

RENEWABLE ENERGY SPECIAL ADVERTISING SECTION SEPTEMBER 2021

The most-recent International Energy Outlook released by the EIA shows 28% of the world's power came from renewables during the report year, nearly all of that from wind, solar, and hydropower. The EIA forecasts that renewables will account for almost half—49%—of global electricity output by 2050.

POWER's September issue will focus on Renewable Generation, featuring, among others, the annual Top Plant Awards for renewable generators, thus providing a wealth of information for readers with an interest in this topic.

We are offering a new, unique opportunity in our September issue of *POWER* magazine for our industry partners to weigh in on this topic and provide sponsored content within this issue.

All full page and half page advertisers in the September issue will receive a bonus ½ page in our Renewable focused special section to provide sponsored content on this topic and your company.

**SPECIAL SECTION
ADVERTORIAL
MATERIAL DUE:
AUGUST 5**

**DON'T DELAY – SPACE IS
LIMITED**

Reserve your advertising space
now!

Ad Closing Date: **AUGUST 2**

Ad Material Due Date: **AUGUST 5**

SPECIAL ADVERTISING SECTION: EUROPE - 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

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 6 word header max + 195 words body max + 1 image OR 6 word header max + 500 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.

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