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Watch the following video from
Power Engineering's National Brand Manager, Rick Huntzicker



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Watch the following video from
Power Engineering's Managing Editor, Russell Ray



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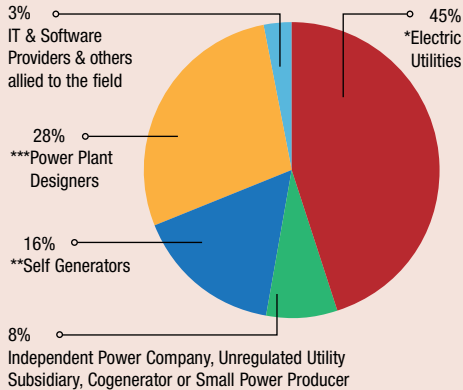
Demographics

TOTAL QUALIFIED CIRCULATION: 70,035

Source: June 2011 BPA

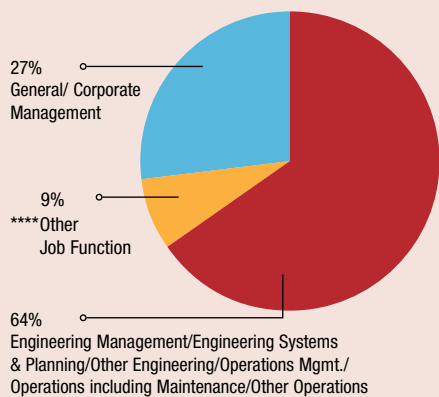
QUALIFIED CIRCULATION OF BUSINESS AND INDUSTRY

Source: June 2011 BPA



JOB FUNCTIONS/SUBSCRIBERS

Source: June 2011 BPA



* Electric Utilities including Investor-Owned/Municipal/Electric Utility/Rural Electric or Other Electric Cooperative/Other Public Electric Utility, including Federal, State or District

** Self Generators in Process Industries including Pulp & Paper/Chemicals & Allied Products/Fabricated Metal Products, Primary Metals & Mining/Machinery including Electrical & Electronic/Other Industries including Textile Mills, Coal & Petroleum Products, Rubber & Leather, Stone, Clay, Glass, Food & Kindred Products/Institutional power plants plus service and commercial establishments

*** Power Plant Designers including Consulting Firms including Architect/Engineers, Design & Construction Companies and Consultants and Original Equipment Manufacturers (OEM).

**** Other Job Functions including Safety Engineering, Process Engineering, Project Engineering, Research & Design Engineering, Fuel Management, Project Management, Construction Management, Quality Assurance, Procurement, Performance, Training and Safety.

Turn your marketing dollars into profits with *Power Engineering*.

Power Engineering is the voice of the power generation industry. More than 70,000 power generation professionals subscribe to *Power Engineering* for expert coverage of the industry's important news and emerging trends. Each issue delivers the facts and analysis needed to stay current and to compete in today's changing marketplace. Advertising in *Power Engineering* puts your marketing dollar right where you want it - back to your bottom-line.

Power Engineering leads the industry

74% of the respondents took action during the year as a result of ads appearing in *Power Engineering* magazine.

97% of *Power Engineering*'s subscribers report being influenced by seeing an ad in *Power Engineering* magazine.

(Source: Baxter Research Corp., April 2011, Reader Advertising Study)

1-YEAR QUALIFIED CIRCULATION: 90.1%

100% of *Power Engineering* subscribers have personally requested *Power Engineering*.

(Source: June '11 BPA)

BONUS DISTRIBUTION

– POWER-GEN International: More than 19,000 copies.

– 35 additional domestic & international shows.

(Source: 2011 *Power Engineering* Media Kit)

ADVERTISING MARKETSHARE: 62%

(Source: The Auditor, Jan. – Dec.2010, independent auditing firm)



Editor Biographies

RUSSELL RAY, MANAGING EDITOR

Russell Ray joined PennWell in July 2009 as Associate Editor of *Hydro Review* magazine. Russell was named Managing Editor of *Power Engineering* magazine in October 2011.

Russell is an award-winning business journalist with 12 years experience as an energy reporter, covering the oil and gas industry in Oklahoma and the growth of solar and nuclear power in Florida. He has written extensively about all forms of energy, including nuclear, natural gas, coal, wind and solar. He has documented America's transition to ethanol, the collapse of Enron Corp. and the debate over offshore drilling.

He served eight years as the energy reporter for the *Tulsa World*. He held the same position at the *Tampa Tribune* for two and a half years before joining PennWell. Russell began his career in northwest Arkansas, where he covered Walmart, Tyson Foods and J.B. Hunt for the *Arkansas Democrat-Gazette*.

Fast Facts:

- 12 years experience covering all aspects of the energy industry, including pricing, policy and technology
- Has written extensively about all forms of energy, including coal, nuclear, natural gas, solar and wind
- Northeastern State University: BS in political science
- Editor of his college newspaper, *The Northeastern*

SHARRYN DOTSON, ONLINE EDITOR

Sharryn graduated from Wayne State University in Detroit, Mich. in 2006 with a B.A. in journalism. After graduation, she worked at *The News-Star* newspaper in Monroe, La. In 2007, Sharryn moved to Tulsa, Okla. and worked as an associate producer with the local NBC television affiliate. She worked online for the station's Website where she posted reporter's stories and videos.

In June 2009, Sharryn took the Online Editor's position with PennWell for *Power Engineering* magazine where she produces two weekly electronic newsletters, posts daily news content to the Website and maintains the site.

LINDSAY MORRIS, ASSOCIATE EDITOR

Prior to joining PennWell in June 2010, Lindsay was online editor for *Hart Energy Publishing* in Houston. Under Lindsay's direction, *OilandGasInvestor.com* was awarded the Number 1 Business to Business Magazine Web Site by Folio in 2008. Before joining Hart, Lindsay was an online editor for Oklahoma's state newspaper, *The Oklahoman*.

A native of Tulsa, Lindsay holds a bachelor's degree in journalism from Oral Roberts University in Tulsa, where she served as the editor-in-chief for the university newspaper for two years. After graduation, Lindsay spent six months in the Philippines involved in disaster relief work.

BRIAN WHEELER, ASSOCIATE EDITOR

Brian Wheeler graduated from Northeastern State University in Tahlequah, Okla., in 2005 with a Bachelor's Degree in Mass Communication. He majored in Journalism and minored in Speech Communications. Since graduation, Brian has worked as a newspaper reporter, a magazine freelance writer and most recently as a television news photojournalist and web reporter. Working in television news taught Brian how to complete stories in a short time span with breaking news occurring daily. After three years in T.V. news, he joined the PennWell publishing team in March 2010.

Editorial Submissions

Power Engineering welcomes interesting editorial material, story ideas, technical articles, news briefs, product announcements and other items. Use of editorial material is at the editor's discretion. *Power Engineering* reserves the right to accept, refuse and edit all submitted materials. All submitted materials become the property of PennWell Corporation.

Mail, fax or E-mail submissions to:

Russell Ray, Managing Editor, *Power Engineering*
1421 South Sheridan Road, Tulsa, OK 74112
Phone: 1 (918) 832-9368, Fax: 1 (918) 831-9834
E-mail: russellr@pennwell.com

2012 Editorial Calendar

	DEADLINES	FEATURES	DEPARTMENTS	DIGITAL MEDIA	BONUS DISTRIBUTION
JAN	<p>AD SALES CLOSE: 12/09</p> <p>AD MATERIAL DUE: 12/14</p>	<ul style="list-style-type: none"> PROJECTS OF THE YEAR: The Best in Coal, Gas, Nuclear, Renewable SPECIAL REPORT: Executive Roundtable on Integrating Renewables with Conventional Power 2012 Outlook: Fossil Fuels, Renewables and Nuclear Emissions Control: Mercury Plant Fluid Systems Large-frame Gas Turbines 	<ul style="list-style-type: none"> Power Plant Profile Industry Case Studies Gas Generation View on Renewables: WIND Nuclear Reactions Emissions 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter Every Tuesday and Friday <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> Renewable Energy World Conf & Expo North America Feb 14-16 COAL-GEN EUROPE Feb 14-16 POWER-GEN Middle East Feb 6-8 HRSO User's Group Annual Mtg Feb 27-29 Reinhold NOx Conf Feb 13-16 <i>Advertising Readership Study</i>
FEB	<p>AD SALES CLOSE: 1/13</p> <p>AD MATERIAL DUE: 1/18</p>	<ul style="list-style-type: none"> EXCLUSIVE: The Top EPC Firms in the Business O&M Issue: Coal Ash Handling and Disposal O&M Issues: Gas-Fired Generation Lubrication Instrumentation and Control Systems Pumps & Valves 	<ul style="list-style-type: none"> Power Plant Profile Industry Case Studies Gas Generation View on Renewables: HYDRO Nuclear Reactions Emissions 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter Every Tuesday and Friday <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> RUSSIA Power March 5-7 (EGSA) Electrical Generating Systems Assn. Spring Tech & Mktg Conf. March 25-27 Spring Coal Forum March 13-15 (ABMA) American Boiler Manufacturers Assn SPECIAL SECTION
MARCH	<p>AD SALES CLOSE: 2/10</p> <p>AD MATERIAL DUE: 2/15</p>	<ul style="list-style-type: none"> O&M: Complying with EPA Boiler Rules E&C: Emissions Control Upgrades Handling Powder River Basin Coal Wind Turbine Technology Update Hydro Turbines 	<ul style="list-style-type: none"> Power Plant Profile Industry Case Studies Gas Generation View on Renewables: SOLAR Nuclear Reactions Emissions 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday Nuclear Power International <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> POWER-GEN India & Central Asia April 19-21 COAL PREP April 30-May 3 (NHA) National Hydropower Assn Annual Mtg April 16-18 (APPA) American Public Power Assn Engineering & Operations Tech Conf. April 14-15
APRIL	<p>AD SALES CLOSE: 3/09</p> <p>AD MATERIAL DUE: 3/14</p>	<ul style="list-style-type: none"> O&M Feature: Boiler Maintenance for Efficiency Emissions Control: Mercury Combined Heat and Power: Industrial Applications E&C Issues: Air Handling Equipment E&C Issues: Co-firing with Biomass 	<ul style="list-style-type: none"> Power Plant Profile Industry Case Studies Gas Generation View on Renewables: BIOMASS Nuclear Reactions Emissions 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> Powder River Basin Coal User Seminar May 15-17 <i>Advertising Readership Study</i>
MAY	<p>AD SALES CLOSE: 4/13</p> <p>AD COPY DUE: 4/18</p>	<ul style="list-style-type: none"> SPECIAL REPORT: Gas Development Executive Roundtable Wind Power: Integrating with Conventional Generation O&M Focus: Steam Turbine Rehabs Lubrication: Gas Turbines Nuclear O&M: Safety Upgrades 	<ul style="list-style-type: none"> Power Plant Profile Industry Case Studies Gas Generation View on Renewables: WIND Nuclear Reactions Emissions 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday Nuclear Power International <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> POWER-GEN Europe June 12-14 Nuclear Power Europe June 12-14 Renewable Energy World Conference & Expo Europe June 14-16 Windpower 2012 June 3-6 ASME Turbo Expo 2012 June 11-15 American Nuclear Society Annual Mtg June 24-28 (ABMA) American Boiler Manufacturers Assn Manufacturers' Summer Meeting June 22-25 ISA/EPRI Power Industry Conf. June 3-8 The Clearwater Clean Coal Conf. June 3-7
JUNE	<p>AD SALES CLOSE: 5/11</p> <p>AD MATERIAL DUE: 5/16</p>	<ul style="list-style-type: none"> Combined Cycle: Turbines and Generators Emissions Control: SO2 Equipment Diesel and Gas Engines: Support for Renewables O&M Feature: Boiler Cleaning and Optimization Hydro Pumped Storage Equipment and Projects COAL-GEN Preview 	<ul style="list-style-type: none"> Power Plant Profile Industry Case Studies Gas Generation View on Renewables: SOLAR Nuclear Reactions Emissions 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> HydroVision Int'l July 17-19 Oil Sands July 24-26
JULY	<p>AD SALES CLOSE: 6/08</p> <p>AD MATERIAL DUE: 6/13</p>	<ul style="list-style-type: none"> SPECIAL REPORT: Coal Executive Roundtable E&C Issues: Boiler Upgrades Gas Plant Upgrades for Efficiency O&M Feature: Coal Dust Control Instrumentation and Controls 	<ul style="list-style-type: none"> Power Plant Profile Industry Case Studies Gas Generation View on Renewables: WIND Nuclear Reactions Emissions 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday Nuclear Power International <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> COAL-GEN Aug 15 - 17 (ANS) American Nuclear Society Utility Conf & Vendor Tech. Expo Aug 5 - 8

	DEADLINES	FEATURES	DEPARTMENTS	DIGITAL MEDIA	BONUS DISTRIBUTION
AUG	AD SALES CLOSE: 7/13 AD MATERIAL DUE: 7/18	<ul style="list-style-type: none"> Emissions Control: Mercury Gas/Steam Turbine Rebuilds O&M Feature: Valves and Actuators O&M Feature: Wind Turbines E&C Issues: Nuclear Upgrades Solar Photovoltaic Technology 	<ul style="list-style-type: none"> Power Plant Profile Industry Case Studies Gas Generation View on Renewables: SOLAR Nuclear Reactions Emissions 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> Solar Power Int'l Sept 10-13 Pump User's Symposium Sept 16-20 (EGSA) Electrical Generating Systems Assn Winter Tech & Mktg Conf Sept 9-11 <i>Advertising Readership Study</i>
SEPT	AD SALES CLOSE: 8/10 AD MATERIAL DUE: 8/15	<ul style="list-style-type: none"> Large-frame Gas Turbines Emissions Control: NOx Equipment E&C Issues: Instrumentation and Control Systems O&M Feature: Complying with EPA Boiler Rules Coal Gasification 	<ul style="list-style-type: none"> Power Plant Profile Industry Case Studies Gas Generation View on Renewables: WIND Nuclear Reactions Emissions 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday Nuclear Power International <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> POWER-GEN Asia Oct 2-4 Renewable Energy World Asia Oct 2-4 Gasification Technologies Conf. Oct. 28-31
OCT	AD SALES CLOSE: 9/07 AD MATERIAL DUE: 9/12	<ul style="list-style-type: none"> Clean Coal Technology Heat Recovery Steam Generators Material Handling Equipment: Coal and Biomass E&C Issues: Nuclear Power Safety O&M Feature: Wastewater Treatment POWER-GEN International Preview 	<ul style="list-style-type: none"> Power Plant Profile Industry Case Studies Gas Generation View on Renewables: BIOMASS Nuclear Reactions Emissions 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> International Water Conf. Nov. 4-8 (ANS) American Nuclear Society Int'l Meeting & Nuclear Tech Expo Nov 11-15 <i>Advertising Readership Study</i>
NOV	AD SALES CLOSE: 10/19 AD MATERIAL DUE: 10/24	<ul style="list-style-type: none"> SPECIAL REPORT: Nuclear Power Executive Roundtable Diesel and Gas Engines: Support for Renewables O&M Issues: Steam Turbines Cooling Towers and Systems E&C Issues: Wind Turbine O&M Hydro Turbines Emergency & Standby Power Generation 	<ul style="list-style-type: none"> Power Plant Profile Industry Case Studies Gas Generation View on Renewables: BIOMASS Nuclear Reactions Emissions 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday Nuclear Power International <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> POWER-GEN International Dec 11-13 Nuclear Power International Dec 11-13
DEC	AD SALES CLOSE: 11/16 AD MATERIAL DUE: 11/21	BUYER'S GUIDE in Print and Online Versions. Completely updated each year, the Power Engineering Buyer's Guide is the most comprehensive resource guide in the power generation industry for identifying, researching and contacting product and service providers. Ranked #1 as the LARGEST and MOST COMPLETE Buyer's Guide in the Power Generation Industry.		<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> ABMA Annual Meeting Jan. 13-16
JAN 2013		<ul style="list-style-type: none"> PROJECTS OF THE YEAR: The Best in Coal, Gas, Nuclear, Renewable, Small Capital Projects and IT SPECIAL REPORT: Executive Roundtable on Integrating Renewables with Conventional Power Emissions Control: CO2 Equipment 2013 Outlook: Fossil Fuels, Renewables, Nuclear Large-frame Gas Turbines 	<ul style="list-style-type: none"> Power Plant Profile Industry Case Studies Gas Generation View on Renewables: SOLAR Nuclear Reactions Emissions 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday Nuclear Power International <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> Renewable Energy World Conf & Expo North America <i>Advertising Readership Study</i>
FEB 2013		<ul style="list-style-type: none"> O&M Feature: Boilers/HRSG Coal Dust Control Equipment Emissions Control: Mercury O&M Feature: Pumps & Valves I&C Control Systems 	<ul style="list-style-type: none"> Power Plant Profile Industry Case Studies Gas Generation View on Renewables: WIND Nuclear Reactions Emissions 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	
MAR 2013		<ul style="list-style-type: none"> Emissions Control: SO2 Equipment E&C Focus: Emissions Control Upgrades Wind Turbine Technology Update O&M Feature: Handling Powder River Basin Coal Reciprocating Engines for Power Generation 	<ul style="list-style-type: none"> Power Plant Profile Industry Case Studies Gas Generation View on Renewables: HYDRO Nuclear Reactions Emissions 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday Nuclear Power International <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	

Rates

	1X	3X	6X	9X	12X	18X	24X	36X	48X
Full Page Spread	21,100	20,480	20,065	19,665	19,270	18,180	17,265	16,355	15,475
1/2 Page Spread	16,070	15,625	15,315	15,010	14,715	13,880	13,180	12,480	11,810
Full Page	11,105	10,775	10,565	10,355	10,160	9,580	9,090	8,610	8,150
2/3 Page	8,710	8,440	8,285	8,120	7,955	7,415	6,780	6,670	6,305
1/2 Page	7,975	7,740	7,500	7,445	7,305	6,660	6,305	5,950	5,590
1/3 Page	6,100	5,920	5,810	5,680	5,590	4,595	4,275	3,950	3,670
1/4 Page	5,250	5,110	4,985	4,910	4,800	3,570	3,270	3,000	2,740
1/6 Page (Classified Ads Only)	1,375	1,250	1,175	1,110	1,030	0	0	0	0

Published the 15th of each issue month.

PRIORITY POSITIONS

Inside Front Cover Spread:	Rate plus 15%
Inside Back Cover Spread:	Rate plus 10%
Back Cover:	Rate plus 20%
Inside Front Cover:	Rate plus 15%
Inside Back Cover:	Rate plus 10%

SUPPLIER'S SHOWCASE RATES

# of Insertions	Gross Rate
1x	1,335
4x	1,210
7x	1,140
10x	1,075
12x	1,005

* Supplier's Showcase now online.

POWER ENGINEERING CLASSIFIED RATES

# of insertions:	Std. Pg.	2/3 page	1/2 page	1/3 page	1/4 page	1/6 page	1 col in.
1x	6,420	4,265	3,215	2,145	1,610	1,025	210
3x	6,150	4,110	3,080	2,050	1,540	975	200
6x	5,905	3,380	2,955	1,960	1,475	935	195
12x	5,640	3,760	2,815	1,895	1,425	900	185

BUYER'S GUIDE

Power Engineering's Buyer's Guide is the PRINT and ONLINE RESOURCE for industry professionals who need detailed and comprehensive data on products, systems, services and companies during the buying process.

Online, the Buyer's Guide allows users worldwide to gain valuable information through real-time comparisons of products, online interaction with suppliers and access to relevant content from industry brands.

Unlike broad search engines or other websites the Online Buyer's Guide is specifically designed to enhance and expedite the buying process.

While the Print version of the Buyer's Guide is published every December, there are ONLINE UPGRADES available for your company that can be purchased at any time during the year. Please call your brand Manager for details.

SALES CONTACT INFORMATION

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Watch the following video from
Power Engineering's Paige Rogers on Classifieds/Suppliers Showcase




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POWER Engineering E-Newsletter

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 Learn more about PMI Analysis including the analysis of Carbon and Nitrogen

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Weekly Video Wrap Up



- 50 GW of coal-fired generation retirements may not harm system reliability
- Nuclear will be important generating option despite Fukushima crisis: IAEA
- Offshore wind transmission project gains Belgian investor
- Wind energy expansion project signs PPA with Algonquin Power
- EPA misses ozone standards deadline
- NRC approves 20-year extension for Hope Creek unit

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Hydro Headlines



HydroVision International sets new attendance record
 SACRAMENTO, Calif. -- For the second consecutive year, the number of people attending HydroVision International reaches an all-time high as hydropower professionals throughout the world gather in Sacramento, Calif., to promote the use of sustainable hydropower. For more information, [click here](#).

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 The HydroWorld.com weekly newscast, featuring headline news from the global hydropower industry, sponsored by Hydro Consulting & Maintenance Services.

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Aquamarine Power unveils next-generation Oyster wave energy device
 EDINBURGH, Scotland -- Scotland-based marine energy developer Aquamarine Power unveils the Oyster 800, which is the firm's next-generation wave energy converter.

[www.naes.com](#)

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NAES

DIGITAL MEDIA OPPORTUNITIES

DIRECT MARKETING

E-newsletter

Deliver your message to recipients of our e-newsletters with text or banner advertisements. E-newsletter advertising builds branding awareness and reaches global and targeted audiences for each e-newsletter topic.

Circulation:

Power Engineering—55,000
Power Engineering International—19,500
Hydro Review—28,000
COSPP—24,500
NPI—New in 2012!

Frequency:

Power Engineering—Every Tuesday and Friday
Power Engineering International—Weekly
Hydro Review—Weekly
COSPP—Monthly
NPI—Weekly

Available Advertising Positions and Rates:

TOP and ANCHOR

Dimensions: 728x90, 40K
Pricing:
Power Engineering—\$2,200 gross
Power Engineering International—\$1,950 gross
Hydro Review—\$700 gross
COSPP—\$1,150 gross
NPI—\$1,000 gross

MIDDLE 1 & MIDDLE 2 COMBINATION

Dimensions: 2 Full Banners 468x60, 30K
Pricing:
Power Engineering—\$1,550 gross
Power Engineering International—\$1,700 gross
COSPP—\$875 gross
NPI—\$765 gross

MIDDLE 1 - Hydro Review

Dimensions: 180x150, 40K
Pricing: \$400 gross

MIDDLE 2 - Hydro Review

Dimensions: 180x150, 40K
Pricing: \$375 gross

MIDDLE 3

Dimensions: 180x150 40K
Pricing:
Power Engineering—\$1,550 gross
Hydro Review - \$325 gross
NPI—\$355 gross

MIDDLE 4

Dimensions: 180x150, 40K
Pricing:
Hydro Review - \$250 gross

MIDDLE 5

Dimensions: 180x150, 40K
Pricing:
Hydro Review - \$250 gross

SKYSCRAPER

Dimensions: 160x600, 180x600 or 200x600, 40K
Pricing:
Power Engineering—\$1,850 gross
Power Engineering International—\$1,700 gross
COSPP—\$1,150 gross
NPI—\$885 gross

Hydro Review

Dimensions: 180x150, 40K
Pricing: Skyscraper 1 - \$450 gross
Skyscraper 2 - \$400 gross

FORMATS FOR ALL E-NEWSLETTERS: Banners must be in .gif (animated or static) or .jpg format and may include a 50-word (max) text backup with link. Additional sizes may be available. Flash banners are not accepted in e-newsletter.

E-mail List Rental

E-mail your message to qualified professionals. Electronic messaging offers a quick response at low costs and can be sent to a targeted, specific audience.

Features:

E-MAIL LIST RENTAL \$450 PER THOUSAND (PLUS SELECT FEES) FOR MAGAZINE ADVERTISERS

E-MAIL LIST RENTAL \$550 PER THOUSAND (PLUS SELECT FEES) FOR NON-ADVERTISERS

- Target segments of our subscribers with a custom e-mail message
- Three-day turnaround for urgent campaigns
- Delivered in HTML and text formats for maximum reach
- Great for promoting tradeshow participation, product information, seminars and company news

REPORTS (UPON REQUESTS)

- Number of e-mails delivered
- Number of e-mails opened
- Number of click-throughs

CUSTOM E-MAIL SURVEYS

- Target segments of our subscribers with a blind or branded survey
- Gain market intelligence and leads using our qualified e-mail recipients

POWER ENGINEERING

Banner Ads

Associate your company or product with industry leading media brands and generate traffic to your Web site through banner advertising on the *Power Engineering* website.

Available Advertising Positions and Rates:

PAGE PEEL

Power Engineering—\$2,600 gross
Exclusive interactive media ad position on home page.
Metrics provided for opens, closes, clicks and replays.
Position includes:
• **Dog Ear:** Animated logo displayed in upper-right corner
• **Page Peel:** Expands to reveal sponsor's site content

LEADERBOARD AND ANCHOR

Power Engineering- \$2,310 gross
Position: Top and bottom of home page
Dimensions: 728x90, 40K

ROTATING RIGHT RAIL ADS (RATES BELOW)

Position: Right Column, Top & Middle of Page
■ Site Sponsor 1, 2, 3, 300x250, 40K
Power Engineering—\$1,990 gross

Formats: Banners must be a .gif (animated or static) or .jpg format. Available sizes comply with IAB standards. Additional sizes may be available.

HALF BANNER ADS (RATES BELOW)

Position: Middle Column, Left, Center and Right
■ Half Banner 1, 224x60, 30K
Power Engineering—\$800 gross
■ Half Banner 2, 224x60, 30K
Power Engineering—\$800 gross
■ Half Banner 3, 224 x 60, 30K
Power Engineering—\$800 gross

VIDEO (NEWSCAST) SPONSORSHIP

Industry professionals tune in each Tuesday and Friday as Chief Editor, David Wagman hosts this informative video wrap-up targeting the biggest power industry news headlines of the week. Position your company's 15-30 second video ad just prior to the newscast.

\$2,375 gross per month

Minimum Purchase: 3 consecutive months

The screenshot displays the Power Engineering website homepage. At the top, there are logos for Pennell Power Sites, Emerson, and other partners. The main navigation bar includes links for Home, Global Markets, Coal, Gas, Renewables, Nuclear, Dist Gen, O&M, Emissions, Business, Smart Grid, and New Projects. A prominent banner features a photo of workers in white protective suits at a site, with the headline 'Fukushima's global impact'. Below this, there are several news sections: 'Power Generation News' with articles like 'Gas Metro to buy Central Vermont PSC' and 'Coal-fired units could be closed at Georgia Power'; 'Power Engineering Newscasts' with a 'POINT SHOOT SAVE!' graphic; and 'Most Recommended' and 'Most Commented' sections. On the right side, there are advertisements for 'The Next Evolution in Dry Fly Ash Handling' and 'Why do you want to measure the wind?'. The footer contains 'Webcasts' and 'Whitepapers' sections.

POWER ENGINEERING

Topic Centers

Power Engineering launched a completely redesigned Web site. The new site features even more valuable energy-centric content including easier navigation, videos, blogs and more. The new navigation organizes content by topic and sub topic centers which provides users with easy access to in-depth knowledge on a wide variety of industry topics and gives the advertiser targeted sponsorship opportunities.

TOPIC CENTERS

The new site is organized into the following topic centers, making it easier for users to find the information they need quickly and giving you targeted advertising opportunities by niche markets within the industry.

- Latin America
- Gas
- Nuclear
- O&M
- Business
- New Projects
- Coal
- Renewables
- Dist Gen
- Emissions
- Environment

Each of the above topic centers is broken into sub topic centers to make navigation and searching for targeting information even easier.

TOPIC CENTER INCLUDES SUB TOPIC CENTERS

Positions Available:

- Leaderboard 728x90
- Anchor 728x90
- 300x600 Right Rail, - or -
- Right Rail 1: 300x250 graphic plus click through URL OR 6 text/URL links OR 1 300x600 graphic plus click through URL
- Right Rail 2: 300x250 Graphic plus click through URL
- Right Rail 3: 300x100 Graphic plus click through URL OR 3 text/URL links
- Pushdown: Click link for specification options and illustrated details
<http://www.pennwell.com/index/pushdown-specs.html>

Contact **Rick Huntzicker** at 1 (770) 578-2688 for further information or send an e-mail: RickH@pennwell.com

POWER ENGINEERING INTERNATIONAL

Banner Ads

Associate your company or product with industry leading media brands and generate traffic to your Web site through banner advertising on the *Power Engineering International* web site at <http://www.powerengineeringint.com>.

Available Advertising Positions and Rates:

PAGE PEEL

Power Engineering International—\$1,800 gross

Exclusive interactive media ad position on home page.

Metrics provided for opens, closes, clicks and replays. Position includes:

- **Dog Ear:** Animated logo displayed in upper-right corner
- **Page Peel:** Expands to reveal sponsor's site content

LEADERBOARD AND ANCHOR

Power Engineering International—\$1,400 gross

Position: Top and bottom of home page

Dimensions: 728x90, 40K

ROTATING RIGHT RAIL ADS (RATES BELOW)

Position: Right Column, Top & Middle of Page

■ Site Sponsor 1, 2, 3, 300x250, 40k

Power Engineering International—\$1,100 gross

Formats: Banners must be a .gif (animated or static) or .jpg format. Available sizes comply with IAB standards. Additional sizes may be available.

The screenshot shows the homepage of Power Engineering International. At the top, there is a navigation bar with links for Home, World Regions, Coal Fired, Gas & Oil Fired, Nuclear, Renewables, Smart Grid T&D, Dist Gen, Business, Policy & Reg. Below the navigation bar is a large banner for 'Europe's power mix rethink' featuring a blue and yellow star graphic. To the right of this banner is a red 'Page Peel' advertisement for 'UN EN ISO 9001:2008' and 'UN EN ISO 14001:2004'. Below the banner is a 'Request a FREE Subscription!' button. The main content area is divided into 'Headline News' and 'PEI Comment' sections. The 'Headline News' section includes articles such as 'Australian grid operator to improve data accuracy', 'Work starts on new GTCC power plant in Germany', 'Japan's sited reactors could restart after second stress test', 'EneNDC buys up Energy Response', 'UK smart grid needs coherent approach to cyber security', 'Zimbabwe rolling blackout warning', and 'EIB confirms commitment to Ruizi III hydro project'. The 'PEI Comment' section includes 'Learning the true lesson from Fukushima', 'Fukushima: The nuclear power industry must win the PEI war', 'Power Needs You May Have Missed', 'Back to the future: Britain's 'free market' model ends in failure', and 'WNA: Buffet's nuclear fuel bank is a solution looking for a problem'. On the right side, there is a 'Upcoming Power Events' section listing events like 'POWER GEN Asia', 'POWER GEN A/S/A', 'Renewable Energy World Asia', 'POWER GEN Middle East', and 'Hydro/Vision International'. The footer contains contact information for the magazine, including phone numbers and email addresses.

POWER ENGINEERING INTERNATIONAL

Topic Center Sponsorship

Power Engineering International has launched a completely redesigned Web site. The new site features even more valuable energy-centric content including easier navigation, videos, blogs and more. The new navigation organizes content by topic and sub topic centers which provides users with easy access to in-depth knowledge on a wide variety of industry topics and gives the advertiser targeted sponsorship opportunities.

TOPIC CENTERS

The new site is organized into the following topic centers, making it easier for users to find the information they need quickly and giving you targeted advertising opportunities by niche markets within the industry.

- Power Engineering International
- Coal Fired
- Nuclear
- Smart Grid T&D
- Business
- World Regions
- Gas & Oil Fired
- Renewables
- Dist Gen
- Policy & Reg

Each of the above topic centers is broken into sub topic centers to make navigation and searching for targeting information even easier.

TOPIC CENTER

Power Engineering International — \$1,500 gross per month

TOPIC CENTER INCLUDES SUB TOPIC CENTERS

Sponsorship Includes:

- Exclusivity: Each topic and sub topic centers will have only one sponsor
- Leaderboard 728x90
- Anchor 728x90
- 300x600 Right Rail, - or -
- Right Rail 1: 300x250 graphic plus click through URL OR 6 text/URL links OR 1 300x600 graphic plus click through URL
- Right Rail 2: 300x250 Graphic plus click through URL
- Right Rail 3: 300x100 Graphic plus click through URL OR 3 text/URL links

SPONSORED OR SUBMITTED CONTENT

Webcast

Generate sales leads and raise awareness with an audience that registers to participate in an interactive and educational industry event.

Price:

Power Engineering \$15,000 gross

Power Engineering International—\$15,000 gross

HydroReview—\$8,500 gross

COSPP—\$15,000 gross

LEAD GENERATING AND REPORTING

- 100 minimum lead guarantee (within 90 days of live event)
- Full reporting on all registrants
- Breakdown of live attendees and on-demand users
- 24/7 protected access to registration database

EVENT CUSTOMIZATION

- Customized registration page with data collection fields specific to your needs
- Customized Web cast audience console

LIVE EVENT

- Up to one hour
- Live and Interactive:
 - Q & A
 - Audience polling
 - Send Web pages directly to audience
- Unlimited audience size
- Introduction and wrap-up text read by Web cast producer

MARKETING

- One month of advertising in e-Newsletter prior to the live event.
- One month of advertising on the website.
- One, 1/2 page, 4C ad in magazine, in the issue before your Webcast.
- E-mail blast to the portion on our e-list that targets your business.
- A "reminder" e-mail blast to the registrants one business day prior to the live event.

POST EVENT

- On demand archive available within 24 hours of live event
- Archive posted for 12 months

POWER ENGINEERING and HYDRO REVIEW iPhone Apps

INTRODUCING THE POWER ENGINEERING & HYDRO REVIEW IPHONE APPS.

The Power Engineering and Hydro Review iPhone Apps provide up-to-the minute industry news, features, newsletters, conferences and more.

iPhone App Sponsor

Dimensions: 300x250, 20K; 320x64, 20K

Pricing:

Power Engineering – \$1,176

Hydro Review - \$500



Power Engineering on the Go
news, features, videos, newsletters, conferences and more from the editors of Power Engineering magazine.

Download it FREE
Search Power Engineering
in the App Store

Hydro Review on the Go
providing up-to-the minute global hydro energy news and hydropower technology

Download it FREE
Search Hydro Review
in the App Store

RENEWABLEENERGYWORLD.COM SMART PHONE APP

The RenewableEnergyWorld.com Smart Phone App is available on BlackBerry, iPhone, iPad, Android, Windows Phone, and Palm.

Specifications

Banner ad units are supported for GIF, PNG and JPEG still images:

Small Image Banner –120 x 20 pixels

Medium Image Banner –168 x 28 pixels

Large Image Banner –216 x 36 pixels

X-Large Image Banner –300 x 50 pixels

PRICING:

\$4,500 per month

White Papers

Host your white papers on *Power Engineering, Power Engineering International and COSPP* and receive detailed reports on who reads them and how often. White paper sponsorships are a highly qualified lead generator.

REPORTING AND LEAD GENERATION

Monthly reports provide details for each of your sponsored white papers including total downloads, page views and contact information for every prospective customer that downloads your white papers. 24/7 access allows for custom report generation.

Benefits include:

- Lead reports e-mailed monthly
- Prospective full contact information, customer name, business title, e-mail address, phone number and mailing address
- Historical page views and retrieval information for each white paper
- 24/7 access to generate custom reports
- Easily exported to Microsoft Excel format

Search

White paper content, title, abstract and vendor information is completely searchable providing easy access and increased exposure to your paper. Search capabilities are available throughout the Web site and from the e-newsletter.

Exposure

Receive maximum brand and white paper recognition on *Power Engineering, Power Engineering International and COSPP* web sites for the duration of your contract through search, logo, placement, leaderboard advertisements, company information, e-mail and Web site links.

Value

Host multiple white papers with cost effective volume pricing options.

PREMIUM SPONSORSHIP

Maximize your company brand and white paper exposure by upgrading to a premium sponsorship.

Benefits include:

- Top placement in search results (as related to keyword)
- Logo recognition throughout white paper section
- Logo recognition on Web site home page and article pages
- White paper placement in e-newsletter

Pricing

■ 1–5 white papers

Power Engineering- \$300 gross
Power Engineering International—\$300 gross
HydroReview - \$300 gross
COSPP—\$300 gross

■ 6–10 white papers:

Power Engineering—\$500 gross
Power Engineering International—\$500 gross
HydroReview - \$300 gross
COSPP—\$500 gross

■ 11–15 white papers:

Power Engineering—\$750/month gross
Power Engineering International—\$750/month gross
HydroReview - \$300 gross
COSPP—\$750/month gross

■ Premium Sponsorship:

Power Engineering- Additional \$500/month gross
Power Engineering International—\$500/month gross
HydroReview - \$300 gross
COSPP—\$500/month gross

POWER-GEN Exhibitor Showcase

MAKE YOUR MESSAGE COME TO LIFE WITH PRODUCT AND VIDEO MARKETING

The POWER-GEN Exhibitor Showcase creates cost-effective and lasting buying impressions through innovative messaging before and after POWER-GEN.

Circulation:
70,000 est.

Audience:
Registered Attendees of POWER-GEN Int'l and subscribers of the Power Engineering e-newsletter

Rate:
\$4,710 gross

PRE-POWER-GEN EXHIBITOR SHOWCASE

- Photo and text description of company or product
- Only eight available positions per deployment
- 30-50 words
- gif or jpg image file

POST-POWER-GEN EXHIBITOR SHOWCASE

- 3-5 minute video interview with all production work done at POWER-GEN by PennWell staff
- 30-50 words
- Only eight available video positions per deployment
- Placed on the Power Engineering Website for 3 months
- A link to your Spotlight is provided to you for placement on your company's Website.

Formats:

Banners must be in gif (animated or static) or jpg format and may include a 50-word (max) text backup with link. Additional sizes may be available. Contact your sales representative for details. Please send material to PennWell web traffic at webtraffic@pennwell.com with subject "POWER-GEN Exhibitor Showcase."

Must be an exhibitor to participate.

PreShow (newsletter messaging)



<p>Visit us at Booth #26138</p> <p>On-site disinfection systems The modular design of MICO's RIO™ system allows for easy interchange between on-site sodium hypochlorite and on-site mixed oxidant generation with the added flexibility of up to 16 expanded production capacity without increasing the system footprint. RIO uses iron salt and power to safely generate a dilute chlorine-based solution for potable and wastewater disinfection, eliminating the storage and handling of hazardous disinfection chemicals while still providing a chlorine residual.</p> <p>MICO Corp. Albuquerque, NM 888-648-9428</p> <p>www.mico.com</p>	<p>Visit us at Booth #28013</p> <p>Solids reduction The Myrno® Annihilator™ is a twin shaft solids reduction unit designed for use in a variety of municipal installations including sewage lift stations, head works and sludge processing systems. The unit's counter-rotating, hexagonal shaft design coupled with its 5-foot hardened steel cutters provide the maximum shredding strength necessary to process from 300 to 4,250 gpm of influent. When properly specified, the unit prolongs the service life of downstream equipment.</p> <p>Myrno Inc., A Unit of Robbins & Myers Springfield, OH 877-486-6966</p> <p>www.myrno.com</p>
<p>Visit us at Booth #28012</p> <p>Submersible pumps The Hydromatic H44 Series submersible pump provides greater efficiency and a deeper non-overloading performance while passing a full 3" spherical solid (as required by the Ten States Standard) policy for submersible non-clog pumps) due to the enhanced geometry of the mono-vane impeller. The series features a smoother design, reducing the chance of possible plugging. It offers flows up to 850 gpm and heads to 165 ftm.</p> <p>Hydromatic, A Division of Pentair Water Arland, OH</p> <p>www.hydromatic.com</p>	<p>Visit us at Booth #27013</p> <p>Wastewater pumps Myers, a division of Pentair Pumps, offers a variety of submersible non-clog, grinder, effluent, surge and sewage pumps, fiberglass basin packages, sludge pumps and controls. Its grinder pumps range from 2-1/2 hp with lifts to 200 feet and flows to 190 gpm. They are offered as complete turnkey systems or engineered to specifications. Its non-clog pumps offer 3" to 12" discharges and offer flows to 8000 gpm.</p> <p>Myers Arland, OH 419-209-0144</p> <p>www.femymers.com</p>
<p>Visit us at Booth #13029</p> <p>Thermoplastic ball valves Plast-O-Matic Valves has expanded its line of thermoplastic ball valves to include larger pipe sizes. The new valves are designed for 2" and 4" piping. These true-union valves are available in PVC, CPVC, PPDF and polypropylene. Standard seals are EPDM or FKM (Viton), and PTFE seats. The new sizes complement the original True Blue Ball Valve line of 1/2" through 2" valves. Piping connections are offered for socket or threaded installation.</p> <p>Plast-O-Matic Valves Cedar Grove, NJ 873-256-3000</p> <p>www.plastomatic.com/</p>	<p>Visit us at Booth #32049</p> <p>Mixing system The Tidiflex® Mixing System greatly improves the quality of mixing water in finished water storage reservoirs. The system is a combination of the company's patented check valve technology and a piping manifold that separates the inlet and outlet. The system can be installed in new or existing water storage tanks of all shapes and sizes to eliminate stagnation and short-circuiting. Operating on the differential pressure that is already in place, the mixing system keeps energy costs low, while the all-stator construction of the Tidiflex Check Valve renders the system virtually maintenance free.</p> <p>Tidiflex Technologies Carnegie, PA 412-278-0044</p> <p>www.tidiflex.com</p>
<p>Visit us at Booth #30003</p> <p>Valve actuators New Rotork electric non-intrusive CVA control valve actuators provide precise operation, 4-8 capacitance, and fail-to-position protection as well as significant energy savings. They are available in linear and quarter-turn actions for a wide range of control-valve applications and the environments associated with water and wastewater treatment plants. The new actuators eliminate the need for air supplies and can be integrated into most process control environments, including those that use Hart and Foundation Fieldbus protocols.</p> <p>Rotork Process Controls Rochester, NY 585-247-2304</p> <p>www.rotork.com</p>	<p>Visit us at Booth #16039</p> <p>Energy circuit monitor The Square D® PowerLogic CM4000 circuit monitor series by Schneider Electric offers advanced energy information to help operators reach their facility's energy efficiency goals. It alerts and captures multiple events and trends, helping users get more from their equipment while improving uptime of the power system that is a necessity to treatment facilities. Key points and equipment are monitored 24 hours a day, from generators and substations to service entrances, main, feeders and loads, delivering timely, relevant information.</p> <p>Schneider Electric Water Wastewater Competency Center Nashville, TN 888-778-2733</p> <p>www.SquareD-water.com</p>

Digital Magazine Cover Sponsorship

Pricing:

Power Engineering—\$1,270 gross per month

Circulation:

Power Engineering—More than 25,700 unique subscribers

Frequency:

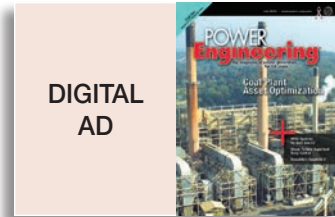
Power Engineering—Monthly

210mmx274mm 8 1/4" x 10 3/4"

Features:

- Sponsor ad is adjacent to digital magazine cover
- Includes click-through to sponsor Web site
- Exclusive and only opportunity to advertise on the front cover

Formats: Ads may be delivered in .jpg, .tiff, .png, .pdf, .eps or non-animated .gif



Search Sponsorship Plus

Associate your company or product with an industry leading media brand and generate traffic to your Web site with the Search Sponsorship.

Available Advertising Positions and Rates:

SEARCH SPONSOR

Power Engineering—\$2,200 gross per month

Text link position: Listed under search box on all Web pages; 1 text line, 17 characters

Benefits:

- Opportunity to make multiple ad impressions per user on the *POWER-GEN WORLDWIDE* and *Power Engineering* and *Power Engineering International* web sites.
- Text link and banner ad link will go to the sponsor Web site

FORMATS: Banners must be a gif (animated or static) .jpg or Flash .swf format. Available sizes comply with IAB standards. Additional sizes may be available.

Custom Video Channel

The Custom Video Channel is an opportunity to provide your message to a qualified audience on the cutting edge platform provided by Power Engineering magazine. Up to 10 minutes of exclusive video about your product, company or service.

Pricing:

\$2,945 gross per month

\$500 per month for each additional video

Minimum Purchase: 3 consecutive months

Article Toolbar Sponsor

Available Advertising Positions and Rates:

ARTICLE TOOLBAR SPONSOR

Power Engineering—\$500 gross per month

Power Engineering International—\$500 gross per month

Logo positions: On all article display pages (excluding wire stories); dimensions: 88x31, 40K

Banner ad positions: Follows all tool bar save, print and e-mail features; dimensions: 468x60, 40K

FORMATS: Banners must be a .gif (animated or static) .jpg or Flash .swf format. Available sizes comply with IAB standards. Additional sizes may be available.

Contest Sponsor

Contests are lead generating and are available in multiple formats.

Pricing:

\$2,945 gross per month

Features and Benefits:

Lead Generation – collect data for every person who participates in the contest

Branding – Top & Bottom leaderboards and clickable sponsor logo around contest with impressions/click through rates

Targeted Audience – Allows sponsor to build potential customer database of targeted leads

Exposure – A unique branding opportunity to associate with audience engaging content

Technical Briefings

Pricing:


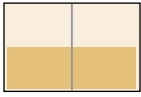










\$11,765 gross per month

Minimum Purchase:

3 consecutive months

Mechanical Specs

U.S. Print Ad Specifications

AD SIZE	TRIM (W x H)	BLEED	LIVE AREA
Full Page Spread 	16" x 10.5" 406mm x 267mm	16.25" x 10.75" 413mm x 274mm	15" x 9.5" 381mm x 241mm
Half Page Spread 	16" x 5.25" 406mm x 133mm	16.25" x 5.5" 413mm x 140mm	15" x 5" 381mm x 127mm
Full Page 	8" x 10.5" 203mm x 267mm	8.25" x 10.75" 210mm x 274mm	7" x 9.5" 178mm x 241mm
2/3 Page 	—	5.25" x 10.75" 133mm x 274mm	4.5" x 9.5" 114mm x 241mm
1/2 Page Island 	—	5.25" x 8.25" 133mm x 210mm	4.5" x 7.375" 114mm x 187mm
1/2 Page Vertical 	—	4.125" x 10.75" 105mm x 274mm	3.375" x 9.5" 86mm x 241mm
1/2 Page Horizontal 	—	8.25" x 5.5" 210mm x 140mm	7" x 4.875" 178mm x 124mm
1/3 Page Vertical 	—	—	2.25" x 9.5" 57mm x 241mm
1/3 Page Square 	—	—	4.5" x 4.875" 114mm x 124mm
1/3 Page Horizontal 	—	—	7" x 3.3125" 178mm x 84mm
1/4 Page 	—	—	3.375" x 4.875" 86mm x 124mm
1/6 Page* 	—	—	2.25" x 4.875" 57mm x 124mm

METHOD OF PRINTING

Web Offset

BINDING

Perfect Binding, 1/8" off backbone

INSERTS

The maximum stock weight accepted for inserts is 80 lb. book. Standard size bound-in inserts must be furnished at 8 1/4" x 10 3/4" allowing for a 1/8" trim on all sides. Special printing on inserts, such as embossing, where it is impossible to use or sell the other side of the insert, is sold as a complete 2-page insert. Consult the Production Manager at 1-800-331-4463 for more information.

STORING OF ADVERTISING MATERIAL

Advertising material will be stored for 12 months and then destroyed unless otherwise advised. For more information on PennWell's electronic ad specs visit <http://digitalads.pennwell.com> and click on Spec sheet.

ELECTRONIC SUBMISSION

See <http://digitalads.pennwell.com> for complete electronic specs. Upload Site Instructions - Files will need to be stuffed or zipped prior to uploading. Files over 250MB will need to be shipped on disk to Power Engineering, Ad Services, 1421 S. Sheridan Rd., Tulsa, OK 74112.

Log on to <http://digitalads.pennwell.com>. Select Power Engineering or Power-Gen International Showguide in the magazine scroll-down menu. Fill in the appropriate information and select "upload the ad."

SUPPLYING AD MATERIAL FOR PENNWELL MAGAZINES

PennWell prefers ad material to be supplied as PDFs with PDF/X-1a format option. We also accept ads built in these programs: InDesign, PageMaker, Quark, Illustrator, Freehand, PDF and Photoshop.

Please supply all fonts, images, and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics. PennWell does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.

PennWell requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction.

For complete PennWell Specifications, see the "instructions" at our ad upload site: <http://digitalads.pennwell.com>

All text, logos, borders and boxes that do not bleed should stay within the live area.

*Renewable Energy World North America only.

International Print Ad Dimensions

Double Page Spread		
Size	Width	Height
BLEED:	430mm	307mm
TRIMSIZE:	420mm	297mm
TYPE AREA:	390mm	267mm

IMPORTANT: Please allow a 15mm text-free gutter in the centre of the spread

Full Page		
Size	Width	Height
BLEED:	220mm	307mm
TRIMSIZE:	210mm	297mm
TYPE AREA:	180mm	267mm

Half-Page Spread		
Size	Width	Height
BLEED:	430mm	132mm
TRIMSIZE:	420mm	122mm
TYPE AREA:	390mm	92mm

Half-Page Vertical		
Size	Width	Height
TRIMSIZE:	88mm	248 mm

Half-Page Horizontal		
Size	Width	Height
TRIMSIZE:	180mm	122mm

Half-Page Island		
Size	Width	Height
TRIMSIZE:	115mm	190mm

Third Vertical		
Size	Width	Height
TRIMSIZE:	55mm	248mm

Third Horizontal		
Size	Width	Height
TRIMSIZE:	180mm	85mm

Third Square (only available for HRW)		
Size	Width	Height
TRIMSIZE:	110mm	122mm

Quarter Page Vertical		
Size	Width	Height
TRIMSIZE:	88mm	122mm

Sixth Page (only available for PEI)		
Size	Width	Height
TRIMSIZE:	180mm	29mm

Copy Requirements

IMPORTANT: A hard copy colour-correct proof (chromalin or equivalent) should be supplied with all advertisements for colour matching purposes. Please note that if a colour proof is not supplied, PennWell cannot accept responsibility for variations in colour.

FILES MUST BE SUPPLIED IN EITHER OF THE FOLLOWING FORMATS:

PDF (Preferred): With all crop marks included. Any images within the PDF should adhere to the rules below.

EPS: Must be flattened (no layers). Must not be JPEG encoded.

TIFF: No Alpha channels.

JPEG: Must not be progressive. NB: native JPEG format is acceptable but EPS with JPEG encoding is not.

The following application files are acceptable:

Quark Xpress, Photoshop, Indesign

IMPORTANT: all images must be CMYK (not RGB) and have a resolution of 300dpi. We cannot guarantee good quality reproduction if these formats are not adhered to. Colour images must not be supplied as EPS with JPEG encoding as these will print as greyscale. Fonts should be supplied as OpenType or Type 1 (screen and printer) fonts.

Submission Requirements

PLEASE SEND ADVERTISING MATERIAL TO:

Attention of: MAGAZINE PRODUCTION

PennWell Corporation
1421 S. Sheridan Rd
Tulsa, Ok 74112
Tel: 1-800-331-4463

PennWell Upload Site: <http://digitalads.pennwell.com>

Upload Site Instructions - Files will need to be zipped prior to uploading. Fill in the appropriate information and select upload the ad. Also please fax a proof of the ad to the Production dept.

Files over 250MB will need to be shipped on disk by courier.

INSERTS

Please contact the Production Department for questions and delivery address of inserts.

BINDING

Method of printing: Sheetfed

Perfect Bound/Saddle Stitched. Alignment is not guaranteed on facing page spreads of type and design. Precision folding of copies is not guaranteed.

Additional Resources

List Rentals

POWER INDUSTRY DECISION MAKERS' DATABASE®

Drawing from more than 450,000 contacts, PennWell's Power Industry Decision Makers' Database® empowers you to decide which power pros to target. Blanket the market or zero in on a niche segment with your direct response materials. Go international or keep it regional. With our Power Industry Decision Makers' Database® you decide what level of distribution and results you're after.

Our database is made up of active and recent subscribers to Power Engineering, Power Engineering International, Electric Light & Power, PowerGrid International, Utility Products, Cogeneration & Onsite Power Production, Renewable Energy World North America and Renewable Energy World magazines along with attendees from PennWell's energy related conferences.

The list can be segmented by industry sector, job function, purchasing influence and form of energy used. E-mail lists are also available.

BASE RATE

Domestic: \$170/M, Minimum order 5,000 names
International: \$260/M, Minimum order 3,000 names

SELECTIONS

By Industry, Title, Type of Energy Used, Purchasing Influence
+\$10/M, State/SCF/Zip/Country +\$10/M,
Key Coding +\$3/M

COMMISSION CREDIT POLICY

Broker Commission 20 percent
Ad Agency 15 percent

METHOD OF ADDRESSING

Pressure Sensitive Labels	\$10/M
CD-Rom	\$50 Flat
E-mail	\$50 Flat

LIST RENTAL POLICIES

List rental agreement and sample mail piece required. Prepayment required for first orders. Owner reserves the right to refuse any mailing or to impose special rates for industry nonadvertisers. List purchase includes one-time direct mail use only.

For further information, contact:

Kelli Berry

List Rental Department Director

Ph: 1 (918) 831-9782 or 1 (800) 944-0937

Fax: 1 (918) 831-9758

E-mail: kellib@pennwell.com

Reprints

REPRINTS

Sure, it's exciting to see your company name in print. And if seeing your products or services described within the pages of the world's leading power magazines impresses you, imagine the reaction your editorial mention will elicit from clients and prospective clients.

Reprints of articles from the pages of PennWell's Global Energy Group can help boost your marketing results and may play an integral role in achieving your communication goals—from product positioning and branding to lead generation and sales. PennWell offers complete reprint services.

The Look You Want. Our Production Department expertly reworks each article and a proof copy is sent for your review—so you have final approval on layout and design.

Quality Presentation. All reprints feature heavy-duty, 70lb. Coated stock paper.

Add Your Ad. For further exposure, current PennWell advertisers may include their advertisement or logo as part of their editorial reprints if space permits.

Turnaround Time. You'll receive your completed reprint order in approximately seven (7) working days following your final approval of our proof. RUSH orders are available for an additional \$35.

Quotes are determined on the page count of the reprint, color and quantity (consult chart for specific rates). Minimum quantities for black and white, two-color and four-color reprints are 100-count.

For further reprint information contact:

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2012 Reprints Rates

	100	200	300	400	500	600	700
1-Page							
BW	\$541	\$607	\$659	\$711	\$763	\$817	\$867
2-color	\$817	\$867	\$914	\$972	\$1,022	\$1,074	\$1,125
4color	\$1,941	\$1,994	\$2,047	\$2,097	\$2,133	\$2,186	\$2,237
2-page							
BW	\$625	\$677	\$728	\$778	\$832	\$885	\$934
2-color	\$1,091	\$1,145	\$1,198	\$1,247	\$1,299	\$1,351	\$1,404
4-color	\$2,550	\$2,601	\$2,654	\$2,707	\$2,756	\$2,810	\$2,860
4-page							
BW	\$1,231	\$1,319	\$1,387	\$1,473	\$1,543	\$1,628	\$1,700
2-color	\$1,491	\$1,577	\$1,646	\$1,733	\$1,802	\$1,890	\$1,958
4-color	\$2,601	\$2,687	\$2,756	\$2,844	\$2,914	\$3,000	\$3,070
6-page							
BW	\$1,802	\$1,890	\$1,975	\$2,063	\$2,150	\$2,237	\$2,323
2-color	\$2,669	\$2,756	\$2,844	\$2,931	\$3,017	\$3,104	\$3,189
4-color	\$5,028	\$5,115	\$5,204	\$5,289	\$5,378	\$5,461	\$5,551

800	900	1000	2000	3000	4000	5000	10000
\$902	\$954	\$1,006	\$1,369	\$1,717	\$2,082	\$2,445	\$4,214
\$1,178	\$1,212	\$1,265	\$1,628	\$1,975	\$2,340	\$2,707	\$4,475
\$2,289	\$2,340	\$2,394	\$2,880	\$3,346	\$3,833	\$4,319	\$6,713
\$972	\$1,022	\$1,074	\$1,437	\$1,786	\$2,150	\$2,496	\$4,282
\$1,437	\$1,491	\$1,543	\$2,029	\$2,514	\$2,983	\$3,468	\$5,879
\$2,898	\$2,949	\$3,000	\$3,484	\$3,973	\$4,440	\$4,926	\$7,336
\$1,785	\$1,857	\$1,941	\$2,532	\$3,122	\$3,709	\$4,285	\$7,233
\$2,048	\$2,116	\$2,203	\$2,792	\$3,380	\$3,973	\$4,561	\$7,492
\$3,157	\$3,227	\$3,313	\$3,885	\$4,493	\$5,064	\$5,655	\$8,605
\$2,410	\$2,497	\$2,601	\$3,380	\$4,179	\$4,960	\$5,761	\$9,714
\$3,277	\$3,363	\$3,468	\$4,248	\$5,047	\$5,828	\$6,626	\$10,580
\$5,634	\$5,724	\$5,810	\$6,607	\$7,407	\$8,184	\$8,986	\$12,940



Events for 2011, 2012, 2013



