CUSTOMER REACH

POWER is the one brand that addresses all generation and related technologies and fuels across North America and around the world, providing analysis of this increasingly complex industry. From traditional central power stations to distributed energy resources, POWER covers all aspects of the electric power sector, including transmission and distribution. Established in 1882, the POWER brand is dedicated to providing its global audience with exclusive insight on the latest industry trends and best practices, and news about power generation and related projects, through several platforms, including print and digital media, and in-person events. POWER equips professionals in generation and related technologies, as well as those who support them, with the resources they need to make informed decisions that power the future.

LEAD GENERATION

85% of subscribers are involved in the initiation, recommendation, specification, approval or purchase of one or more products or services

92% of subscribers have taken action on advertisements by visiting an advertiser’s website, recommending the product or service to others, or buying the product or service

90% of readers would recommend POWER to a friend or a colleague

92% purchased the product or service based on the ad in POWER magazine

33% recommended.specified products or services advertised

19% requested additional information from a company, sales representative or distributor

46% visited the advertiser’s website

A TRUSTED MEDIA PARTNER

POWER’s value to the market lies in independent analysis of industry news and information from editors who understand the business. POWER also covers business information such as industry forecasts, legal topics, regulatory updates, and workforce management issues to provide subscribers with a complete picture of the generation and energy marketplace. Launched in 1882, POWER is the oldest, continually published business-to-business magazine in the U.S.

POWER readers spend an average of 47 minutes reading or looking through a typical issue of the magazine

64% of readers spend more than 30 minutes reading an issue of POWER.
GLOBAL COVERAGE
With a total audience of over 480,000, POWER is the leading global media brand addressing all aspects of power generation.

POWER reaches almost 15,000 print subscribers and over 60,000 website users monthly outside of North America.

POWER is the largest global publication serving the power generation market, reaching subscribers in 180 countries each month.

AUDIENCE BREAKDOWN
- 262,700+ Print and E-Newsletter Readers
- 220,000+ Monthly Web Visitors
- 23,000+ Social Media Followers
- 65,000+ Print/Digital Magazine Subscribers

*Non-US/Canada-only ad options available
Enhance your brand and partner with POWER’s events covering all aspects of power generation. Contact your sales representative for a custom sponsorship and advertising package.

**Experience POWER**

**October 18-21, 2021** | **Henry B. Gonzalez Convention Center**
**San Antonio, TX** | experience-power.com

Real-world, actionable content and case studies make up every day of Experience POWER, virtually and live. Participation at Experience POWER 2021 will drive leads, create brand recognition, and position you as a thought leader in the power generation industry.

The industry is changing, and we are here to help you change with it and lead the way. Experience POWER, have enlightened peer-to-peer conversations, and make the connections today that will advance your business now and moving forward.

Contact your sales manager today:
Chris Hartnett | chartnett@accessintel.com

Exclusive show issue discounts are available!
Advertise in POWER’s September Pre-show Issue, October Show Issue, and December Post-show Issues.

90% of the top 25 utilities in the U.S. attend POWER events

**CONNECTED PLANT CONFERENCE**

**August 30 - September 2, 2021** | **Renaissance Austin Hotel**
**Austin, TX** | connectedplantconference.com

Senior technology and operating management will find the latest digital monitoring, diagnostic, analytics, Industrial Internet of Things, and decision-support technologies for the power generation and chemical process industries.

Contact your sales representative to secure your sponsorship and put your marketing message in front of the power generation industry’s key technology decision-makers.

**DISTRIBUTED energy CONFERENCE**

**October 18-21, 2021** | **San Antonio, TX**
Co-located with Experience POWER
distributedenergyconference.com

Participate in the power generation industry’s foremost event covering distributed generation, bringing together utility executives, power plant operators, grid managers, commercial & industrial facilities, and power generators to delve into real-life applications of distributed energy resources (DERs), microgrids, energy storage, renewable energy, combined heat and power (CHP), hybrid systems, and the emerging world of blockchain.

Connect and collaborate with key distributed generation leaders during the industry’s definitive event addressing the rapid growth of decentralized, distributed power generation.

Contact Ellen Nyboer to secure your sponsorship and put your marketing message in front of the key players in distributed generation today.
Ellen Nyboer | enyboer@accessintel.com
SUPERIOR EDITORIAL QUALITY

With advanced educational degrees and 65+ years of combined energy industry experience, POWER’s editorial team is unmatched.

Dorothy Lozowski, M.S.Ch.E.
Editorial Director

Dorothy is the Editorial Director of POWER and Chemical Engineering, where she has been an editor since 2005. Prior to that, she worked for AkzoNobel in both R&D facilities and production environments in several countries, including five years in the Netherlands. Her positions included project manager, technical development manager and research engineer. Much of her work was in the specialty and polymer chemical areas. Dorothy holds M.S.Ch.E. and B.S.Ch.E. degrees from the State University of New York at Buffalo.

Aaron Larson
Executive Editor

Aaron Larson joined the POWER team in September 2013 as an associate editor and was named executive editor in 2017. Aaron has a bachelor’s degree in nuclear engineering technology and a master’s degree, specializing in finance. He spent 13 years in the U.S. Navy nuclear power program, advancing to Chief Petty Officer. He has worked at commercial nuclear, biomass, and coal-fired power plants, functioning in operations, maintenance, safety, financial, and management capacities. Aaron holds a Chief A Engineer boiler operator license in the state of Minnesota. Follow Aaron on Twitter @AaronL_Power

Sonal Patel
Senior Associate Editor

Sonal Patel is a national award-winning journalist, who has covered a wide range of technology, business, and policy issues for POWER since 2008. Along with keeping her eye on international matters for the magazine’s monthly Global Monitor section, she contributes in-depth analysis and spot news pieces for POWER and its other media channels. Sonal also surveys, crunches, and visualizes power sector data and trends for inclusion in web and print infographics. She is a graduate of the University of Houston. Follow her on Twitter @Sonalcpatel

Darrell Proctor
Associate Editor

Darrell Proctor joined POWER in 2017. He has years of experience in the energy and publishing industries, including as a writer, editor and energy data analyst for Ponderosa Advisors and Bentek Energy (S&P Global/Platts). He was an assistant business editor and assistant news editor as well as Technology Editor for the Rocky Mountain News in Colorado, and also was a senior editor at the St. Petersburg Times in Florida. He is a graduate of Franklin College of Indiana. Follow Darrell on Twitter @DarrellProctor1

Looking for earned media and recognition?

Submit one of your power plant projects for a 2021 Award!

For over four decades, POWER magazine has honored the top performers in the electricity-generating industry with annual power plant awards. Award winners are selected by the editors of POWER based on nominations submitted by suppliers, designers, constructors, and operators of power plants. Award-winning projects are profiled in the June through November issues, and plants receive an award. See powerrmag.com/power-awards for the list of awards, nomination forms, and deadlines.

PAST EDITORIAL AWARDS

» ASBPE Best Online > Photo Gallery/Slide Show Regional Gold & National Silver
» SIPA Best Interview or Profile of Someone in Your Industry
» SIPA Best Scientific or Technical Reporting
» SIPA Best Blog/Commentary Finalist
» Neal Award Finalist (two times)

For general editorial submissions and press releases, please send to editor@powerrmag.com.
EDITORIAL CALENDAR

These topics are covered in some way in every issue of our print magazine: COAL, GAS, NUCLEAR, RENEWABLES, DISTRIBUTED ENERGY.

Topics are subject to change and are not restricted to this list.

Please review the Contributors’ Guidelines and submit editorial pitches at least three months prior to desired publication month.

For general editorial submissions and press releases, please send to editor@powermag.com.

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steam Plant Water Chemistry</td>
<td>Predictive Maintenance</td>
<td>Combined Heat &amp; Power</td>
<td>Electrification</td>
<td>Geothermal Power</td>
<td>Workforce Issues</td>
</tr>
<tr>
<td>Advanced Nuclear Technologies</td>
<td>Machine Learning and Artificial Intelligence</td>
<td>Sustainability Goals</td>
<td>Instrumentation and Control</td>
<td>Nuclear Operations &amp; Maintenance</td>
<td>Water &amp; Wastewater Treatment</td>
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<td>Static Compensators</td>
<td>Biomass Technologies</td>
<td>Nuclear Fuel Update</td>
<td>CTOTF Innovation Award</td>
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<tr>
<td>Working with EPCs</td>
<td>Planned and Unplanned Outages</td>
<td>Low-Load Coal Operations</td>
<td>Boiler Upgrades</td>
<td>SPECIAL ADVERTISING SECTION: WATER</td>
<td>Commercial and Industrial Power Systems</td>
</tr>
</tbody>
</table>

SPECIAL ADVERTISING SECTION: EXECUTIVE INSIGHT

BONUS DISTRIBUTION: EUEC Energy, Utility, Environment Conference, February 11-12, San Diego, CA

ADVERTISING READERSHIP SURVEY: SIGNET ADSTUDY®

BONUS DISTRIBUTION: EGSA Spring Conference, April 18-20, Naples, FL

BONUS DISTRIBUTION: COTOTF Spring, April 10-15, Greenville, SC

BONUS DISTRIBUTION: LDC Southeast: April 12-14, Atlanta, GA

CONTACT A SALES REP FOR PRICING INFORMATION AS IT IS DETERMINED BY TOTAL PROGRAM, OBJECTIVES, AND STRATEGY.

AD CLOSING DATE: December 2, 2020
AD MATERIALS DUE: December 5, 2020

AD CLOSING DATE: January 4, 2021
AD MATERIALS DUE: January 7, 2021

AD CLOSING DATE: February 1, 2021
AD MATERIALS DUE: February 4, 2021

AD CLOSING DATE: March 1, 2021
AD MATERIALS DUE: March 4, 2021

AD CLOSING DATE: April 1, 2021
AD MATERIALS DUE: April 6, 2021

AD CLOSING DATE: May 3, 2021
AD MATERIALS DUE: May 6, 2021
**EXCLUSIVE DEPARTMENTS**

**SPEAKING OF POWER:** The editor comments on a wide variety of issues related to the power industry.

**GLOBAL MONITOR:** Briefs on the latest business and technology developments around the world.

**FOCUS ON O&M:** Best practices, new technology options, and real-world examples of how to improve business performance through operations and maintenance excellence.

**LEGAL & REGULATORY:** Legal experts examine the regulations, laws, and policies that affect power generation.

**COMMENTARY:** Noted spokespersons with a variety of points of view offer their take on industry issues.

**SPECIAL ADVERTISING SECTIONS:** This is an opportunity to provide sponsored content in POWER magazine. See below for feature topics.

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### JULY

- Plant of the Year Award
- Awards: Reinvention; Water; Smart Grid; C&I Generation; and Distributed Energy
- Fuel Flexibility
- Microgrid Technologies
- Safety
- Mid-Year Industry Forecast

**SPECIAL ADVERTISING SECTION:** CORPORATE CAPABILITIES

**CONNECTED PLANT SHOW PREVIEW**

**ADVERTISING READERSHIP SURVEY:** SIGNET ADSTUDY®

**BONUS DISTRIBUTION:**
- Intersolar 2021, July 14-16, Long Beach, CA
- Energy Storage Conference, July 14-16, Long Beach, CA

### AUGUST

- Top Plant Awards-Coal
- Generator Maintenance
- Improving Operational Flexibility
- Transmission & Distribution
- Waste to Energy

**SPECIAL ADVERTISING SECTION:** DIGITALIZATION

**BONUS DISTRIBUTION:**
- Connected Plant Conference, August 30 - September 2, Austin, TX

### SEPTEMBER

- Top Plant Awards-Renewables
- Power Purchase Agreements
- Nuclear Waste
- Reciprocating Engines
- Coal Blending

**EXPERIENCE POWER SHOW PREVIEW 1**

**SPECIAL ADVERTISING SECTION:** RENEWABLE ENERGY

**BONUS DISTRIBUTION:**
- LDC Mid-Continent, September 13-15, Chicago, IL
- CTOTF, Sept. 19-23, Scottsdale, AZ
- North America Smart Energy Week, September 20-23, New Orleans, LA
- EGSA Fall Conference, September 19-21, Seattle, WA

### OCTOBER

- Top Plant Awards-Gas
- Hydrogen Trends
- Distributed Energy Resources
- Dynamic Export Cables
- Decommissioning Power Plants

**EXPERIENCE POWER SHOW PREVIEW 2**

**SPECIAL ADVERTISING SECTION:** DISTRIBUTED GENERATION

**BONUS DISTRIBUTION:**
- Experience POWER, October 18-21, San Antonio, TX
- Distributed Energy Conference, October 18-21, San Antonio, TX
- Gulf Coast Energy Forum, October 11-13, New Orleans, LA
- WEFTEC, October 16-20, Chicago, IL

### NOVEMBER

- Top Plant Awards-Nuclear
- Project Financing
- Emissions Control Technologies
- Asset Management
- Policy Trends
- Lubricants

**SPECIAL ADVERTISING SECTION:** EUROPE

**BONUS DISTRIBUTION:**
- Enlit Europe, November 30 - December 2, Milan

### DECEMBER

- Hybrid Power Plants
- Coal Ash Management
- Cybersecurity
- Remote Monitoring
- Solar Technology

**SPECIAL ADVERTISING SECTION:** ENGINEERING, DESIGN, & CONSTRUCTION

**BONUS DISTRIBUTION:**
- Turbomachinery & Pump Symposia, December 14-16, Houston, TX

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**AD CLOSING DATE:**
- July 1, 2021
- September 1, 2021
- November 1, 2021

**AD MATERIALS DUE:**
- July 4, 2021
- September 7, 2021
- November 4, 2021
POWERMAG.COM

When compared to other power-related websites, readers maintain a 6-year average of scoring POWER’s website as most useful.

POWER’s website offers many ways for the power generation community to connect with the latest industry news, technology, blogs, webinars, white papers, videos, awards, and commentaries, plus years of engineering and technical archives.

More industry professionals rely on powermag.com because it is data-rich and easy to use on-the-go with smart phones and tablets. There are select banner positions available in certain areas of the site that provide the best visibility without being invasive to our visitors. Increase traffic to your website while leveraging powermag.com’s fully mobile and responsive website.

NET RATES:

» Due to traffic and based on demand, positions may be rotated to accommodate all advertisers.

» Rates are based on cost per thousand (cpm) impressions (powermag.com averages 300,000 impressions per month).

Expanding Super Leaderboard (970x90–970x250) $156 CPM
Billboard (970x250) $143 CPM
Leaderboard/Super Leaderboard (728x90/970x90) $127 CPM
Half Page (300x600) $127 CPM
Medium Banner (300x250) $118 CPM
Floater Ad (970x90) $173 CPM
Fluid Banner $250 CPM
Ad Retargeting - The minimum powermag.com investment: Offsite retargeting is at 40% of contracted CPM $5,000

POWERMAG.COM BY THE NUMBERS

3.8 million Total Pageviews in the past year 333,354 Total Pageviews per month 222,000 web users per month

16% Total Users Increase Year over Year

78.38% of readers spend MORE THAN 1 HOUR on the web for business purposes each day

Floater ad sticks to the bottom of the screen as user scrolls up/down on the website.

For more information on POWER’s digital programs, links, live samples and pricing details, view digital media kit at mediakit.powermag.com
E-NEWSLETTERS
All e-newsletters are fully responsive and easy to read on mobile devices

POWERnews
51,000+ SUBSCRIBERS
POWERnews is a weekly e-newsletter that delivers key developments across the global electric power industry.

POWERNEWS GROSS RATES:
Leaderboard Banner Ad 700x90/600x300/Text Ad ........................................ $2,750
Middle Banner 600x300/Text Ad ........................................ $2,500
1st Banner Ad - 300x250 ........................................ $2,225
2nd Banner Ad - 300x250 ........................................ $2,000

RENEWABLE POWER DIRECT
42,000 SUBSCRIBERS
Discover the latest renewable energy news and information, including articles on new technology, operations and maintenance best practices, industry trends, innovative projects, and much more each month.

Connected Plant Direct
25,000 SUBSCRIBERS
Connected Plant Direct covers the latest topics related to digitalization and the Industrial Internet of Things for both the power generation and chemical process industries.

RENEWABLE POWER DIRECT & CONNECTED PLANT DIRECT GROSS RATES:
Leaderboard Banner Ad 700x90/600x300/Text Ad ........................................ $1,550
Middle Banner 600x300/Text Ad ........................................ $1,400
1st Banner Ad - 300x250 ........................................ $1,250
2nd Banner Ad - 300x250 ........................................ $1,150

GAS POWER
63,000+ SUBSCRIBERS
GAS POWER Direct is a monthly e-newsletter that delivers the latest news & technology stories about the gas-fired generation market directly to the targeted gas segment of the power generation industry.

COAL POWER
51,000 SUBSCRIBERS
COAL POWER Direct is a monthly e-newsletter that delivers the latest news and technology about the coal-fired power market.

GAS POWER AND COAL POWER GROSS RATES:
Leaderboard Banner Ad 700x90/600x300/Text Ad ........................................ $3,100
Middle Banner 600x300/Text Ad ........................................ $2,800
1st Banner Ad - 300x250 ........................................ $2,500
2nd Banner Ad - 300x250 ........................................ $2,200

88% of readers receive and read work-related e-newsletters
77% of readers said reading e-newsletters is a very useful or useful tool to stay informed about the energy industry
55% of readers are using their smart phones to read e-newsletters
23.48% Gross Open Rate for all E-Newsletters
8.02% Gross Click Through Rate based on Opens for all E-Newsletters
ACCOUNT BASED MARKETING

Acquire, expand and nurture your top high-value clients and prospects. Leverage POWER’s enhanced marketing capabilities with an ABM strategy that’s designed specifically to boost your sales pipeline and close deals.

AUDIENCE EXTENSION

OPTIMIZE YOUR REACH TO OUR COVETED AUDIENCE

An advanced marketing program that blends audience segmentation, outbound engagement and programmatic retargeting.

BRAND CONNECT CONTENT MARKETING

POWER’s NEW BrandConnect content marketing solution allows you to connect directly with the POWER audience by placing your content alongside relevant POWER editorial content, maximizing discoverability in context. You simply provide us with your content which we host on our website and promote through our various digital channels. Several packages are available with varying sets of promotion which include targeted e-blasts, native advertising on powermag.com and in e-newsletters, and social media marketing.

Please consult your sales representative for program details.

CASCADE CUSTOM CONTENT

Cascade is a full-screen, featured web article sponsorship that engages the reader across devices through the use of responsive web design and an enhanced visual experience. This customized multimedia format removes outside web distractions and allows readers to immerse themselves in the content. User engagement is extraordinarily high with this product with the time spent on Cascade articles averaging over 7 minutes per article.

https://fullscreen.powermag.com

73.8% of readers read sponsored content (technical or business content provided by vendor companies) on websites

74.3% of those readers find sponsored content to be useful and/or interesting
CAREERS IN POWER
POWER’s print and digital job resources allow you to target passive and active job seekers in the power generation industry through print, online and/or e-newsletters.

DIGITAL ISSUE
Every month, POWER’s print issue is converted into a digital version and is sent to subscribers who request this format. As more readers ask for this version, utilize the enhanced digital features such as business reply cards and rotating animated ads.

AVAILABLE POSITIONS:
» Cover Wrap/Insert Cards
» Above Issue and in Email Notices
» Lead Generation Forms
» Rotating and Animated Ads

85% of readers said the digital issue of POWER is important, very important or critical to stay informed about the energy industry

56% of POWER’s circulation requests the digital issue

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 includes a product photo and a 100-word product description with a URL to your website. You can reach more than 85,000 decision makers in the power generation industry with a combination of print and e-newsletter marketing.

GROSS RATES

<table>
<thead>
<tr>
<th></th>
<th>1x Rate</th>
<th>3x Rate</th>
<th>6x Rate</th>
<th>12x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-newsletter Only:</td>
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<td>$2,900</td>
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<td>$2,200</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

MARKETING SERVICES CONTENT CREATION

Need help with your custom content?
POWER’s editorial team is ready to collaborate with you to create compelling and impactful custom content. Lean on our subject matter experts, who not only are award winning writers, but also know the energy market inside and out – with a combined 65+ years of industry experience.

NATIVE ADS
POWER’s native advertising opportunities provide content marketers with optimal positioning and alignment with POWER’s award-winning editorial content. Native ads are featured throughout the site including within articles, allowing our partner’s native ads to gain maximum exposure to our highly-valued audience.

85% of POWER’s circulation requests the digital issue
NEW FOR 2021

POWER FLOW

FLOW is Marketing Orchestration. This strategic approach provides marketers with a unique opportunity to position critical assets to our audience. The campaign will guide users through a journey of communication triggered by engagement to nurture Marketing Qualified Leads (MQL). Our Marketing Services Team will manage every aspect of the campaign execution, including creative development and tactical optimization. From the launch of the campaign to its completion, we will provide complete transparency to allow our partners to monitor messaging performance and asset effectiveness.

POWER INSIGHTS VIDEO PROGRAM

The new POWER Insights editorial video series gives you the opportunity to align your brand with conversations and content that are driving the industry forward. This series consists of editorial interviews with executives and industry leaders where timely conversations take place on a variety of topics impacting the power landscape as a whole, providing much needed updates and analysis on this critical industry. Each episode of the POWER Insights video series is promoted extensively across the website, newsletters, as well as social media and lives on indefinitely. Please consult your sales representative for packages and pricing.
TARGETED E-MAIL BLASTS/LIST RENTAL

Do you have an email that you would like to promote to POWER’s audience? Send us your HTML and demographic selections and we do the rest. Reach beyond your database for highly qualified business leads through this valuable service.

**STANDARD OFFERING:**
$700 cpm net

Submit your demographic selection on the media kit site at powermag.com/mediakit (located in the E-media tab under Targeted E-blasts).

There are a maximum number of e-blasts per month. Contact your sales rep now to reserve your spot!

WEBINARS

POWER’s webinars are an engaging, measurable and cost-effective way to reach the power generation industry. By combining the immediacy of the internet with the impact of streaming audio, video and live Q&A, POWER webinars provide a dynamic marketing solution that accelerates the lead generation process and produces actionable results.

www.powermag.com/webinars/

Previous webinars have produced up to 500 registrations with an average of 35% live attendance.

TEST YOUR KNOWLEDGE QUIZ

POWER’s website offers an enjoyable way to educate decision makers about a new or existing technology, product or service. Promote your brand to the power generation industry while driving traffic to your own website and generating leads through the Test Your Knowledge Quiz Sponsorship.

www.powermag.com/test-your-knowledge-archive/

WHITE PAPER SPONSORSHIPS

White Paper Sponsorships provide an opportunity for sponsors to post technical papers from industry experts and thought leaders. The White Paper is hosted on powermag.com and promoted through different media channels to drive leads. Generate profitable leads with this valuable online lead generation tool.

www.powermag.com/power-whitepapers/

72% of readers said White Papers are very useful/useful to stay informed about the energy industry

ADVERTISING RETARGETING

Send your custom HTML email message to your selected audience segment from POWER’s coveted customer database. And you have the option to have a follow-up email automatically sent to users that engaged with the initial email blast or to the non-engaged from the initial e-blast.

SINGLE SPONSORED PACKAGE:
Advertiser develops the content

MULTI-SPONSORED PACKAGE:
Advertisers and/or POWER staff develop the content (topics vary)

**ALL PACKAGES INCLUDE:**
» Registration list with contact details
» POWER staff to moderate the webinar
» Sponsors are recognized during the webinar
» Online advertising on powermag.com and POWER e-newsletters
» Email promotion
» One-year archive on powermag.com
» Post-event promotion
» Sponsor will receive the raw video file in MP4 format for marketing purposes

78% of readers plan to attend a webinar in the next 12 months

79% of readers attended webinars (web-delivered presentations) related to work in the past 12 months
Accepted Formats: 
- .gif (animated or static), .jpg, HTML5
  - Max file size: 200K
  - 3rd Party Tags are accepted

**Note on .gif:**
- Please make sure the ad continuously loops

**Note on HTML5:**
- Supported asset types: GIF, JPG, PNG, HTML, JS. Everything else must be placed inline within HTML or JS; binary types like fonts may be defined through data URIs. Ads are served as a single, full HTML document within an iframe. All CSS and all Javascript which references other assets must reside inline within this HTML document via <style> and <script> tags. Ad and its assets must be delivered in a single ZIP archive, with the HTML document in the root of this archive.

For additional information, visit [https://support.google.com/dfp_premium/answer/7046799?hl=en](https://support.google.com/dfp_premium/answer/7046799?hl=en)
**Print Magazine Mechanical Specifications**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width x height (inches)</th>
<th>Width x height (metric)</th>
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<tbody>
<tr>
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<td>Live Area</td>
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<td>Horizontal</td>
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<td>178mm x 121mm</td>
</tr>
<tr>
<td>Vertical</td>
<td>3.375&quot; x 9.500&quot;</td>
<td>86mm x 241mm</td>
</tr>
<tr>
<td>1/3 Page – Vertical</td>
<td>2.125&quot; x 9.500&quot;</td>
<td>54mm x 241mm</td>
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<tr>
<td>Horizontal</td>
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<td>86mm x 121mm</td>
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<tr>
<td>1/6 Page – Vertical</td>
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<td>2 Page Spread</td>
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<td>w/bleed</td>
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<tr>
<td>Live Area</td>
<td>15.000&quot; x 10.000&quot;</td>
<td>381mm x 254mm</td>
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</tbody>
</table>

**Creating Materials**

Set up documents to be final ad size (same width and depth as mechanical size). Files for full page ads should be set up for BLEED SIZE (8.125" width x 11.00" height). Do not compress linked graphics when preparing PDF. All files must be converted to CMYK (NO SPOT OR PANTONE COLORS). 2-Color ads must be CMYK builds. Trapping must be completed prior to creating final PDF. Trap at .20 pt. and overprint black.

**Submitting Materials**

E-mail ads less than 12MB to jfato@accessintel.com

**Specifications**

**Accepted Digital Formats**
- PDF Hi-resolution (300 dpi minimum)
- Press-/Print-Optimized—all fonts embedded/all graphics hi-res and linked properly

We cannot accept native application files, such as QuarkXPress or InDesign.

**Production Charges**

Ads that do not meet the specs listed above or requests for changes to digital ads are subject to production charges. Contact the production manager for details on production charges.

**Inserts**

Contact production manager for specs and shipping instructions for all inserts.

**Power Production Manager**

Joann Fato
jfato@accessintel.com

**Address for Sending Materials:**

POWER magazine, Access Intelligence, LLC
Attn: Joann Fato
9211 Corporate Blvd, 4th floor, Rockville, MD 20850

Visit [www.accessintel.com/terms-conditions](http://www.accessintel.com/terms-conditions) to review Terms and Conditions.
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All display advertisers will receive subscriber names from interested buyers in an easy-to-use digital format. Partner with POWER and receive names of prospective buyers and gain invaluable insight into the power generation industry.

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Test the impact of different ads
Learn how readers perceive the message of your ad through extensive verbatim feedback

At POWER, we believe in a consultative partnership where we can come up with a marketing program based on the client’s strategy and objectives. Please contact your sales representative for a custom package to meet your 2021 objectives.

VICE PRESIDENT & GROUP PUBLISHER
MATT GRANT
713-343-1882
mattg@powermag.com

TERRY DAVIS
North America - East Coast
404-634-5123
tdavis@accessintel.com

CHRISS HARTNETT
North America - Midwest and West Coast
713-343-1889
chartnett@accessintel.com

PETRA TRAUTES
Europe
+49 (69) 58604760
ptrautes@accessintel.com

RUDY TENG
China
+86 13818181202 (China)
+886 921322428 (Taiwan)
rudy.teng@gmail.com

FERRUCCIO SILVERA
Italy, France, Spain, Portugal
+39 (0) 2 284 6716
ferruccio@silvera.it

FAREDOON B. KUKA
India, GCC
+91 22 6570 3081
kuka@rmamedia.com

KATSUHIRO ISHII
Japan
+ 81 (0) 3 5691 3335
omsakatsu@dream.com

JOANN FATO
Production Manager
jfato@accessintel.com

JOHN BLAYLOCK-COOKE
Digital Production Manager
jcooke@accessintel.com