

# HOT PRODUCTS

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

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

POWER is the leading industry source for market insight and information. By utilizing HOT PRODUCTS, you are partnering with the trusted brand in global energy information.

## SAMPLE PRINT AD

**HOT PRODUCTS**

**MOBIL DTE™ 932 GT - THE PREMIUM LUBRICATING OIL FOR GASTURBINES**

Mobil DTE™ 932 GT is a premium lubricating turbine oil that is specially formulated for GE frame 3, 5, 6, 7, and 9 turbines. It is used in these large-frame turbines that operate under severe conditions. It is a multi-functional turbine oil for both bearing lubricant and hydraulic controls which is scientifically-engineered to prevent varnish formation in turbines, reducing bearing failures and downtime in operations. Its extended oil life reduces product and maintenance costs that allows for increased productivity for operators. The high level of oxidation and thermal stability of Mobil DTE 932 GT ensures reliable performance for gas turbines.

READER SERVICE NUMBER 27

## SAMPLE E-NEWSLETTER

**POWER HOT PRODUCTS**

**Bigger power in a smaller package**

The SINAMICS PERFECT HARMONY GH180 water-cooled variable frequency drive delivers reliable performance for the widest range of applications yet.

Every element of a SINAMICS PERFECT HARMONY drive is engineered to protect your process in a way that other drives can't. Its 50+ patented technologies allow for a scalable solution with 99.99% availability, which means greater productivity and a significantly reduced total cost of ownership.

And now, by eliminating all but the essentials, it packs more power — up to 30,500HP — into a 20% smaller footprint, priced more competitively than ever.

[usa.siemens.com/perfectharmony](http://usa.siemens.com/perfectharmony)

HOT PRODUCTS GROSS RATES	OPEN RATE	3X RATE	6X RATE	12X RATE
E-newsletter Only:	\$2,100	\$1,900	\$1,700	\$1,500
Print & E-newsletter:	\$2,900	\$2,500	\$2,200	\$2,000

**CONTACT YOUR SALES REPRESENTATIVE FOR ADDITIONAL INFORMATION:**

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