

The global power industry is a fast-changing and competitive marketplace in transition. POWER's January issue will include our 2021 Industry Forecast and will provide a wealth of data, projections, and insight on what we and our partners perceive as trends, opportunities, and risks in the upcoming year.

Anyone placing a full-page global display ad in this issue will receive an additional "Executive Insight" sponsored content full page, which will be placed alongside the ad. Key executives from sponsoring companies will be invited to provide insight on:

- What power market and industry developments they perceive as most critical in 2021
- Challenges, opportunities, and emerging trends in the power industry
- How your company's products and/or services fit into the current and future state of the industry
- How your company will be able to best help clients meet these upcoming challenges and capitalize on opportunities

This is a tremendous opportunity to start the year with a personal message from your company's top executives to the global power market and showcase your support, involvement, and dedication to the market as well as how you are helping advance the industry.

## **EXECUTIVE INSIGHTS VIDEO INTERVIEW**

New for 2021, POWER is offering clients the option to add a 3-4 minute video interview with your executive and POWER editorial with any package in January.

### **PACKAGE A:**

Run a full page ad and receive the video interview on deep discount (no profile/no promotion of the video). POWER simply SUPPLIES you with the completed video and your company would promote through your channels).

### **PACKAGE B**

Run full page ad and full page profile and add video to the package. This package includes promotion to your target market segment, and the video lives on POWERMAG.COM indefinitely.

## **HOW TO WRITE YOUR EDITORIAL FOR A POWER MAGAZINE SPECIAL ADVERTISING SECTION**

### **We are pleased to offer you the opportunity of sponsored content space.**

Within reason you are welcome to use this space in any way you wish. However, we have a few "house rules" to provide a consistent look across the section. So please:

- Send 8 word header max + 465 words body max + 2 images OR 8 word header + 700 words with no images.
- Be aware that we will edit your text to house style, and shorten it if this is needed to fit the space. We will always send you a proof to check before publication.
- No ® or ™ symbols, please. They never appear in standard magazine editorial.
- Please try to include a caption for your illustration, especially if it shows a particular product or plant. Make sure you have copyright clearance for your illustration.
- Illustrations can work well in either landscape or portrait orientation; landscape gives more flexibility with layout. Cutouts (vignettes) against a plain background or with clipping paths are welcome.
- We can handle most graphics file formats, but for photographs a good-quality JPG suitable for printing at 300 dpi is fine. Please send illustrations as separate files, not embedded in Word documents.
- For diagrams and charts, vector artwork (Adobe Illustrator or vector PDF) is much preferred. Remember that graphics with narrow lines and small text do not work well at small column widths.

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

**TERRY DAVIS**

404-634-5123

tdavis@accessintel.com

**CHRIS HARTNETT**

713-343-1889

chartnett@accessintel.com

**PETRA TRAUTES**

+49 69 58604760

ptrautes@accessintel.com