

Cogeneration & On-Site Power Production



www.cospp.com



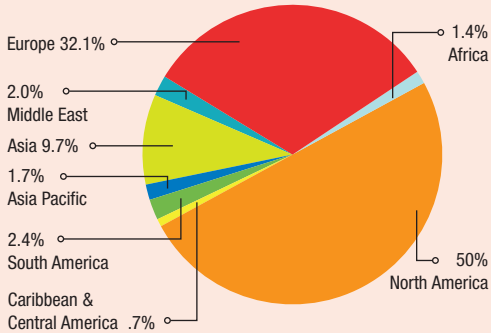
Media Sponsor of:



Subscriber Profile

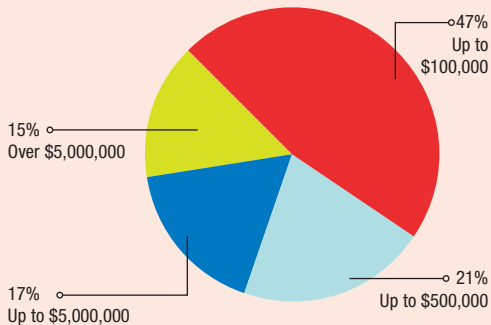
SUBSCRIBERS BY CONTINENT

Source: June 2010 BPA Worldwide Circulation Statement



SUBSCRIBERS PURCHASING POWER

Source: Publishers own data: June 2010



The Authoritative Voice of Cleaner, Efficient Distributed Energy

Cogeneration & On-Site Power Production (COSPP) is an authoritative and reliable source of information for the CHP/cogeneration/distributed energy industry, promoting the use of cleaner, more efficient distributed energy worldwide. With the focus now firmly on the low-carbon production of electricity and heat, the relevance of *COSPP* has never been greater.

COSPP, is distributed to more than 14,200 industry decision makers from around the world, and continues to work closely with many of the leading trade associations, enjoying the support of the World Alliance for Decentralized Energy (WADE).

COSPP also has strong, long-standing relationships with and regularly participates at leading international trade shows and conferences – not only specialist CHP/cogeneration/distributed energy events, but those covering wider aspects of power generation.

Here, delegates and visitors receive a copy of the magazine, thereby reaching new readers and new markets and providing an excellent opportunity to reinforce your brand image.

With a wide range of regular and invited contributors, *COSPP* covers industry, technology, policy, finance, best-practice projects and news, as well as wider issues of importance to the distributed energy sector. Each issue covers the main drivers of change within the cogeneration industry, as well as updates on thinking, developments and products from within the industry.

COSPP's annual Review/Directory issue is traditionally published in July/August, with reviews of technologies and industry sectors, together with a full product and supplier directory. The Review/Directory issue benefits from significant bonus distribution at all relevant international events – right through to July 2011.

Circulation

REACHING PROFESSIONALS WORLDWIDE

COSPP is a controlled circulation magazine. It is mailed on request and personally addressed by name and job title to qualifying individuals, who are buyers or specifiers, or who influence the purchase of products and services within this sector, including:

- Power generating utilities – public and privately owned
- Operators and installers of cogeneration equipment
- Large-scale energy users
- Energy planners, policymakers and other relevant government personnel
- Manufacturers of cogeneration and ancillary equipment

Key Facts

- Distribution quantity: 16,903 minimum per issue
- Additional bonus distribution at relevant trade shows and conferences
- Frequency: Bi-monthly

Editorial Calendar

	TECHNOLOGY FEATURES	MARKETS AND POLICY	BONUS DISTRIBUTION
JAN-FEB	Engines and engine-based CHP Fuel cells	Middle East	Russia Power, Moscow, Russia 9th European Turbomachinery Conference, Istanbul, Turkey
MAR-APR	Gas turbines – efficiency, technical developments	Europe	Western Turbine Users International, Palm Springs, CA, USA COGEN Europe Annual Conference, Brussels, Belgium POWER-GEN India & Central Asia, New Delhi, India
MAY-JUN	District energy – heating and cooling On-site renewables	World	POWER-GEN Europe, Milan, Italy ASME Turbo Expo, Vancouver, Canada
JULY-AUG	The annual Review/Directory issue		
SEP-OCT	Operation, service and maintenance of on-site plant	Asia	POWER-GEN Asia, Kuala Lumpur, Malaysia POWER-GEN Middle East, Doha, Qatar 39th Turbomachinery Symposium, Houston, TX, USA
NOV-DEC	Gas turbines – accessory technologies Microturbines	North America	POWER-GEN International, Orlando, FL, USA

Each issue will cover CHP/cogeneration at different scales: industrial, packaged, mini/micro – along with on-site renewables and district energy

Combined Heat & Power Guides

COSPP currently publishes on a yearly basis two highly comprehensive guides to many of the world's leading combined heat and power suppliers. For more information on advertising opportunities in these specialized products contact your sales representative.

Contacts

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Dr. Heather Johnstone
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Magazine Advertising Rates

Frequency	1X	3X	6X
Euro			
Full Page Spread	10,298	9,280	8,346
1/2 Page Spread	8,076	7,274	6,545
Full Page	5,850	5,267	4,742
1/2 Page	3,497	3,155	2,830
1/4 Page	2,170	1,952	1,760
1/3 Page	2,834	2,555	2,296
Sterling			
Full Page Spread	8,513	7,671	6,899
1/2 Page Spread	6,676	6,013	5,411
Full Page	4,836	4,354	3,920
1/2 Page	2,891	2,608	2,339
1/4 Page	1,794	1,613	1,455
1/3 Page	2,342	2,112	1,898
Dollars			
Full Page Spread	13,730	12,373	11,128
1/2 Page Spread	10,768	9,698	8,727
Full Page	7,800	7,022	6,322
1/2 Page	4,663	4,207	3,773
1/4 Page	2,893	2,602	2,347
1/3 Page	3,778	3,407	3,061

COSPP Directory Rates

Frequency	1X
Euro	
Full Page Spread	18,907
1/2 Page Spread	14,329
Full Page	9,750
1/2 Page	5,850
1/4 Page	3,614
1/3 Page	4,733
Sterling	
Full Page Spread	15,630
1/2 Page Spread	11,845
Full Page	8,060
1/2 Page	4,836
1/4 Page	2,988
1/3 Page	3,912
Dollars	
Full Page Spread	25,209
1/2 Page Spread	19,105
Full Page	13,000
1/2 Page	7,800
1/4 Page	4,819
1/3 Page	6,310

DIGITAL MEDIA OPPORTUNITIES



DIRECT MARKETING

Digital Magazine Cover Sponsorship

Pricing:

Power Engineering—\$1,155 gross per month

Circulation:

Power Engineering—More than 20,800 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



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—50,000

Power Engineering International—20,000

COSPP—21,500

Frequency:

Power Engineering—Every Tuesday and Friday

Power Engineering International—Weekly

COSPP—Monthly

Available Advertising Positions and Rates:

TOP and ANCHOR

Dimensions: 728x90, 40K

Pricing:

Power Engineering—\$1,800 gross

Power Engineering International—\$1,500 gross

COSPP—\$1,150 gross

MIDDLE 1 & MIDDLE 2 COMBINATION

Dimensions: 2 Full Banners 468x60, 30K

Pricing:

Power Engineering—\$1,500 gross

Power Engineering International—\$1,700 gross

COSPP—\$875 gross

MIDDLE 3

Dimensions: 728x90, 40K

Pricing:

Power Engineering—\$1,550 gross

SKYSCRAPER – \$1,530 gross

Dimensions: 728x90, 40K

Pricing:

Power Engineering—\$1,530 gross

Power Engineering International—\$1,700 gross

COSPP—\$1,500 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 \$425 PER THOUSAND (PLUS SELECT FEES) FOR MAGAZINE ADVERTISERS

E-MAIL LIST RENTAL \$525 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

POWER-GEN WORLDWIDE

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-GEN WORLDWIDE* and *Power Engineering*, *Power Engineering International* and *COSPP* web sites.

Available Advertising Positions and Rates:

PAGE PEEL

Power Engineering—\$1,890

Power Engineering International—\$1,800 gross

COSPP—\$1,200 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- \$1,765 gross

Power Engineering International—\$1,400 gross

COSPP—\$1,000 gross

Position: Top and bottom of home page

Dimensions: 728x90, 40K

RIGHT RAIL ADS (RATES BELOW)

Position: Right Column, Top & Middle of Page

■ Site Sponsor 1, 180x150, 40k

Power Engineering—\$1,470 gross

Power Engineering International—\$1,100 gross

COSPP—\$800 gross

■ Site Sponsor 2, 180x150, 40k

Power Engineering- \$1,470 gross

Power Engineering International—\$1,100 gross

COSPP—\$800 gross

■ Site Sponsor 3, 180x150, 40k

Power Engineering- \$1,110 gross

Power Engineering International—\$1,000 gross

COSPP—\$700 gross

Formats: Banners must be a .gif (animated or static) or .jpg format. Available sizes comply with IAB standards. Additional sizes may be available.



Topic and Sub Topic Center Sponsorship

POWER-GEN WORLDWIDE 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.

- World Regions
- Nuclear
- Business
- Renewables
- Emissions
- Gas Fired
- O&M
- Coal Fired
- Distributed Generations
- Smart Grid

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—\$2,588 gross per month
- Power Engineering International—\$2,588 gross per month
- COSPP—\$2,588 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 -
- Two (2), 300x250 and one (1), 300x100 ads with option for text links
- Up to five white paper postings

The screenshot displays the Power-Gen Worldwide website layout with several advertising spots highlighted in red boxes:

- Top:** A 300x100 banner ad positioned at the top of the page.
- Right Rail:** Two 300x250 vertical ads located on the right side of the page.
- Leaderboard - Bottom:** A 728x90 horizontal ad located at the bottom of the page.

The website content includes a navigation menu, a main header with the Power-Gen Worldwide logo, and several news articles under the 'Backup and Recovery' section. The articles cover topics such as EMC's new Data Domain backup systems, IBM's new backup software, and various backup solutions for different environments.

SPONSORED OR SUBMITTED CONTENT

Article Toolbar Sponsor

Available Advertising Positions and Rates:

ARTICLE TOOLBAR SPONSOR

Power Engineering—\$1,000 gross per month

Power Engineering International—\$1,000 gross per month

Logo positions: On all article display pages (excluding wire stories); dimensions: 88x31, 8K

Banner ad positions: Follows all tool bar save, print and e-mail features; dimensions: 468x60, 12K

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.

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

Power Engineering International—

Text link position: Listed under search box on all Web pages; dimensions: 88x31, 75 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.

Video Sponsorship

Align your company or product with an industry leading media brand and generate traffic to your Web site through video sponsorship.

Position your company's 15-30 second video ad just prior to the newscast.

\$2,355 gross per month

Minimum Purchase: 3 consecutive months

Power Engineering

\$2,355 gross per month

Minimum Purchase: 3 consecutive months

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.

Power Engineering International— NEW!

\$1,500 gross per month

Industry professionals tune in weekly as Power Engineering's editor hosts covering industry news and headlines.



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

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 Web cast 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 Web cast 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

White Papers

Host your white papers on *POWER-GEN WORLDWIDE and 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-GEN WORLDWIDE and 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
COSPP—\$300 gross
- 6–10 white papers:
Power Engineering—\$500 gross
Power Engineering International—\$500 gross
COSPP—\$500 gross
- 11–15 white papers:
Power Engineering—\$750/month gross
Power Engineering International—\$750/month gross
COSPP—\$750/month gross
- Premium Sponsorship:
Power Engineering- Additional \$500/month gross
Power Engineering International—\$500/month gross
COSPP—\$500/month gross

DIGITAL MEDIA OPPORTUNITIES



DIRECT MARKETING

Digital Magazine Cover Sponsorship

Pricing:

Power Engineering—\$1,155 gross per month

Circulation:

Power Engineering—More than 20,800 unique subscribers

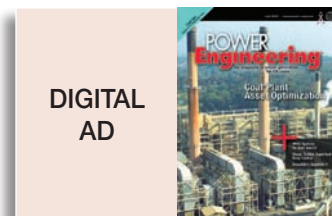
Frequency:

Power Engineering—Monthly
210mmx274mm 8 1/4" x 10 3/4"

Features:

- Sponsor ad is adjacent to digital magazine cover
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Formats: Ads may be delivered in .jpg, .tiff, .png, .pdf, .eps or non-animated .gif



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—50,000
Power Engineering International—20,000
COSPP—21,500

Frequency:

Power Engineering—Every Tuesday and Friday
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Available Advertising Positions and Rates:

TOP and ANCHOR

Dimensions: 728x90, 40K
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MIDDLE 1 & MIDDLE 2 COMBINATION

Dimensions: 2 Full Banners 468x60, 30K
Pricing:
Power Engineering—\$1,500 gross
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COSPP—\$875 gross

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Dimensions: 728x90, 40K
Pricing:
Power Engineering—\$1,550 gross

SKYSCRAPER – \$1,530 gross

Dimensions: 728x90, 40K
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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 \$425 PER THOUSAND (PLUS SELECT FEES) FOR MAGAZINE ADVERTISERS

E-MAIL LIST RENTAL \$525 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

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POWER-GEN WORLDWIDE

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PAGE PEEL

Power Engineering—\$1,890

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COSPP—\$1,200 gross

Exclusive interactive media ad position on home page.

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Position: Top and bottom of home page

Dimensions: 728x90, 40K

RIGHT RAIL ADS (RATES BELOW)

Position: Right Column, Top & Middle of Page

■ Site Sponsor 1, 180x150, 40k

Power Engineering—\$1,470 gross

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COSPP—\$800 gross

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- Right Rail:** Two 300x250 vertical ads positioned on the right side of the page.
- Leaderboard - Bottom:** A 300x250 horizontal ad located at the bottom of the page.

The website content includes a navigation menu (Home > Backup and Recovery), featured articles, and various news items related to data backup and recovery technologies.

SPONSORED OR SUBMITTED CONTENT

Article Toolbar Sponsor

Available Advertising Positions and Rates:

ARTICLE TOOLBAR SPONSOR

Power Engineering—\$1,000 gross per month

Power Engineering International—\$1,000 gross per month

Logo positions: On all article display pages (excluding wire stories); dimensions: 88x31, 8K

Banner ad positions: Follows all tool bar save, print and e-mail features; dimensions: 468x60, 12K

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SEARCH SPONSOR

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Benefits:

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Minimum Purchase: 3 consecutive months

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Generate sales leads and raise awareness with an audience that registers to participate in an interactive and educational industry event.

Price:

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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 Web cast 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 Web cast 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
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White Papers

Host your white papers on *POWER-GEN WORLDWIDE and 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-GEN WORLDWIDE and 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

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- 11–15 white papers:
Power Engineering—\$750/month gross
Power Engineering International—\$750/month gross
COSPP—\$750/month gross
- Premium Sponsorship:
Power Engineering- Additional \$500/month gross
Power Engineering International—\$500/month gross
COSPP—\$500/month gross

POWER-GEN International and COAL-GEN Exhibitor Spotlight

MAKE YOUR MESSAGE COME TO LIFE WITH PRODUCT AND VIDEO MARKETING

FREQUENCY:

The Exhibitor Spotlight creates a cost-effective and lasting buying impression through innovative messaging before and after the POWER-GEN or COAL-GEN event.

PreShow (newsletter messaging)

OPTION 1 PRE-SHOW HTML EMAIL BLAST

PennWell will send out your company's HTML email list blast to all registered attendees of the POWER-GEN or COAL-GEN on a pre-determined day with a message inviting all attendees to visit your company's booth.

Rate:

POWER-GEN International \$2,500 net
 COAL-GEN. \$ 600 net

OPTION 2 POST EXHIBITOR SPOTLIGHT

HTML email blast sent by PennWell to all registered attendees of the event including the following:

- 3–5 minute video interview with all production work done at the event by experienced PennWell video staff.
- 30–50 word descriptions
- Placed on the Power Engineering Website for 3 months
- A CD of the Spotlight is provided to you for placement on your company's Website.
- Only 3 blasts available with a max of 8 video positions per blast

Rate:

POWER-GEN International. \$3,500 net
 COAL-GEN \$2,500 net

Circulation: over 34,000 for each show

OPTION 3 PRE-SHOW EMAIL BLAST & POST-SHOW EXHIBITOR SPOTLIGHT COMBO

- Options 1 & 2

Rate:

POWER-GEN International. \$4,500 net
 COAL-GEN \$2,500 net

POWER-GEN

Visit us at Booth #26138

On-site disinfection systems
 The modular design of MIXC's RIG™ system allows for easy interchange between on-site sodium hypochlorite and on-site mixed oxidant generation with the added flexibility of up to 16 expanded production capacity without increasing the system footprint. RIG uses only salt and power to safely generate a dilute chlorine-based solution for potable and wastewater disinfection, eliminating the storage and handling of hazardous disinfection chemicals while still providing a chlorine residual.

MIXC Corp.
 Albuquerque, NM
 505-449-9425
www.mixc.com

Visit us at Booth #28013

Solids reduction
 The Myrind® Annihilator™ is a ball shaft solids reduction unit designed for use in a variety of municipal installations including sewage lift stations, head works and sludge processing systems. The unit's counter-rotating, hexagonal shaft design coupled with its 5-booth, hardened steel cubes provide the maximum shredding strength necessary to process from 300 to 4,250 gpm of influent. When properly specified, the unit prolongs the service life of downstream equipment.

Moyno Inc., A Unit of Robbins & Myers
 Springfield, OH
 877-486-6966
www.moyno.com

Visit us at Booth #28012

Submersible pumps
 The Hydromatic H40 Series submersible pump provides greater efficiency and a deeper non-overloading performance while passing a full 3" spherical solid (as required by the "Ten States Standard" policy for submersible non-clog pumps) due to the enhanced geometry of the mono-vane impeller. The series features a smoother design, reducing the chance of possible plugging. It offers flows up to 850 gpm and heads to 165 ftm.

Hydromatic, A division of Pentair Water
 Ashland, OH
www.hydromatic.com

Visit us at Booth #27013

Wastewater pumps
 Myers, a division of Pentair Pumps, offers a variety of submersible non-clog, grinder, effluent, surge and sewage pumps, fiberglass basin packages, sludge pumps and controls. Its grinder pumps range from 2-1/2 hp with lifts to 250 feet and flows to 190 gpm. They are offered as complete turnkey systems or engineered to specifications. Its non-clog pumps offer 3" to 12" discharges and offer flows to 8000 gpm.

Myers
 Ashland, OH
 419-289-1144
www.femymers.com

Visit us at Booth #30029

Thermoplastic ball valves
 Plast-O-Matic Valves has expanded its line of thermoplastic ball valves to include larger pipe sizes. The new valves are designed for 2" and 4" piping. These true-union valves are available in PVC, CPVC, PPOF and polypropylene. Standard seats are EPDM or FKM (Viton), and PTFE seats. The new sizes complement the original True Blue Ball Valve line of 1/2" through 2" valves. Piping connections are offered for socket or threaded installation.

Plast-O-Matic Valves
 Cedar Grove, NJ
 873-256-3000
www.plastomatic.com/

Visit us at Booth #32049

Mixing system
 The Tidellex® Mixing System greatly improves the quality of emulsion water in finished water storage reservoirs. The system is a combination of the company's patented check valve technology and a piping manifold that separates the inlet and outlet. The system can be installed in new or existing water storage tanks of all shapes and sizes to eliminate stagnation and short-circuiting. Operating on the differential pressure that is already in place, the mixing system keeps energy costs low, while the all- elastomer construction of the Tidellex Check Valve renders the system virtually maintenance free.

Tidellex Technologies
 Carnegie, PA
 412-279-0044
www.tidellex.com

Visit us at Booth #30003

Valve actuators
 New Rotork electric non-intrusive CVA control valve actuators provide precise operation, FM capabilities, and fail-to-position protection as well as significant energy savings. They are available in linear and quarter-turn actions for a wide range of control valve applications and the environments associated with water and wastewater treatment plants. The new actuators eliminate the need for air supplies and can be integrated into most process control environments, including those that use Hart and Foundation Fieldbus protocols.

Rotork Process Controls
 Rochester, NY
 585-247-2304
www.rotork.com

Visit us at Booth #16029

Energy circuit monitor
 The Square D® PowerLogic CM4000 circuit monitor series by Schneider Electric offers advanced energy information to help operators reach their facility's energy efficiency goals. It alerts and captures multiple events and trends, helping users get more from their equipment while improving uptime of the power system that is a necessity to treatment facilities. Key points and equipment are monitored 24 hours a day, from generators and substations to service entrances, mains, feeders and loads, delivering timely, relevant information.

Schneider Electric Water Wastewater Competency Center
 Nashville, TN
 888-778-2733
www.SquareD-water.com

2011 Digital Media Rates

POWER ENGINEERING		Price (Gross)	Price (Gross)	Price (Gross)
Online Ad	Page Peel	\$1,400		
Online Ad	Leaderboard Home Page Plus	\$1,765		
Online Ad	Site Sponsor #1	\$1,000		
Online Ad	Site Sponsor #2	\$1,000		
Online Ad	Site Sponsor #3	\$900		
Online Ad	Featured Video Segment	\$2,375		
Online Ad	Video Sponsor	\$588		
Online Ad	Video Pre-roll	\$500		
Online Ad	Events, Sponsor #1	\$500		
Online Ad	Events, Sponsor #2	\$500		
Online Ad	Events, Sponsor #3	\$500		
eNL	Top/Anchor	\$2,000		
eNL	Middle 1	\$775		
eNL	Middle 2	\$775		
eNL	Middle 3	\$1,550		
eNL	Skyscraper	\$1,850		
eNL/Weekly Wrap-up	Top/Anchor	\$2,000		
eNL/Weekly Wrap-up	Middle 1	\$775		
eNL/Weekly Wrap-up	Middle 2	\$775		
eNL/Weekly Wrap-up	Middle 3	\$1,550		
eNL/Weekly Wrap-up	Skyscraper 1	\$2,000		
White Papers	White Papers	\$300/\$500/\$750		
White Papers	Premium Sponsorship	\$500		
Microsite	Microsite	\$6,000		
Webcast	Exclusive	\$15,000		
Webcast	Sponsored	\$3,750/\$5,000/\$7,500		
Podcast	Podcast	\$2,500		
BG Online	Select - Online	\$495	£307	€ 341
BG Online	Select Plus - Online	\$995	£618	€ 686
BG Online	All Access Package	\$4,500	£3,726	€ 4,136
BG Online	Additional Categories - Online	\$99	£61	€68

POWER-GEN WORLDWIDE		Price (Gross)
Online Ad	Leaderboard Home Page Plus	\$2,200
Online Ad	Page Peel	\$2,600
Online Ad	Site Sponsor #1	\$1,990
Online Ad	Site Sponsor #2	\$1,990
Online Ad	Site Sponsor #13	\$1,600
Online Ad	Search Sponsorship	\$2,200
Online Ad	Article Toolbar	\$750
Online Ad	Video Gallery Leaderboard	\$2,200
Online Ad	Video Sponsor	\$588
Online Ad	Topic Center Bundle #1	\$2,588
Online Ad	Topic Center Bundle #2	\$2,588
Online Ad	Topic Center Bundle #3	\$2,588
Online Ad	Topic Center Bundle #4	\$2,588
Online Ad	Topic Center Bundle #5	\$2,588
Online Ad	Topic Center Bundle #6	\$2,588
Online Ad	Topic Center Bundle #7	\$2,588
Online Ad	Topic Center Bundle #8	\$2,588
Online Ad	Topic Center Bundle #9	\$2,588
Online Ad	Topic Center Bundle #10	\$2,588

POWER ENGINEERING INTERNATIONAL		Price (Gross)	Price (Gross)	Price (Gross)
Online Ad	Page Peel	\$1,800	£1,140	€ 1,216
Online Ad	Leaderboard Home Page Plus	\$1,400	£887	€ 945
Online Ad	Site Sponsor #1	\$1,100	£697	€ 743
Online Ad	Site Sponsor #2	\$1,100	£697	€ 743
Online Ad	Site Sponsor #3	\$1,000	£633	€ 675
eNL	Top	\$1,950	£1,235	€ 1,317
eNL	Middle 1	\$1,700	£1,077	€ 1,148
eNL	Middle 2	\$1,500	£950	€ 1,013
eNL	Skyscraper 1	\$1,700	£1,077	€ 1,148
eNL	Anchor	\$1,000	£633	€ 675
eNL/Potencia	Exclusive	\$1,373		
White Papers	1-5	\$300	£190	€ 203
White Papers	6-10	\$500	£317	€ 338
White Papers	11-15	\$750	£475	€ 506
White Papers	White Paper Sponsor (Premium)	\$500	£317	€ 338
Webcast	Exclusive	\$15,000	£9,501	€ 10,130
Webcast	Sponsored (2)	\$7,500	£4,751	€ 5,065
Webcast	Sponsored (3)	\$5,000	£3,167	€ 3,377
Webcast	Sponsored (4)	\$3,750	£2,375	€ 2,532
BG Online	Select - Online	\$495	£307	€ 341
BG Online	Select Plus - Online	\$995	£618	€ 686
BG Online	All Access Package	\$6,000	£3,726	€ 4,136
BG Online	Additional Categories - Online	\$99	£61	€ 68

COSPP		Price (Gross)	Price (Gross)	Price (Gross)
Online Ad	Page Peel	\$1,200	£760	€ 810
Online Ad	Leaderboard Home Page Plus	\$1,000	£633	€ 675
Online Ad	Site Sponsor #1	\$800	£507	€ 540
Online Ad	Site Sponsor #2	\$800	£507	€ 540
Online Ad	Site Sponsor #3	\$700	£443	€ 473
eNL	Top	\$1,150	£728	€ 777
eNL	Middle 1	\$875	£554	€ 591
eNL	Middle 2	\$775	£491	€ 523
eNL	Skyscraper 1	\$500	£317	€ 338
eNL	Anchor	\$1,150	£728	€ 777
White Papers	1-5	\$300	£190	€ 203
White Papers	6-10	\$500	£317	€ 338
White Papers	11-15	\$750	£475	€ 506
White Papers	White Paper Sponsor (Premium)	\$500	£317	€ 338
Webcast	Exclusive	\$15,000	£9,501	€ 10,130
Webcast	Sponsored (2)	\$7,500	£4,751	€ 5,065
Webcast	Sponsored (3)	\$5,000	£3,167	€ 3,377
Webcast	Sponsored (4)	\$3,750	£2,375	€ 2,532
Podcast	Podcast	\$2,500	£1,584	€ 1,688
Microsite	6 Months	\$5,963	£3,777	€ 4,027
Microsite	12 Months	\$4,242	£2,687	€ 2,864
BG Online	Select - Online	\$495	£307	€ 341
BG Online	Select Plus - Online	\$ 95	£618	€ 686
BG Online	All Access Package	\$6,000	£3,727	€ 4,138
BG Online	Additional Categories - Online	\$99	£61	€ 68

International Print Ad Dimensions

Double Page Spread		
Size	Width	Height
BLEED:	430mm	307mm
TRIMSIZE:	420mm	297mm
TYPE AREA:	390mm	267mm

IMPORTANT: Please allow a 15mm text-free gutter in the centre of the spread

Full Page		
Size	Width	Height
BLEED:	220mm	307mm
TRIMSIZE:	210mm	297mm
TYPE AREA:	180mm	267mm

Half-Page Spread		
Size	Width	Height
BLEED:	430mm	307mm
TRIMSIZE:	420mm	297mm
TYPE AREA:	390mm	267mm

Half-Page Vertical		
Size	Width	Height
TRIMSIZE:	80mm	270mm
COSPP & Renewable Energy World	88mm	248 mm

Half-Page Horizontal		
Size	Width	Height
TRIMSIZE:	180mm	122mm

Half-Page Island		
Size	Width	Height
TRIMSIZE:	110mm	190mm

Third Vertical		
Size	Width	Height
TRIMSIZE:	55mm	270mm
COSPP & Renewable Energy World	55mm	248mm

Third Horizontal		
Size	Width	Height
TRIMSIZE:	180mm	75mm
COSPP & Renewable Energy World	180mm	85mm

Third Square		
Size	Width	Height
TRIMSIZE:	110mm	122mm

Quarter Page Vertical		
Size	Width	Height
TRIMSIZE:	80mm	122mm
COSPP & Renewable Energy World	88mm	122mm

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: *PEI* 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 Stitched. Alignment is not guaranteed on facing page spreads of type and design. Precision folding of copies is not guaranteed.

List Rentals

POWER INDUSTRY DECISION MAKERS' DATABASE

Drawing from more than 300,000 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.

Our database is made up of active and recent subscribers to Power Engineering, Power Engineering International, Electric Light & Power, PowerGrid International/T&D, Utility Products, Cogeneration & Onsite Power Production, Renewable Energy World North America and Renewable Energy World magazines along with attendees from PennWell's energy related conferences.

The list can be segmented by industry sector, job function 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, +\$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
Diskette	\$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 non-advertisers. List purchase includes one-time direct mail use only.

For further information, contact:

Kelli Berry

Ph: 1 (918) 831-9782 or 1 (800) 944-0937

Fax: 1 (918) 831-9758

E-mail: kellib@pennwell.com

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

2011 Reprints Rates

	100	200	300	400	500	600	700
1-Page							
BW	\$541	\$607	\$659	\$711	\$763	\$817	\$867
2-color	\$817	\$867	\$914	\$972	\$1,022	\$1,074	\$1,125
4color	\$1,941	\$1,994	\$2,047	\$2,097	\$2,133	\$2,186	\$2,237
2-page							
BW	\$625	\$677	\$728	\$778	\$832	\$885	\$934
2-color	\$1,091	\$1,145	\$1,198	\$1,247	\$1,299	\$1,351	\$1,404
4-color	\$2,550	\$2,601	\$2,654	\$2,707	\$2,756	\$2,810	\$2,860
4-page							
BW	\$1,231	\$1,319	\$1,387	\$1,473	\$1,543	\$1,628	\$1,700
2-color	\$1,491	\$1,577	\$1,646	\$1,733	\$1,802	\$1,890	\$1,958
4-color	\$2,601	\$2,687	\$2,756	\$2,844	\$2,914	\$3,000	\$3,070
6-page							
BW	\$1,802	\$1,890	\$1,975	\$2,063	\$2,150	\$2,237	\$2,323
2-color	\$2,669	\$2,756	\$2,844	\$2,931	\$3,017	\$3,104	\$3,189
4-color	\$5,028	\$5,115	\$5,204	\$5,289	\$5,378	\$5,461	\$5,551

800	900	1000	2000	3000	4000	5000	10000
\$902	\$954	\$1,006	\$1,369	\$1,717	\$2,082	\$2,445	\$4,214
\$1,178	\$1,212	\$1,265	\$1,628	\$1,975	\$2,340	\$2,707	\$4,475
\$2,289	\$2,340	\$2,394	\$2,880	\$3,346	\$3,833	\$4,319	\$6,713
\$972	\$1,022	\$1,074	\$1,437	\$1,786	\$2,150	\$2,496	\$4,282
\$1,437	\$1,491	\$1,543	\$2,029	\$2,514	\$2,983	\$3,468	\$5,879
\$2,898	\$2,949	\$3,000	\$3,484	\$3,973	\$4,440	\$4,926	\$7,336
\$1,785	\$1,857	\$1,941	\$2,532	\$3,122	\$3,709	\$4,285	\$7,233
\$2,048	\$2,116	\$2,203	\$2,792	\$3,380	\$3,973	\$4,561	\$7,492
\$3,157	\$3,227	\$3,313	\$3,885	\$4,493	\$5,064	\$5,655	\$8,605
\$2,410	\$2,497	\$2,601	\$3,380	\$4,179	\$4,960	\$5,761	\$9,714
\$3,277	\$3,363	\$3,468	\$4,248	\$5,047	\$5,828	\$6,626	\$10,580
\$5,634	\$5,724	\$5,810	\$6,607	\$7,407	\$8,184	\$8,986	\$12,940