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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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

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<td>(APRA) American Public Power Assn Engineering &amp; Operations Tech Conf. April 14-15</td>
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**DEADLINES**
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**FEATURES**
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- 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
- 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
- O&M: Complying with EPA Boiler Rules
- E&C: Emissions Control Upgrades
- Handling Powder River Basin Coal
- Wind Turbine Technology Update
- Hydro Turbines
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- Combined Heat and Power: Industrial Applications
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- Special Report: Gas Development Executive Roundtable
- Wind Power: Integrating with Conventional Generation
- O&M Focus: Steam Turbine Rehabs
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- Combined Cycle: Turbines and Generators
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- Emissions

**DIGITAL MEDIA**
- Power Engineering E-newsletter Every Tuesday and Friday
- Power Engineering Video News Wrapup every Tuesday and Friday
- Power Engineering Video News Wrapup every Tuesday and Friday
- Power Engineering Video News Wrapup every Tuesday and Friday
- Power Engineering Video News Wrapup every Tuesday and Friday

**BONUS DISTRIBUTION**
- Renewable Energy World Conf & Expo North America Feb 14-16
- COAL-GEN EUROPE Feb 14-16
- POWER-GEN Middle East Feb 6-8
- HRSG User’s Group Annual Mtg Feb 27-29
- Reinhold NOX Conf Feb 13-16
- Advertising Readership Study
- RUSIA Power March 5-7
- Spring Coal Forum March 13-15
- (ABMA) American Boiler Manufacturers Assn SPECIAL SECTION
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- HYDROVision Int’l July 17-19
- Oil Sands July 24-26
- POWER-GEN Europe June 12-14
- Nuclear Power Europe June 12-14
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- (BA/EFPI) Power Industry Conf. June 3-6
- The Clearwater Clean Coal Conf. June 5-7
- COAL-GEN Aug 15 - 17
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• O&M Feature: Wind Turbines  
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• O&M Feature: Complying with EPA Boiler Rules  
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• Nuclear Reactions  
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• Power Engineering Video News Wrapup every Tuesday and Friday | • POWER-GEN Asia Oct 2-4  
• Renewable Energy World Asia Oct 2-4  
• Gasification Technologies Conf. Oct 28-31 | |
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| OCT | AD SALES CLOSE: 9/07 | • Clean Coal Technology  
• Heat Recovery Steam Generators  
• Material Handling Equipment: Coal and Biomass  
• E&C Issues: Nuclear Power Safety  
• O&M Feature: Wastewater Treatment  
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• Power Plant Profile  
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• View on Renewables: BIOMASS  
• Nuclear Reactions  
• Emissions | • POWER Engineering E-newsletter every Tuesday and Friday  
• Power Engineering Video News Wrapup every Tuesday and Friday | • International Water Conf. Nov 4-8  
• (ANS) American Nuclear Society Int’l Meeting & Nuclear Tech Expo Nov 11-15  
• Advertising Readership Study | |
|  | AD MATERIAL DUE: 9/12 | | | | |
| NOV | AD SALES CLOSE: 10/19 | • 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: Large-frame Gas Turbine O&M  
• Hydro Turbines  
• Emergency & Standby Power Generation  
• Power Plant Profile  
• Industry Case Studies  
• Gas Generation  
• View on Renewables: BIOMASS  
• Nuclear Reactions  
• Emissions | • POWER Engineering E-newsletter every Tuesday and Friday  
• Nuclear Power International  
• Power Engineering Video News Wrapup every Tuesday and Friday | • POWER-GEN International Dec 11-13  
• Nuclear Power International Dec 11-13 | |
|  | AD MATERIAL DUE: 10/24 | | | | |
| DEC | AD SALES CLOSE: 11/16 | 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.  
Power Engineering E-newsletter every Tuesday and Friday  
Power Engineering Video News Wrapup every Tuesday and Friday | | • ABMA Annual Meeting Jan. 13-16 | |
|  | AD MATERIAL DUE: 11/21 | | | | |
| JAN 2013 | | • 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  
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• O&M Feature: Pumps & Valves  
• E&C Control Systems | | • Renewable Energy World Conf & Expo North America  
• Advertising Readership Study | |
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| MAR 2013 | | • 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  
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• Industry Case Studies  
• Gas Generation  
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## Rates

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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

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* Supplier’s Showcase now online.

### POWER ENGINEERING CLASSIFIED RATES

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<td>1,425</td>
<td>900</td>
<td>185</td>
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</table>
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

**Rick Huntzicker**, National Brand Manager  
Phone: 1 (770) 578-2688  
E-mail: rickh@pennwell.com  
AL, AR, DC, FL, GA, KS, KY, LA, MD, MO, MS, NC, SC, TN, TX, VA, WV

**Dan Idoine**, Brand Sales Manager  
Phone: 1 (330) 875-6581  
E-mail: dani@pennwell.com  
CT, DE, IL, IN, MA, ME, MI, NH, NJ, NY, OH, PA, RI, VT, New Brunswick, Nova Scotia, Newfoundland, Ontario, Quebec

**Tina Shibley**, Brand Sales Manager  
Phone: 1 (918) 831-9552  
E-mail: tinas@pennwell.com  
AK, AZ, CA, CO, HI, IA, ID, MN, MT, ND, NE, NM, NV, OK, OR, SD, UT, WA, WI, WY, AB, BC, SK, Manitoba, Northwest Territory, Yukon Territory

**Asif Yusuf**, International Sales Manager  
Europe & Middle East  
Phone: +44 1992 656631  
E-mail: asify@pennwell.com

**Shane Heirman**, Classified Ads/ Supplier’s Showcase  
Phone: 1 (918) 831-9441
Watch the following video from *Power Engineering*’s Paige Rogers on Classifieds/Suppliers Showcase

SCAN THIS QR CODE TO WATCH THE VIDEO
OR VISIT HTTP://WWW.POWER-ENG.COM/PE-MEDIA-KIT-VIDEOS.HTML
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
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 (NEWCAST) 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
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
- Coal
- Gas
- Renewables
- Nuclear
- Dist Gen
- O&M
- Emissions
- Business
- Environment
- New Projects

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

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

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>TRIM (W x H)</th>
<th>BLEED (W x H)</th>
<th>LIVE AREA (W x H)</th>
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<td>16.25” x 10.75” (413mm x 274mm)</td>
<td>15” x 9.5” (381mm x 241mm)</td>
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<td>16.25” x 5.5” (413mm x 140mm)</td>
<td>15” x 5” (381mm x 127mm)</td>
</tr>
<tr>
<td>Full Page</td>
<td>8” x 10.5” (203mm x 267mm)</td>
<td>8.25” x 10.75” (210mm x 274mm)</td>
<td>7” x 9.5” (178mm x 241mm)</td>
</tr>
<tr>
<td>2/3 Page</td>
<td></td>
<td>5.25” x 10.75” (133mm x 274mm)</td>
<td>4.5” x 9.5” (114mm x 241mm)</td>
</tr>
<tr>
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<td></td>
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<td>4.5” x 7.375” (114mm x 187mm)</td>
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<tr>
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<td>4.125” x 10.75” (105mm x 274mm)</td>
<td>3.375” x 9.5” (86mm x 241mm)</td>
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<td>1/3 Page Vertical</td>
<td></td>
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<td>2.25” x 9.5” (57mm x 241mm)</td>
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<tr>
<td>1/3 Page Square</td>
<td></td>
<td></td>
<td>4.5” x 4.875” (114mm x 124mm)</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td></td>
<td></td>
<td>7” x 3.3125” (178mm x 84mm)</td>
</tr>
<tr>
<td>1/4 Page</td>
<td></td>
<td></td>
<td>3.375” x 4.875” (86mm x 124mm)</td>
</tr>
<tr>
<td>1/6 Page*</td>
<td></td>
<td></td>
<td>2.25” x 4.875” (57mm x 124mm)</td>
</tr>
</tbody>
</table>

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](http://digitalads.pennwell.com) and click on Spec sheet.

### ELECTRONIC SUBMISSION

See [http://digitalads.pennwell.com](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](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](http://digitalads.pennwell.com)
International Print Ad Dimensions

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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 Stiched. 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.


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

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**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
### 2012 Reprints Rates

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