
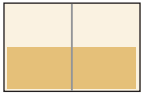












U.S. Print Ad Specifications

| 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 |

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.