Who bears the risk?
- Small modular reactors: The international playing field.

**AD Closing Date:** November 26, 2014  
**AD Materials Due:** December 3, 2014

### February
**Focus: Combined Heat & Power (CHP)**
- Why, where, and how CHP is gaining ground in North America.
- Making the technology shift to CHP: How to prepare your O&M staff.
- Best practices for aligning metrics, incentives, and safety.
- Getting real about coal plant heat rate improvements.
- Instrumentation & control: Addressing security concerns.

**Bonus Distribution:** EUEC (February 16-18, San Diego)

**AD Closing Date:** December 26, 2014  
**AD Materials Due:** January 5, 2015

### March
**Focus: Water & Wastewater**
**Electric Power 2015 Pre-Show Issue**
- Feedwater chemistry revisited.
- Reverse osmosis technology options and power plant applications.
- Zero-liquid discharge systems: Model installations in the U.S. and abroad.
- Are “flexible generation” plants aging gracefully?
- Improving the efficiency of fossil plant auxiliary systems.

**Bonus Distribution:** Western Turbine Users, Inc. Conference (March 15-18, Long Beach)

**AD Closing Date:** January 29, 2015  
**AD Materials Due:** February 3, 2015

### April
**Focus: Operations & Maintenance**
**Electric Power 2015 Show Issue**
- Fine-tuning your operations to gain efficiency at coal- and gas-fired plants.
- Balancing risk, reliability, safety, and cost at coal plants slated for retirement.
- Operational and equipment impacts of multipollutant control.
- Wind turbine maintenance best practices.
- Earthquake resilience for nuclear power plants.

**Bonus Distribution:** 30th Annual Platts Global Power Markets (April 13-15, Las Vegas)  
EUEC Spring Workshop (April 18-19, Nashville)  
40th Annual Spring CTOTF Conference and Trade Show (April 12-16, Fort Myers)  
LDC Gas Forum: Southeast (April 13-15, Atlanta)  
43rd Annual Electric Power (April 21-23, Rosemont)

**AD Closing Date:** February 27, 2015  
**AD Materials Due:** March 4, 2015

### May
**Focus: Distributed Generation & Energy Storage**
- Virtual power plants.
- Grid-level battery storage update: technology, applications, dispatch issues.
- Diagnosing slagging and fouling problems in boilers.
- Carbon capture, use, and storage update.
- Failure mechanisms in combustion turbine generators.

**Bonus Distribution:** AWEA WINDPOWER (May 18-21, Orlando)

**AD Closing Date:** March 30, 2015  
**AD Materials Due:** April 3, 2015

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*See page 13 for more information on Signet AdStudy® features.*
JUNE

FOCUS: WORKFORCE & TRAINING CONCERNS
ELECTRIC POWER 2015 Post-Show Issue
» Ensuring onsite operational competence with a smaller, less-experienced workforce C G N R
» Basic training for new managers C G N R
» Women in power generation update C G N R
» Plant mothballing: Best practices for all technologies C G N R
» HRSG design and deployment update C
» Roundup of ELECTRIC POWER 2015 highlights C G N R

Bonus Distribution: 58th Annual ISA POWID Symposium (June 7-11, Kansas City)
Energy Ocean Conference & Exhibition
Edison Electric Institute Annual Convention (June 7-10, New Orleans)
ASME Turbo Expo (June 8-13, Quebec)
LDC Gas Forum: Northeast (June 15-17, Boston)
ACHEMA (June 15-19, Frankfurt)
Air & Waste Management Association (AWMA) Annual Conference (June 22-25, Raleigh)
ASME Annual Event (June 29 – July 3, San Diego)
25th Annual Energy Storage Conference

AD CLOSING DATE: April 29, 2015
AD MATERIALS DUE: May 5, 2015

JULY

FOCUS: ENVIRONMENTAL ISSUES
» How to choose an air quality control system for a U.S. power plant C G
» New options for continuous emissions monitoring systems C G C G
» Monitoring carbon dioxide emissions at the plant: Technologies, practices, concerns C G
» Powder River Basin Coal Users’ Group Plant of the Year profile C
» Landfill gas gains ground as a generation fuel G R

AD CLOSING DATE: May 29, 2015
AD MATERIALS DUE: June 3, 2015

Advertising Readership Survey: Signet AdStudy®

AUGUST

FOCUS: PLANT DESIGN
Plant of the Year, Reinvention (formerly Marmaduke), Water, and Smart Grid Awards
» Profiles of winners in the Plant of the Year, Reinvention, Water Project, and Smart Grid award categories C G N R
» Dual-fuel plant design: Pairings, potential, drivers C G R
» How to minimize owner risk when adopting new technologies C G N R
» Ensuring safety during construction and upgrade projects C R G R
» What OEMs are doing to improve QA/QC for wind turbine blades C

AD CLOSING DATE: June 29, 2015
AD MATERIALS DUE: July 6, 2015

SEPTEMBER

FOCUS: GAS-FIRED GENERATION
TOP PLANT Awards—Gas
» Profiles of the most interesting gas-fired power plants worldwide C
» Controlling schedules, quality, and costs for new simple and combined cycle plants C
» How corrosion, biological deposits, and scale act in concert—and how to stop them C G N
» Getting the most from coal plant fuel flexibility: What works, where, when, and why C
» 15 key innovations to help you manage challenging operating profiles C G R

Bonus Distribution: LDC Gas Forum: Mid-Continent (September 14-16, Chicago)
44th Turbomachinery and 31st Pump Symposia (September 14-17)
EUCG Spring Workshop (September 20-23, San Diego)
40th Annual Fall CITOFF Conference and Trade Show (September 20-24, Coeur d’Alene)

AD CLOSING DATE: July 30, 2015
AD MATERIALS DUE: August 4, 2015

OCTOBER

FOCUS: COAL-FIRED GENERATION
TOP PLANT Awards—Coal
» Profiles of the most interesting coal-fired power plants worldwide C
» Improving efficiency and O&M in the global diesel generation fleet G
» Power plant knowledge transfer: What works, where, when, and why C G N R
» The gas technology competition: Microturbines versus reciprocating engines C
» Global hydropower technology innovations R

Bonus Distribution: LDC Gas Forum: Rockies & West (October 5-7, Los Angeles)
Asian SBC Users’ Group
Coal Handling & Storage Conference & Exhibition

AD CLOSING DATE: August 31, 2015
AD MATERIALS DUE: September 4, 2015

NOVEMBER

FOCUS: NUCLEAR GENERATION
TOP PLANT Awards—Nuclear
» Profiles of the most interesting nuclear power plants worldwide N
» Advanced O&M practices for nuclear plants N
» Micro-CHP: Technologies and applications C G R
» O&M best practices for supercritical coal plants in developing economies C
» Geothermal technology update R

Bonus Distribution: LDC Gas Forum: Canada (November 9-11, Toronto)
APPO (November 17-18, Toronto)

AD CLOSING DATE: September 30, 2015
AD MATERIALS DUE: October 5, 2015

DECEMBER

FOCUS: RENEWABLE GENERATION
BUYERS’ GUIDE: Annual guide to power plant equipment and service providers
TOP PLANT Awards—Renewables
» Profiles of the most interesting renewable power plants worldwide R
» Load control for solar PV plants C
» Diagnosing coal plant mill/pulverizer problems C
» New technology options for optimizing gas-fired plants G
» Electrical equipment testing, evaluation, and refurbishment for motors, transformers, and more C G N R

Bonus Distribution: NGL Forum (December 7-9, San Antonio)

AD CLOSING DATE: October 29, 2015
AD MATERIALS DUE: November 3, 2015

powermag.com 7
WEBE SITE

You’ll find powermag.com fully responsive and unique

POWER’s website is designed to conveniently reconfigure to whatever device is being used. All ad positions have been optimized for performance across devices, including the IAB (Interactive Advertising Bureau) “Rising Stars” rich media ad position. IAB research indicates that “Rising Stars” ads, like the new slider position, increase interaction rate and engagement time while promoting greater recall.

The website offers many more ways for the power generation community to connect with the latest industry news, technology, blogs, webinars, white papers, videos, awards, and commentaries, plus years of engineering and technical archives. More industry professionals rely on powermag.com because it is data-rich and easy to use on-the-go with smart phones and tablets.

There are select banner positions available in certain areas of the site that provide the best visibility without being invasive to our visitors and members. Increase traffic to your website while leveraging powermag.com’s fully mobile and responsive website.

E-NEWSLETTERS

POWERnews

50,000 subscribers

POWERnews is a weekly e-newsletter that delivers key developments in the global electric power industry to more than 50,000 opt-in subscribers. Headlines and article excerpts direct readers to full-text stories on powermag.com. Promote your products and services to this influential audience on a weekly basis. Contact your sales representative or powermag.com/mediakit for pricing and position availability.

GAS POWER

31,000 subscribers

GAS POWER Direct is a monthly e-newsletter that delivers the latest news and technology stories about the gas-fired generation market, which continues to show significant growth, to more than 31,000 subscribers around the world. Companies targeting the gas segment of the power generation industry can have their advertisements delivered right to the desktops of readers.

Contact your sales representative or powermag.com/mediakit for pricing and position availability.

COAL POWER

19,000 subscribers

COAL POWER Direct is a monthly e-newsletter that delivers the latest news and technology about the coal-fired power market to more than 19,000 opt-in subscribers around the world. This e-newsletter has become an important industry source for engineers and managers working in coal plants globally.

Contact your sales representative or powermag.com/mediakit for pricing and position availability.

POWER BUYERS’ GUIDE

http://buyersguide.powermag.com

Sell your products directly to qualified buyers

POWER Buyers’ Guide is the industry’s source for generation products and services. Hundreds of companies are listed in numerous categories, making it easy for users to search and find the information they need to request bids and make purchases.

A one-time yearly purchase guarantees that your advertisement will be circulated globally to the subscribers of POWER and distributed at premier trade shows and conferences throughout the year. See back insert for pricing and position availability.

E-MEDIA

You’ll find powermag.com fully responsive and unique

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The website offers many more ways for the power generation community to connect with the latest industry news, technology, blogs, webinars, white papers, videos, awards, and commentaries, plus years of engineering and technical archives. More industry professionals rely on powermag.com because it is data-rich and easy to use on-the-go with smart phones and tablets.

There are select banner positions available in certain areas of the site that provide the best visibility without being invasive to our visitors and members. Increase traffic to your website while leveraging powermag.com’s fully mobile and responsive website.

GROSS RATES:

» Rates are based on cost per thousand (cpm) impressions
  • powermag.com averages 150,000 impressions per month
  » Due to traffic and based on demand, positions may be rotated to accommodate all advertisers.

Super Leaderboard (970x90) $100 cpm
Half Page (top - 300x600) $100 cpm
Medium Rectangle (top - 300x250) $93 cpm
Medium Rectangle (middle - 300x250) $88 cpm
Medium Rectangle (bottom - 300x250) $82 cpm
Footer (180x150) $58 cpm
Slider ad $10,000 gross
Page Peel (home page only) $5,500 gross
Roadblock (640x480)* $10,000 gross
Site Skin Ad** $10,000 gross

*Roadblock ad appears before site entrance. This price includes two alternating weeks per month (1st and 3rd week of the month) in this position.
**Site Skin ad appears as the background on the website and completely clickable. This price includes two alternating weeks per months (2nd and 4th week of the month) in this position.

Example – 40,000 ad impressions in a $58 cpm ad position would cost $2,320

78% of subscribers access powermag.com monthly and 23% weekly**
(Percentage of those that use/access at least one of POWER’s digital resources)

91% of readers said websites are very useful or useful to stay informed about the energy industry****

POWER’s website is rated as ‘very useful’ 3.1 times more than the average energy/power-related website****

82% of readers use their mobile device for work****

76% of readers said reading e-newsletters is very useful or useful to stay informed about the energy industry****

95% of readers receive and read work-related e-newsletters****

POWER’s website is designed to conveniently reconfigure to whatever device is being used. All ad positions have been optimized for performance across devices, including the IAB (Interactive Advertising Bureau) “Rising Stars” rich media ad position. IAB research indicates that “Rising Stars” ads, like the new slider position, increase interaction rate and engagement time while promoting greater recall.

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POWER’s Premium Product Showcase

HOT PRODUCTS is a tool that guarantees product exposure to the global audience of POWER. Whether it’s a new product launch or to promote existing products before an event, HOT PRODUCTS will give you the edge you need to ensure premium exposure.

Each HOT PRODUCT listing in the print edition and e-letter of POWER includes a product photo and a 100-word product description with a URL to your website. You can reach more than 86,000 decision makers in the power generation industry with a combination of print and e-newsletter marketing.

HOT PRODUCTS GROSS RATES

<table>
<thead>
<tr>
<th>E-newsletter Only:</th>
<th>Open Rate</th>
<th>3x Rate</th>
<th>6x Rate</th>
<th>12x Rate</th>
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<td>$2,500</td>
<td>$2,200</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

For an example of all the available ad spots, please visit powermag.com/newads

WEBSITE AND E-NEWSLETTER SPECIFICATIONS

WEBSITE

- File formats: .gif (animated or static), .jpg, .swf (flash)
  - Note on flash formats:
    - Please make sure the action script coding is inserted in the file and the URL is NOT hard coded/embedded in the file (POWER’s production team will add the URL from the order): on (release) {getURL (_level0, clickTag, "_blank");}
    - Please provide a backup .gif/.jpg file
  - Note on animated .gif format:
    - Please make sure the ad continuously loops
  - Max file size: 60K
  - 3rd Party Tags are accepted
  - Please contact your sales representative for a list of supported vendors

E-NEWSLETTER

- File formats: .jpg only
  - gif, .swf (flash) and animated files are not accepted
  - Max file size: 40K
  - Text/logo ads available
    - 50-100 words
    - Logo
    - Ad size: 150x100, plus website link

56% of readers use the Internet to research vendors****

The POWER Store constantly offers new merchandise, with quick and easy search options to locate the topics important to you. It contains a variety of industry topics including reference and guide books, CD’s, e-learning, wall charts and more.

The store provides resources on all aspects of power generation industry. It covers the topics of coal, gas, nuclear, renewables, O&M, plus much more.
GENERATE LEADS WITH CUSTOM E-MEDIA
Continuously improve and optimize your lead generation strategy with POWER

CASE STUDY
After only 6 weeks, one sponsor’s content posting on powermag.com received 175,906 impressions, 51% click-through rate, 1,158 page views with an average of more than 2 minutes per page and 2 pages per visit.

DecisionBriefs also allows your content to be searchable on powermag.com alongside POWER editorial content. Most importantly, you can track your marketing ROI and distribute your content anywhere!

87% of readers find sponsored content interesting and useful****

STANDARD OFFERING
$5,000 net ($417/month)
Premium packages and upgrades available

AMESIFY
Through the use of direct marketing programs with unique URLs, Amplify boosts the quality and quantity of your leads. High quality leads are generated through the use of audience data and behaviors. Once the leads are generated, track and analyze performance in real-time.

WEBINARS
POWER’s webinars are an engaging, measurable and cost-effective way to reach the power generation industry. By combining the immediacy of the Internet with the impact of streaming audio, video and live Q&A, POWER webinars provide a dynamic marketing solution that accelerates the lead generation process and produces actionable results.

Not only will we assist you in the creation of your presentation and promote it to our email list, your company will get the contact information for all of those who signed up to attend. POWER webinar sponsors have found that the registration process is one of the most effective ways to generate highly qualified leads.

SINGLE-SPONSORED: advertiser develops the content
MULTI-SPONSORED: POWER staff develops the content (topics vary)

Contact your sales representative for pricing.

ALL PACKAGES INCLUDE:
» POWER staff to moderate the webinar
» Sponsors are recognized during the webinar
» Print advertising (if signed before ad close deadline)
» Online advertising
» Email promotion
» Registration list with contact details
» One-year archive on powermag.com
» Post-event promotion
» Sponsor will receive a master CD of the webinar presentation for marketing purposes

WEBINARS
Previous webinars have produced 400+ registrations with up to 95% live attendance
60% of readers said attending webinars are very useful or useful to stay informed about the energy industry****

73% of readers attended a webinar in the last 12 months****
34% said they will attend more webinars next year than in previous years****

73% of readers attended a webinar in the last 12 months****
34% said they will attend more webinars next year than in previous years****
WHITE PAPER SPONSORSHIPS

White Paper sponsorships provide an opportunity for sponsors to post technical papers for industry experts and thought leaders. We upload the White Paper to powermag.com and promote through different media channels to drive traffic.

You will be provided with the contact information for anyone who downloads the white paper. Generate profitable leads with this valuable online lead-generation tool!

STANDARD OFFERING
Post up to 6 pages: $60 net/lead
Price includes email and advertising promotion

TARGETED E-BLASTS

Do you have an original email that you would like to promote to POWER’s audience? Send us your HTML and demographic selections and we do the rest. Reach beyond your database and into ours for highly qualified business leads through this valuable service.

E-MAIL LIST RENTAL
$500 cpm net
Minimum is $2,500 net

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.

VIDEO SPONSORSHIP

Video is becoming a more common marketing and lead generation tool. Short videos showing technology demonstrations, how a product works, animation and technical interviews are commanding significant attention. Many companies already have some form of video or animation that they display at trade shows. POWER can promote that video to our global audience to showcase your expertise in a specific area. This can be open to the POWER audience or gated for lead-gen opportunities.

STANDARD OFFERING
4-minute video: $4,500 net per month
Price includes email and advertising promotion

CUSTOM E-NEWSLETTERS

Be the sole sponsor of an e-newsletter on a specific topic of your choice, which is then sent to a targeted audience. Content comes from POWER sources and the sponsoring company. The e-newsletter is then sent to a targeted list of industry professionals in the POWER database interested in selected topics. Stand out as an industry expert in a specific area of the market with this product.

CUSTOM E-NEWSLETTER RATES
Prices determined by size of distribution and based on $600 cpm net.
Minimum order $4,200 net or 7,000 names/e-mails.

Example – Development of a basic custom e-newsletter with distribution to an email list of 10,000 would cost $6,000 net

DIGITAL ISSUE

Every month, POWER’s print issue is converted into a digital version and is sent to subscribers who request this format. As more and more readers ask for this version, utilize the enhanced digital features such as custom and rotating flash ads. See back insert for pricing and position availability.

62% of readers use the Internet to access archives of technical information****

“POWER magazine helps me stay abreast of industry trends, regulatory changes and new technology. I also enjoy the commentary and editorials.” - Engineering, Operations and/or Maintenance Power Plant Consulting Engineering Firms

“I can count on POWER to keep me current with industry technology and regulatory changes.” - Engineering, Operations and/or Maintenance Power Plant Consulting Engineering Firms
ELECTRIC POWER is the power industry’s leading conference bringing together thousands of key players and professionals representing top generating companies worldwide. ELECTRIC POWER draws attendees who are seeking solutions to current industry concerns as well as opportunities to experience technological advancements that will improve the safety, productivity and profitability of their company.

Don’t miss advertising opportunities in the pre-show, show and post-show issues! ELECTRIC POWER exhibitors and sponsors who advertise in POWER magazine gain more leads.

Direct access to key decision-makers means you’ll get leads that will turn into sales. Say ELECTRIC POWER meets the need for constructive dialogue between the industry and stakeholders.

ELECTRIC POWER provides a global platform to reach hard-to-reach buyers. 35 countries and more than 1,900 companies represented.

Since 2010, the Top 5 Titles to attend ELECTRIC POWER are: President, Vice President, Engineer, Plant Manager, and Project Manager.

More than half of exhibitors surveyed estimate they will generate up to $8 million as a result of exhibiting at ELECTRIC POWER.

86% of attendees plan to do business with exhibitors from ELECTRIC POWER.

81% of attendees attend ELECTRIC POWER to meet with new companies.

All results are from 2014 delegate/exhibitor surveys and registration data.

ELECTRIC POWER Show Daily E-newsletters

The Show Daily E-newsletters offer an opportunity to reach a comprehensive audience of more than 90,000 key power generation professionals, including all ELECTRIC POWER attendees. The e-newsletters provide industry news, conference information, reports on exhibition events, weather, restaurants, and timely event-related news. These essential e-newsletters capture the attention of readers, making it a great advertising vehicle.

SHOW DAILY E-NEWSLETTER RATES (PER ISSUE):

- Top banner (728x90) $2,500
- Top announcement position (160x240) $1,400
- Top copy position (300x250) $2,000
- Body banner (468x60) $1,750
- Skyscraper (160x600) $2,000
- Closing position (728x90) $1,400

An event for senior level executives focused on addressing western electric power market challenges.

Western electric power markets are faced with daunting challenges that command the attention of policy makers, power providers, and myriad stakeholders from Colorado to California. The conference program will cover topics related to long-haul transmission to bring remote renewable resources to load centers, the emerging energy imbalance market, California’s energy storage initiative and implications for the West, and water-energy challenges.

Future event dates, conference details and sponsorship information can be found at westernpowersummit.com
## ADVERTISING RATES

All rates listed are gross.

### 82% of readers said reading magazines are very useful or useful to stay informed about the energy industry****

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### Special Positions (4c)

- **Back Cover**: $14,800, $14,490, $13,975, $12,945
- **Inside Front Cover**: $14,650, $14,240, $13,730, $12,730
- **Inside Back Cover**: $14,400, $13,965, $13,490, $12,505
- **Spread Between TOCs**: $25,490, $24,525, $23,565, $21,670
- **1/8 Page TOC Vertical**: $7,450, $7,245, $7,020, $6,570
- **Opposite 2nd TOC Page**: $14,550, $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

- **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**: $3,810, $3,510, $3,335, $3,140
- **1/4 Page**: $3,140, $3,050, $2,870, $2,680
- **Per inch**: $1,240, $1,220, $1,190, $1,160, $1,140

#### 2c

- **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

#### B&W

- **1 Page**: $7,420, $7,150, $6,835, $6,370, $5,900
- **1/2 Page**: $6,735, $6,410, $6,170, $5,815, $4,445
- **1/3 Page**: $3,830, $3,580, $3,455, $3,220, $2,865
- **1/4 Page**: $2,925, $2,770, $2,630, $2,455, $2,265
- **Per inch**: $385, $365, $335, $310, $290

### Classified

- **Showcase**: $955, $975, $975, $975

SPLIT-RUN OPTIONS: POWER offers regional split-run options where the advertisement can be distributed internationally (excluding the U.S. and Canada) or domestically (including only the U.S. and Canada). For pricing information, please contact your sales representative.

Please check with your sales representative for additional color charges (5th color and/or metallic colors).

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

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**ARE YOUR ADS WORKING?**

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

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

Make sure your ads provide a return on investment and effectively sell your products or services.

- "This is a really good ad that plays on emotions – it’s memorable." – Company’s Operations
- "Marketing campaign is simple and to the point. Both the company and its service are laid out simply." – General/Corporate Management
- "They’re well known in the industry…when we are ready to automate a plant site, we will find a local rep from this company." – Company’s Operations

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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)

SPECIFICATIONS

ACCEPTED DIGITAL FORMATS
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.

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
tcampana@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
For additional questions, please contact the production manager
Tony Campana at +1-301-354-1689.

“After reviewing the ads, I see POWER as
a networking portal for future business”
- Company Operations

“POWER is very helpful in keeping me up-to-date
with environmental laws, maintenance practices, and
new equipment availability.” - General or Corporate
Management, Power Plant Consulting Engineering Firms
GENERAL TERMS AND CONDITIONS - PRINT

• 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.

• Unless Advertiser agrees to a specific location of ad, Publisher reserves the right to place the ad in any location which is at the sole discretion of Publisher. In no event will Publisher be responsible for any loss or damage of any kind arising out of, or attributable to the publication of Advertiser’s ad. 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.

• Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to the Advertiser’s ads. Publisher’s right of indemnification extends without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
ADVERTISING SALES

VICE PRESIDENT & GROUP PUBLISHER
MICHAEL GROSSMAN
918-877-2662
michaelg@accessintel.com

ASSOCIATE PUBLISHER
MATT GRANT
AL, AR, CA, CT, FL, GA, IA, MD, MS, NC, OR, PA, SC, TN, TX, VA, VT, WV
713-343-1882
mattg@powermag.com

SALES

DAN GENTILE
AZ, CO, IA, ID, IL, IN, KY, KS, MI, MN, MO, MT, ND, NE, NM, NV, OH, OK, SD, UT, WA, WI, WY
512-918-8075
dang@powermag.com

ED MUELLER
CT, DE, MA, ME, NY, NY, NH, RI, VT
309-278-8120
edm@powermag.com

PETRA TRAUTES
UK, Germany, Switzerland, Austria, Eastern Europe, Scandinavia, Benelux
+49 (69) 58604760
ptrautes@accessintel.com

RUDY TENG
China
+86 13818181202 (China)
+886 921322428 (Taiwan)
rudy.teng@gmail.com

FERUCCIO SILVERA
Italy, France, Spain, Portugal
Phone: +39 (0) 2 284 6716
ferrucio@silvera.it

FAREDOON B. KUKA
India, GCC
+91 22 6570 3081
kuka@rmamedia.com

PETER KWON
South Korea
+82 2 416 2876 or
+82 2 2202 9351
peterhkwon@hanmail.net

KATSUHIRO ISHII
Japan
+ 81 (0) 3 5691 3335
amskatsu@dream.com

Classified Advertising and POWER Buyers’ Guide
DIANE BURLESON
512-337-7890
dianeb@powermag.com

Production
TONY CAMPANA
Production Manager
tcampana@accessintel.com

Web Production Manager
DAVID HURWITZ
Digital Production Manager
dhurwitz@accessintel.com