

POWER Engineering®

www.power-eng.com



Flagship Media Sponsor of:



DIGITAL MEDIA OPPORTUNITIES



DIRECT MARKETING

Digital Magazine Cover Sponsorship

Pricing:

Power Engineering—\$1,155 gross per month

Circulation:

Power Engineering—More than 20,800 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



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—50,000

Power Engineering International—20,000

COSPP—21,500

Frequency:

Power Engineering—Every Tuesday and Friday

Power Engineering International—Weekly

COSPP—Monthly

Available Advertising Positions and Rates:

TOP and ANCHOR

Dimensions: 728x90, 40K

Pricing:

Power Engineering—\$1,800 gross

Power Engineering International—\$1,500 gross

COSPP—\$1,150 gross

MIDDLE 1 & MIDDLE 2 COMBINATION

Dimensions: 2 Full Banners 468x60, 30K

Pricing:

Power Engineering—\$1,500 gross

Power Engineering International—\$1,700 gross

COSPP—\$875 gross

MIDDLE 3

Dimensions: 728x90, 40K

Pricing:

Power Engineering—\$1,550 gross

SKYSCRAPER – \$1,530 gross

Dimensions: 728x90, 40K

Pricing:

Power Engineering—\$1,530 gross

Power Engineering International—\$1,700 gross

COSPP—\$1,500 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 \$425 PER THOUSAND (PLUS SELECT FEES) FOR MAGAZINE ADVERTISERS

E-MAIL LIST RENTAL \$525 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-GEN WORLDWIDE

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-GEN WORLDWIDE* and *Power Engineering*, *Power Engineering International* and *COSPP* web sites.

Available Advertising Positions and Rates:

PAGE PEEL

Power Engineering—\$1,890
 Power Engineering International—\$1,800 gross
 COSPP—\$1,200 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- \$1,765 gross
 Power Engineering International—\$1,400 gross
 COSPP—\$1,000 gross

Position: Top and bottom of home page
 Dimensions: 728x90, 40K

RIGHT RAIL ADS (RATES BELOW)

Position: Right Column, Top & Middle of Page

- Site Sponsor 1, 180x150, 40k
 Power Engineering—\$1,470 gross
 Power Engineering International—\$1,100 gross
 COSPP—\$800 gross
- Site Sponsor 2, 180x150, 40k
 Power Engineering- \$1,470 gross
 Power Engineering International—\$1,100 gross
 COSPP—\$800 gross
- Site Sponsor 3, 180x150, 40k
 Power Engineering- \$1,110 gross
 Power Engineering International—\$1,000 gross
 COSPP—\$700 gross

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



Minimum Order: 3 Consecutive Months

Topic and Sub Topic Center Sponsorship

POWER-GEN WORLDWIDE 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.

- World Regions
- Nuclear
- Business
- Renewables
- Emissions
- Gas Fired
- O&M
- Coal Fired
- Distributed Generations
- Smart Grid

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—\$2,588 gross per month
- Power Engineering International—\$2,588 gross per month
- COSPP—\$2,588 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 -
- Two (2), 300x250 and one (1), 300x100 ads with option for text links
- Up to five white paper postings

Minimum Order: 6 Consecutive Months



SPONSORED OR SUBMITTED CONTENT

Article Toolbar Sponsor

Available Advertising Positions and Rates:

ARTICLE TOOLBAR SPONSOR

Power Engineering—\$1,000 gross per month

Power Engineering International—\$1,000 gross per month

Logo positions: On all article display pages (excluding wire stories); dimensions: 88x31, 8K

Banner ad positions: Follows all tool bar save, print and e-mail features; dimensions: 468x60, 12K

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.

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

Power Engineering International—

Text link position: Listed under search box on all Web pages; dimensions: 88x31, 75 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.

Video Sponsorship

Align your company or product with an industry leading media brand and generate traffic to your Web site through video sponsorship.

Position your company's 15-30 second video ad just prior to the newscast.

\$2,355 gross per month

Minimum Purchase: 3 consecutive months

Power Engineering

\$2,355 gross per month

Minimum Purchase: 3 consecutive months

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.

Power Engineering International— NEW!

\$1,500 gross per month

Industry professionals tune in weekly as Power Engineering's editor hosts covering industry news and headlines.



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

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

White Papers

Host your white papers on *POWER-GEN WORLDWIDE and 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-GEN WORLDWIDE and 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
COSPP—\$300 gross
- 6–10 white papers:
Power Engineering—\$500 gross
Power Engineering International—\$500 gross
COSPP—\$500 gross
- 11–15 white papers:
Power Engineering—\$750/month gross
Power Engineering International—\$750/month gross
COSPP—\$750/month gross
- Premium Sponsorship:
Power Engineering- Additional \$500/month gross
Power Engineering International—\$500/month gross
COSPP—\$500/month gross

POWER-GEN International and COAL-GEN Exhibitor Spotlight

MAKE YOUR MESSAGE COME TO LIFE WITH PRODUCT AND VIDEO MARKETING

FREQUENCY:

The Exhibitor Spotlight creates a cost-effective and lasting buying impression through innovative messaging before and after the POWER-GEN or COAL-GEN event.

OPTION 1

PRE-SHOW HTML EMAIL BLAST

PennWell will send out your company's HTML email list blast to all registered attendees of the POWER-GEN or COAL-GEN on a pre-determined day with a message inviting all attendees to visit your company's booth.

Rate:

POWER-GEN International \$3,000 net
COAL-GEN. \$ 600 net

OPTION 2

POST EXHIBITOR SPOTLIGHT

HTML email blast sent by PennWell to all registered attendees of the event including the following:

- 3–5 minute video interview with all production work done at the event by experienced PennWell video staff.
- 30–50 word descriptions
- Placed on the Power Engineering Website for 3 months
- A CD of the Spotlight is provided to you for placement on your company's Website.
- Only 3 blasts available with a max of 8 video positions per blast

Rate:

POWER-GEN International. \$3,500 net
COAL-GEN \$2,500 net

Circulation: over 34,000 for each show

OPTION 3

PRE-SHOW EMAIL BLAST & POST-SHOW EXHIBITOR SPOTLIGHT COMBO

- Options 1 & 2

Rate:

POWER-GEN International. \$5,000 net
COAL-GEN \$2,800 net

PreShow (newsletter messaging)

POWER-GEN
INTERNATIONAL

Visit us at Booth #26128

On-site identification systems
The innovative design of M3000 RFID™ system allows for faster identification between on-site location tags and on-site mobile devices. The system is designed to be expanded or production capacity without increasing the system footprint. The design also supports a range of applications, including a wide range of on-site and mobile devices. The system is designed to be expanded or production capacity without increasing the system footprint. The design also supports a range of applications, including a wide range of on-site and mobile devices.

M3000 Corp.
Atlanta, GA
404-444-9020
www.m3000.com

Visit us at Booth #29003

Welding solutions
The Inverter-Arc™ is a high-efficiency inverter and designed for use in a variety of industrial applications including heavy-duty welding, metal cutting and other processing activities. The unit's high-efficiency, low-power design coupled with its 5-inch footprint and robust power the inverter allowing weight necessary to process from 200 to 4,000 lbs of metal. Most primary applications, the unit allows the mobile life of investment equipment.

Magnum, A part of Hobart & Wainwright
Cincinnati, OH
513-468-4800
www.hobart.com

Visit us at Booth #30012

Submersible pumps
The Hydro-Matic™ submersible pumps provide greater efficiency and a longer life span. The pumps are designed to be expanded or production capacity without increasing the system footprint. The design also supports a range of applications, including a wide range of on-site and mobile devices.

Hydro-Matic, A Division of PennWell Water
Aurora, OH
www.hydro-matic.com

Visit us at Booth #27903

Watermeter pumps
Water is a critical resource. PennWell's watermeter pumps provide a variety of submersible water metering, control, and monitoring solutions. The pumps are designed to be expanded or production capacity without increasing the system footprint. The design also supports a range of applications, including a wide range of on-site and mobile devices.

Water
Aurora, OH
419-284-7444
www.water.com

Visit us at Booth #13029

Thermoplastic ball valves
Pneumatic ball valves are designed to be expanded or production capacity without increasing the system footprint. The design also supports a range of applications, including a wide range of on-site and mobile devices.

Hydrex Ball Valve
Canton, OH
614-891-3000
www.pennwell.com

Visit us at Booth #33348

Water system
The T-Block™ Water System greatly improves the quality of drinking water in residential and commercial applications. The system is a combination of the company's patented water filtration technology and a proprietary water treatment process. The system is designed to be expanded or production capacity without increasing the system footprint. The design also supports a range of applications, including a wide range of on-site and mobile devices.

T-Block Technologies
Cary, NC
410-275-5644
www.tblock.com

Visit us at Booth #30002

Water solutions
The Inverter-Arc™ is a high-efficiency inverter and designed for use in a variety of industrial applications including heavy-duty welding, metal cutting and other processing activities. The unit's high-efficiency, low-power design coupled with its 5-inch footprint and robust power the inverter allowing weight necessary to process from 200 to 4,000 lbs of metal. Most primary applications, the unit allows the mobile life of investment equipment.

Spokane Process Controls
Buckley, WI
920-247-2554
www.spokane.com

Visit us at Booth #16020

Energy storage solutions
The Energy Storage Solutions™ are designed to be expanded or production capacity without increasing the system footprint. The design also supports a range of applications, including a wide range of on-site and mobile devices.

Schneider Electric Water/Wastewater Control
Houston, TX
281-770-3770
www.schneider.com

2011 Digital Media Rates


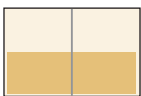










POWER ENGINEERING		Price (Gross)	Price (Gross)	Price (Gross)
Online Ad	Page Peel	\$1,400		
Online Ad	Leaderboard Home Page Plus	\$1,765		
Online Ad	Site Sponsor #1	\$1,000		
Online Ad	Site Sponsor #2	\$1,000		
Online Ad	Site Sponsor #3	\$900		
Online Ad	Featured Video Segment	\$2,375		
Online Ad	Video Sponsor	\$588		
Online Ad	Video Pre-roll	\$500		
Online Ad	Events, Sponsor #1	\$500		
Online Ad	Events, Sponsor #2	\$500		
Online Ad	Events, Sponsor #3	\$500		
eNL	Top/Anchor	\$2,000		
eNL	Middle 1	\$775		
eNL	Middle 2	\$775		
eNL	Middle 3	\$1,550		
eNL	Skyscraper	\$1,850		
eNL/Weekly Wrap-up	Top/Anchor	\$2,000		
eNL/Weekly Wrap-up	Middle 1	\$775		
eNL/Weekly Wrap-up	Middle 2	\$775		
eNL/Weekly Wrap-up	Middle 3	\$1,550		
eNL/Weekly Wrap-up	Skyscraper 1	\$2,000		
White Papers	White Papers	\$300/\$500/\$750		
White Papers	Premium Sponsorship	\$500		
Microsite	Microsite	\$6,000		
Webcast	Exclusive	\$15,000		
Webcast	Sponsored	\$3,750/\$5,000/\$7,500		
Podcast	Podcast	\$2,500		
BG Online	Select - Online	\$495	£307	€ 341
BG Online	Select Plus - Online	\$995	£618	€ 686
BG Online	All Access Package	\$4,500	£3,726	€ 4,136
BG Online	Additional Categories - Online	\$99	£61	€68

POWER-GEN WORLDWIDE		Price (Gross)
Online Ad	Leaderboard Home Page Plus	\$2,200
Online Ad	Page Peel	\$2,600
Online Ad	Site Sponsor #1	\$1,990
Online Ad	Site Sponsor #2	\$1,990
Online Ad	Site Sponsor #13	\$1,600
Online Ad	Search Sponsorship	\$2,200
Online Ad	Article Toolbar	\$750
Online Ad	Video Gallery Leaderboard	\$2,200
Online Ad	Video Sponsor	\$588
Online Ad	Topic Center Bundle #1	\$2,588
Online Ad	Topic Center Bundle #2	\$2,588
Online Ad	Topic Center Bundle #3	\$2,588
Online Ad	Topic Center Bundle #4	\$2,588
Online Ad	Topic Center Bundle #5	\$2,588
Online Ad	Topic Center Bundle #6	\$2,588
Online Ad	Topic Center Bundle #7	\$2,588
Online Ad	Topic Center Bundle #8	\$2,588
Online Ad	Topic Center Bundle #9	\$2,588
Online Ad	Topic Center Bundle #10	\$2,588

POWER ENGINEERING INTERNATIONAL		Price (Gross)	Price (Gross)	Price (Gross)
Online Ad	Page Peel	\$1,800	£1,140	€ 1,216
Online Ad	Leaderboard Home Page Plus	\$1,400	£887	€ 945
Online Ad	Site Sponsor #1	\$1,100	£697	€ 743
Online Ad	Site Sponsor #2	\$1,100	£697	€ 743
Online Ad	Site Sponsor #3	\$1,000	£633	€ 675
eNL	Top	\$1,950	£1,235	€ 1,317
eNL	Middle 1	\$1,700	£1,077	€ 1,148
eNL	Middle 2	\$1,500	£950	€ 1,013
eNL	Skyscraper 1	\$1,700	£1,077	€ 1,148
eNL	Anchor	\$1,000	£633	€ 675
eNL/Potencia	Exclusive	\$1,373		
White Papers	1-5	\$300	£190	€ 203
White Papers	6-10	\$500	£317	€ 338
White Papers	11-15	\$750	£475	€ 506
White Papers	White Paper Sponsor (Premium)	\$500	£317	€ 338
Webcast	Exclusive	\$15,000	£9,501	€ 10,130
Webcast	Sponsored (2)	\$7,500	£4,751	€ 5,065
Webcast	Sponsored (3)	\$5,000	£3,167	€ 3,377
Webcast	Sponsored (4)	\$3,750	£2,375	€ 2,532
BG Online	Select - Online	\$495	£307	€ 341
BG Online	Select Plus - Online	\$995	£618	€ 686
BG Online	All Access Package	\$6,000	£3,726	€ 4,136
BG Online	Additional Categories - Online	\$99	£61	€ 68

COSPP		Price (Gross)	Price (Gross)	Price (Gross)
Online Ad	Page Peel	\$1,200	£760	€ 810
Online Ad	Leaderboard Home Page Plus	\$1,000	£633	€ 675
Online Ad	Site Sponsor #1	\$800	£507	€ 540
Online Ad	Site Sponsor #2	\$800	£507	€ 540
Online Ad	Site Sponsor #3	\$700	£443	€ 473
eNL	Top	\$1,150	£728	€ 777
eNL	Middle 1	\$875	£554	€ 591
eNL	Middle 2	\$775	£491	€ 523
eNL	Skyscraper 1	\$500	£317	€ 338
eNL	Anchor	\$1,150	£728	€ 777
White Papers	1-5	\$300	£190	€ 203
White Papers	6-10	\$500	£317	€ 338
White Papers	11-15	\$750	£475	€ 506
White Papers	White Paper Sponsor (Premium)	\$500	£317	€ 338
Webcast	Exclusive	\$15,000	£9,501	€ 10,130
Webcast	Sponsored (2)	\$7,500	£4,751	€ 5,065
Webcast	Sponsored (3)	\$5,000	£3,167	€ 3,377
Webcast	Sponsored (4)	\$3,750	£2,375	€ 2,532
Podcast	Podcast	\$2,500	£1,584	€ 1,688
Microsite	6 Months	\$5,963	£3,777	€ 4,027
Microsite	12 Months	\$4,242	£2,687	€ 2,864
BG Online	Select - Online	\$495	£307	€ 341
BG Online	Select Plus - Online	\$ 95	£618	€ 686
BG Online	All Access Package	\$6,000	£3,727	€ 4,138
BG Online	Additional Categories - Online	\$99	£61	€ 68

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" 391mm 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

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

*Renewable Energy World North America only.

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>

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	307mm
TRIMSIZE:	420mm	297mm
TYPE AREA:	390mm	267mm

Half-Page Vertical		
Size	Width	Height
TRIMSIZE:	80mm	270mm
COSPP & Renewable Energy World	88mm	248 mm

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

Half-Page Island		
Size	Width	Height
TRIMSIZE:	110mm	190mm

Third Vertical		
Size	Width	Height
TRIMSIZE:	55mm	270mm
COSPP & Renewable Energy World	55mm	248mm

Third Horizontal		
Size	Width	Height
TRIMSIZE:	180mm	75mm
COSPP & Renewable Energy World	180mm	85mm

Third Square		
Size	Width	Height
TRIMSIZE:	110mm	122mm

Quarter Page Vertical		
Size	Width	Height
TRIMSIZE:	80mm	122mm
COSPP & Renewable Energy World	88mm	122mm

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: *PEI* 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.

List Rentals

POWER INDUSTRY DECISION MAKERS' DATABASE

Drawing from more than 300,000 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/T&D, 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 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, +\$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
Diskette	\$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 non-advertisers. List purchase includes one-time direct mail use only.

For further information, contact:

Kelli Berry

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:

Glenda Harp, Account Executive

1421 South Sheridan Road, Tulsa, OK 74112 USA

Toll Free: +1 (800) 331-4463 x 6301

Direct: +1 (918) 832-9301

Fax: +1 (918) 832-9201

E-mail: glendah@pennwell.com

2011 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

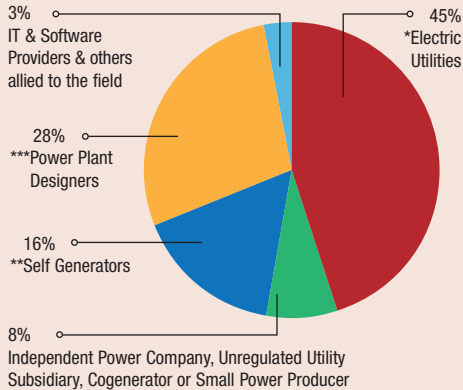
Demographics

TOTAL QUALIFIED CIRCULATION: 67,679

Source: June 2010 BPA

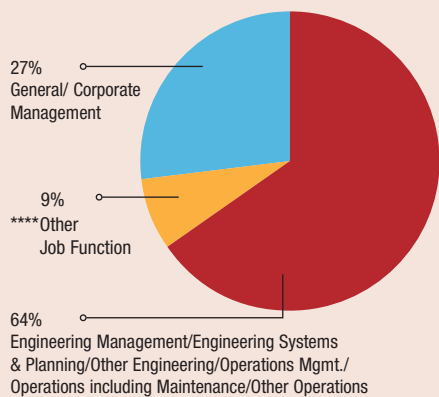
QUALIFIED CIRCULATION OF BUSINESS AND INDUSTRY

Source: June 2010 BPA



JOB FUNCTIONS/SUBSCRIBERS

Source: June 2010 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 67,000 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

87% of the respondents report making a purchasing action during the year as a result of ads and/or editorials appearing in *Power Engineering* magazine.

100% of *Power Engineering*'s subscribers report involvement in buying, recommending, specifying or approving products and services for their company.

(Source: Baxter Research Corp., April 2010, Reader Advertising Study)

1-YEAR QUALIFIED CIRCULATION: 90.1%

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

(Source: June '10 BPA)

BONUS DISTRIBUTION

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

– 35 additional domestic & international shows.

(Source: 2010 *Power Engineering* Media Kit)

ADVERTISING MARKETSHARE: 67%

(Source: *The Auditor*, Jan. – Dec. 09, independent auditing firm)



Editor Biographies

DAVID WAGMAN, CHIEF EDITOR

David Wagman was named chief editor of *Power Engineering* magazine in 2006. He is responsible for all editorial issues associated with the magazine, ranging from monthly editorial content to magazine layout and design, as well as the magazine's electronic editions. He also writes and edits feature articles, contributes the monthly opinion piece and compiles various recurring sections in the magazine.

David serves as conference committee chair for POWER-GEN International, the world's largest annual trade show in the power generation industry. In this role, he oversees the development of a three-day conference attended by thousands of people every year. He also is co-chairman of Renewable Energy World North America Conference & Expo and serves on the committee for COAL-GEN.

David's career as an energy journalist spans more than 20 years. He has written extensively on many aspects of the energy industry including coal, oil and natural gas production; power generation; finance and business; regulation and legislation; renewable energy; and energy efficiency. He has been senior editor with several industry magazines and newsletters and developed, launched and ran a daily web-based news service for the power industry. Earlier in his career he was a beat reporter for a weekly business newspaper and later was research editor at a university-based regulatory think-tank.

Fast Facts:

- Twenty years experience as a power and energy journalist and editor
- Broad expertise on energy issues that range from fuels development to power generation to business and regulatory issues
- University of Cincinnati: BA degree
- Ohio State University: MS degree

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:

David Wagman, Editor in Chief, *Power Engineering*
1421 South Sheridan Road, Tulsa, OK 74112
Phone: 1 (918) 831-9866, Fax: 1 (918) 831-9834
E-mail: davidw@pennwell.com

2011 Editorial Calendar

	CLOSING DATES	FEATURES	DEPARTMENTS	DIGITAL MEDIA	BONUS DISTRIBUTION
JAN	12/10	<ul style="list-style-type: none"> • SPECIAL REPORT: Renewable Energy Executive Roundtable • PROJECTS OF THE YEAR: The Best in Coal, Gas, Nuclear, Renewable • 2010 Outlook: Fossil fuels, renewables and nuclear • Plant Fluid Systems 	<ul style="list-style-type: none"> • Plant Management • Industry Case Studies • View on Renewables—Wind • Nuclear Reactions • Clearing the Air 	<ul style="list-style-type: none"> • <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> • Renewable Energy World Conference and Expo North America • COAL-GEN Europe • Reinhold NoxConference • (EGSA) Electrical Generating Systems Association Spring Convention • Advertising Readership Study
FEB	1/14	<ul style="list-style-type: none"> • Material handling: coal ash equipment • Pumps & Valves—FlowServe • Instrumentation and Control Systems/Wireless • O&M issues for Gas-Fired Generation • Lubrication: Aggreko article 	<ul style="list-style-type: none"> • Plant Management • Industry Case Studies • View on Renewables—Hydro • Nuclear Reactions • Clearing the Air 	<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 • (ABMA) American Boiler Manufacturers Assn SPECIAL SECTION • (APPA) American Public Power Assn. Engineering & Operations Technical Conference • HRSG User's Group Annual Meeting • (EEI) Edison Electric Institute's Annual Convention • Pump User's Symposium
MARCH	2/11	<ul style="list-style-type: none"> • Plant Operations and Maintenance • Wind turbine technology update • Materials Handling Equipment • Construction and Engineering • Hydroelectric Generation 	<ul style="list-style-type: none"> • Plant Management • Industry Case Studies • View on Renewables—Solar • Nuclear Reactions • Clearing the Air 	<ul style="list-style-type: none"> • Nuclear Power International • <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"> • National Hydropower Association Annual Conference • COAL PREP
APRIL	3/11	<ul style="list-style-type: none"> • O&M Focus: Seals for Enhanced Performance • Emissions Control: Nox equipment • Air Handling Equipment • Wind Power • Combined Heat and Power 	<ul style="list-style-type: none"> • Plant Management • Industry Case Studies • View on Renewables—Wind • Nuclear Reactions 	<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"> • Advertising Readership Study • Powder River Basin Coal User Seminar • Windpower • Spring Coal Forum • Electric Utility Chemistry Workshop
MAY	4/08	<ul style="list-style-type: none"> • SPECIAL REPORT: Gas Development Executive Roundtable • O&M Focus: Burners & Combustion Systems • Outage Planning and Management • Issues in co-firing with biomass • Nuclear O&M 	<ul style="list-style-type: none"> • Plant Management • Industry Case Studies • View on Renewables—Biomass • Nuclear Reactions • Clearing the Air 	<ul style="list-style-type: none"> • Nuclear Power International • <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"> • POWER-GEN Europe • American Nuclear Society Annual Meeting—June 13–17 San Diego, CA • (ASME) American Society for Mechanical Engineers Turbomachinery Symposium • (ABMA) American Boiler Manufacturers Assn Manufacturers' Summer Meeting • ISA/EPRI Power Industry Conference • Coal Utilization and Fuel Systems • NUCLEAR POWER Europe • Renewable Energy World Conference and Expo Europe
JUNE	5/06	<ul style="list-style-type: none"> • Emissions Control—SO2 equipment • Next Generation Nuclear: Issues in Training and Education • Safety Equipment and Issues • Canadian Power Generation • Diesel and Gas Engines • Coal-Gen Preview 	<ul style="list-style-type: none"> • Industry Case Studies • View on Renewables—Solar • Nuclear Reactions • Clearing the Air • Plant Management 	<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"> • Oil Sands • HydroVision International • POWER-GEN India & Central Asia
JULY	6/10	<ul style="list-style-type: none"> • Boiler upgrades to co-fire with biomass • HRSG Systems • Inverters for solar power systems • Combined Heat and Power • Instrumentation and Controls 	<ul style="list-style-type: none"> • Plant Management • Industry Case Studies • View on Renewables—Wind • Nuclear Reactions • Clearing the Air 	<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 • ANS (American Nuclear Society) Utility Conference and Vendor Technology Expo

	CLOSING DATES	FEATURES	DEPARTMENTS	DIGITAL MEDIA	BONUS DISTRIBUTION
AUG	7/08	<ul style="list-style-type: none"> Emissions Control: Particulate Control Equipment Gas/Steam Turbine Upgrades O&M Feature: Nuclear Outage Planning O&M Feature: Maintaining the Wind Turbine Fleet Lubrication 	<ul style="list-style-type: none"> Plant Management Industry Case Studies View on Renewables—Hydro Nuclear Reactions Clearing the Air 	<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"> POWER-GEN Asia Power Plant Air Pollutant Control Symposium Electrical Generating Systems Assn. Technical & Marketing Conference Advertising Readership Study
SEPT	8/05	<ul style="list-style-type: none"> SPECIAL REPORT: Coal Plant Development Executive Roundtable Instrumentation and Control Systems/Wireless Wind turbine maintenance personnel Water Treatment Construction and Engineering Hydroelectric Generation Clearing the Air 	<ul style="list-style-type: none"> Plant Management Industry Case Studies View on Renewables—Solar Nuclear Reactions Clearing the Air 	<ul style="list-style-type: none"> Nuclear Power International <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"> POWER-GEN Middle East Gasification Technologies Conference International Water Conference Instrument Society of America Expo POWER-GEN Asia
OCT	9/9	<ul style="list-style-type: none"> Nuclear Power: Balance of Plant upgrades Gas Turbines Emissions Control: Multi-pollutant Control equipment POWER-GEN International Preview Instrumentation and Controls Air Handling Equipment 	<ul style="list-style-type: none"> Plant Management Industry Case Studies View on Renewables—Wind Nuclear Reactions Clearing the Air 	<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"> POWER-GEN Middle East Renewable Energy World Asia Advertising Readership Study American Nuclear Society Int'l Meeting and Nuclear Technology Expo POWER-GEN Asia
NOV	10/14	<ul style="list-style-type: none"> SPECIAL REPORT: Nuclear Power Executive Roundtable O&M Issues in Steam Turbines Issues in Wind Turbine Balance of Plant O&M Cooling Towers and Systems Diesel and Gas Engines Hydroelectric Generation 	<ul style="list-style-type: none"> Plant Management Industry Case Studies View on Renewables—Biomass Nuclear Reactions Clearing the Air 	<ul style="list-style-type: none"> Nuclear Power International <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"> POWER-GEN International NUCLEAR POWER International
DEC	11/11	BUYER'S GUIDE in Print and Online Versions Completely updated each year, the <i>Power Engineering</i> 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 Winter Meeting
JAN 2012		<ul style="list-style-type: none"> PROJECTS OF THE YEAR: The Best in Coal, Gas, Nuclear, Renewable, Small Capital Projects and IT Renewable Energy Development: An Executive Roundtable Nuclear O&M Emissions Control: Carbon Dioxide equipment 2012 Outlook: Fossil fuels, renewables, nuclear 	<ul style="list-style-type: none"> Plant Management Industry Case Studies View on Renewables—Wind Nuclear Reactions Clearing the Air 	<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 Conference and Expo North America Advertising Readership Study
FEB 2012		<ul style="list-style-type: none"> Boilers/HRSG Forecasting wind energy resources Instrumentation and Control Systems O&M Feature: Pumps & Valves Generators 	<ul style="list-style-type: none"> Plant Management Industry Case Studies View on Renewables—Solar Nuclear Reactions Clearing the Air 	<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 2012		<ul style="list-style-type: none"> O&M Feature: Balance of Plant Update on E&C Techniques Safety Equipment and Issues Gas-fired generation Emissions Control: Particulate control equipment 	<ul style="list-style-type: none"> Plant Management Industry Case Studies View on Renewables—Hydro Nuclear Reaction Clearing the Air 	<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	20,485	19,880	19,480	19,090	18,705	17,650	16,760	15,875	15,020
1/2 Page Spread	15,630	15,170	14,865	14,570	14,285	13,475	12,795	12,115	11,465
Full Page	10,780	10,460	10,255	10,050	9,860	9,300	8,825	8,355	7,910
2/3 Page	8,455	8,190	8,040	7,880	7,720	7,195	6,580	6,475	6,120
1/2 Page	7,740	7,515	7,280	7,225	7,090	6,465	6,120	5,775	5,425
1/3 Page	5,920	5,745	5,640	5,515	5,425	4,460	4,150	3,835	3,560
1/4 Page	5,095	4,955	4,840	4,765	4,660	3,465	3,175	2,910	2,660
1/6 Page (Classified Ads Only)	1,335	1,210	1,140	1,075	1,000				

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	1,295
4x	1,175
7x	1,105
10x	1,040
12x	975

* 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	6,230	4,140	3,120	2,080	1,560	995	200
3x	5,970	3,990	2,990	1,990	1,495	945	190
6x	5,730	3,280	2,865	1,900	1,430	905	185
12x	5,475	3,650	2,730	1,840	1,380	870	180

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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Paige Rogers, Classified Ads/ Supplier's Showcase

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