



**POWERLINE  
MAGAZINE**  
The Voice of the On-Site  
Power Generating Industry



# 2017 Media Kit

# Tap Into the Captive Audience Your Organization Needs to Reach!

**EGSA Enriches & Unites the On-Site Power Generation Industry with Powerline Magazine!**

## Powerline Readers are...

- Company Owners
- Marketing Managers
- Upper/Middle Managers
- Facility Managers
- Salespersons
- Engineers
- Financial Officers

## Working for . . .

- Manufacturers
- Distributor/Dealers
- Manufacturer Reps
- Contractors
- End-users
- Consulting & Specifying Engineers

They read **Powerline** to gather product, market and trends information and make an informed final decision when recommending purchases or specifying components, services and equipment for new projects, upgrades, routine maintenance and retrofits.

**P**owerline Magazine is one of the best ways to stay on top of the rapidly changing landscape of On-Site Power. From codes and standards, emerging technologies, best practices and education to industry trends, **Powerline** Magazine is the BEST vehicle to reach thousands in the Industry, with a targeted approach and vehicle.

Published bi-monthly, **Powerline** is the only magazine that thoroughly and exclusively covers On-Site Power, electrical generation or any method of producing power at the site in which it is generated. No other publication can match **Powerline** for its focus on On-Site Power.

If you sell products or services in this constantly expanding Industry, **Powerline** will deliver your advertising message to the key decision-makers you want to reach!

**Our readership includes Manufacturers, Distributor/Dealers, Manufacturer's Representatives, Consulting and Specifying Engineers, Facility Managers, Service Firms, and end-users around the world who make, sell, distribute, and use generators, engines, switchgear, controls, voltage regulators, governors, and related products and services! This includes emergency stand by, demand response, prime power, rental, co-generation and alternative power sources such as wind, solar or fuel cells.**

Every issue of **Powerline** includes important articles covering diverse industry issues, such as international markets, contracts, financing, trade agreements and much more. Technical and "how-to" articles educate readers about emerging technologies and commonly misunderstood applications. In addition, regular columns on industry codes and standards, news from Europe, manufacturer's representative issues, industry events and other compelling news keeps our readers engaged and informed year after year.

The EGSA member Job Bank is also a great industry resource for members and job applicants alike!

To build a customized advertising plan or for more information, visit us online at [www.EGSA.org](http://www.EGSA.org) or call (561) 750-5575.

## Submit Your On-Site Power Article!

**Powerline** Magazine is continually seeking feature articles (2,500 - 4,500 words) addressing any one of the many issues pertinent to On-Site electrical generating systems and equipment. To be considered, please e-mail a title, brief summary and highlights of your article to the Editor, Peter Catalfu, via [articles@EGSA.org](mailto:articles@EGSA.org).

No other publication can match **Powerline** for its focus on On-Site Power.



# Get the Most from Your Advertising Dollar throughout 2017 and Beyond!

The year 2017 will be one for the books! For more than 20 years, **Powerline** Magazine has been covering the unique issues and trends for the On-Site Power community. Let our niche publication help you 'break through the clutter' by tapping into a segment of the power market whose readers depend on knowing what is happening in non-grid related power.

## Harness the energy by advertising in Powerline today!

Advertising with Powerline is really a "no brainer." Our advertising rates are competitive and provide superior industry reach into this multi-faceted market.

## 2017 Editorial Calendar

### January/February

- EGSA's Strategic Long Range Plan
- Meet Our 2017 EGSA President
- EGSA Leadership in 2017
- POWER-GEN International Recap
- Pulse Survey Results
- EGSA Spring Conference Preview

### March/April

- EGSA Talent....Tracking Valuable Member Contributions
- Rental Gensets for Distributors
- Providing Service Excellence
- The EGSA Raymond G. Russell Education Grant

**BONUS DISTRIBUTION:**  
EGSA Spring Conference

### May/June

- Enclosures & Emissions
- EGSA Spring Conference Recap
- Marketing a Distributorship
- Awards in EGSA-Lence

### July/August

- Co-Generation
- Sustainability Stories - Driving Growth Through Innovation
- EGSA Fall Conference Preview
- September is National Preparedness Month!

### September/October

- David I. Coren Scholarship Recipients
- POWER-GEN International Preview
- Technical Case Studies

**BONUS DISTRIBUTION:**  
EGSA Fall Conference

### November/December

- Advances in Remote Testing of Generator Batteries
- Evolving Generator Switchgear Controls
- Technician of the Year Award (TOYA) Recipient Profile
- EGSA Fall Conference Recap

**BONUS DISTRIBUTION:**  
POWER-GEN International

## Every issue of *Powerline* includes:

- On-Site Power Industry News
- Codes and Standards Updates
  - Industry Member Profiles
  - EGSA News & Events
- Interesting Case Studies
  - Job Opportunities

## What is On-Site Power?

EGSA and Powerline Magazine actively encourage and promote the exchange of ideas and information within the On-Site Power Industry. The Magazine provides a tangible vehicle to make a difference industry-wide for our members and readership!

**We focus specifically on "On-Site Power Generation," which can be defined as:**  
**Any method of producing power for use on or near the site at which it is generated. This includes a great many non-utility applications, from peak shaving, to emergency standby, to cogeneration, to industrial power, to large-scale uninterruptible power. It even encompasses alternative power sources such as wind, solar and fuel cells.**

Over the past decade, On-Site Power has been one of the most vibrant and active components of the nation's energy marketplace. With products ranging from diesel gensets to hydrogen fuel cells and applications ranging from emergency back-up to cogeneration, On-Site Power is at the forefront of today's fast-moving energy marketplace.

**For information about advertising in *Powerline* Magazine, contact Jalane Kellough. (561) 750-5575 ext 202  
J.Kellough@EGSA.org**

# Looking for Great Return on Investment?

## Let Us Help Your Firm Achieve Its Promotional Goals Too!

In addition to **Powerline** Magazine, EGSA offers additional promotional opportunities during EGSA Conferences and our trade show exhibits! These opportunities allow member companies to support EGSA events and gain valuable exposure within the Industry.

We have revamped the program for 2017, so don't wait to lock in a great opportunity! If you are interested in an event sponsorship, or have an idea for a custom opportunity, we would love to hear from you!

### Annual Conference Program



For each Conference, the Association includes a 4-color program in every attendee's registration packet. It offers advertisers a vehicle to deliver their advertising message directly to Conference attendees.

### Exhibitor's Showcase

Each Conference features tabletop displays in an exhibition setting. The exhibit is open during each break in the educational program to allow ample time for Exhibitors to interact with attendees. Manufacturers, Manufacturer's Reps, Consultants, or any company that offers a product or service to Distributor/Dealers are encouraged to exhibit in the Showcase.

### Sponsorship Opportunities

Thanks to the generous support of our member companies, EGSA is able to consistently provide high-quality educational programs and speakers during the EGSA Conferences. To that end, the EGSA Board of Directors created multiple corporate sponsorship opportunities to provide On-Site Power firms with the opportunity to increase visibility at each Conference. Firms may elect to sponsor one or more of the designated events or services that we offer to Conference attendees.

Sponsors receive acknowledgment in the Conference Program as well as in a host of additional vehicles. From verbal acknowledgements made by the EGSA President to **Powerline** Magazine's Conference press coverage, these opportunities provide additional bang-for-your-buck and work cohesively with your advertisement schedule to provide additional marketing impressions and exposure!

### Fishing & Golf

#### Tournament Goody Bag Sponsors

Companies may elect to donate a small item (i.e. golf tees, sleeve of golf balls, visors, etc.) to be placed in golf or fishing tournament "goody" bags or to be raffled off during the Conference Closing Reception.



**For complete information about sponsorship opportunities, contact Kim Giles, Marketing Manager. (561) 750-5575 ext 203 • K.Giles@EGSA.org**



1650 S. Dixie Hwy, Suite 400, Boca Raton, FL 33432

(561) 750-5575 • Fax: (561) 395-8557 • [www.EGSA.org](http://www.EGSA.org)



# POWERLINE

The Official Publication of Electrical Generating Systems Association (EGSA)

**Electrical Generating Systems Association (EGSA)**  
 1650 S. Dixie Hwy, Suite 400, Boca Raton, FL 33432  
 561/750-5575 • F561/395-8557 • www.EGSA.org

**Contact J.Kellough@EGSA.org to advertise**

**2017 ADVERTISING RATES**

BASE (B/W) AD RATES	Dimensions in inches		Member Rates in U.S. dollars		Non-member Rates in U.S. dollars		Typesetting/Layout In addition to space charges	
	Width	Height	1-time	6-time	1-time	6-time	Type Only	w/Half-tone
<b>Full Page</b> Bleed Size Trim Size	8.625" 8.375"	11.125" 10.875"	\$1,070	\$885	\$1,645	\$1,375	\$195	\$215
<b>2/3 Page</b> Horizontal Vertical	7.375" 4.875"	6.75" 10"	\$880	\$725	\$1,355	\$1,125	\$175	\$200
<b>1/2 Page</b> Horizontal Vertical	7.375" 3.687"	5" 10"	\$725	\$610	\$1,125	\$900	\$165	\$190
<b>1/3 Page</b> Horizontal Vertical	7.375" 2.35"	3.375" 10"	\$555	\$465	\$860	\$755	\$145	\$165
<b>1/4 Page</b>	3.687"	5"	\$420	\$350	\$650	\$625	\$125	\$145
<b>1/8 Page</b>	3.687"	2.5"	\$240	\$190	\$350	\$300	\$90	\$115

**TERMS**

All quoted ad rates are non-commissionable. In the case of six insertions, EGSA will bill the total in six installments. When appropriate, any typesetting/printer's charges will be billed immediately following the issue in which the ad ran. Powerline reserves the right to refuse advertising that is deemed to be in poor taste, not within reasonable bonds of accuracy, or otherwise deemed unacceptable by the publisher.

**DEADLINES**

Electronic files must be received by the 1st of the month prior to the issue month. For example, the deadline to have materials to EGSA for the May/June issue would be April 1st. **Space orders and materials are due on the dates noted in "DEADLINES" below.**

**CANCELLATIONS**

In the event of cancellation of a multiple-month advertising space order prior to the final issue of the contract, the advertiser agrees to repay EGSA any discounts granted for multiple insertions. All cancellations must be received in writing prior to the advertising sales deadline.

**MECHANICAL REQUIREMENTS**

Electronic files are preferred. Materials may be submitted as high-resolution cmymk Adobe Acrobat files with embedded fonts. All full-page ads should be submitted at bleed size. For additional information, e-mail Peter Catalfu at P.Catalfu@EGSA.org

**TYPESETTING**

If typesetting services are minor changes to an existing ad, we will bill you for the charges at the rate of \$80/hour. Also, **All printer's charges for changes to negatives will be billed back to the advertiser.** Attach changes to this order.

**COLOR RATES**

**Additional Charge by Color Type**

2 color (Black + 1 spot color).....	\$575
3-4 color process .....	\$820
3-4 color process spread.....	\$1,235
Fifth color.....	\$550
Metallic inks .....	\$850

**SPECIAL POSITION RATES**

**Additional Charge by Position (on base cost only)**

Inside Front Cover (full page only) .....	25%
Inside Back Cover (full page only).....	15%
Back Cover (full page only).....	40%
Other Special Requests (any size).....	10%
Inserts .....	Call for Pricing

EGSA will do its best to honor placement requests, but reserves the right to decide placement. If your placement request cannot be honored for any reason, you will not be charged the special placement fee.

Company Name: \_\_\_\_\_ EGSA Member?  Yes  No

Billing Address: \_\_\_\_\_ Agency (if any): \_\_\_\_\_

City/State/Zip/Country: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact's Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Fax: \_\_\_\_\_

Signature: \_\_\_\_\_

**By signing above, I hereby authorize placement of advertising in EGSA's Powerline Magazine**

**PAYMENT:** Please check one of the following options:

AMEX  MC/Visa  Check # \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_

Card Number/Exp: \_\_\_\_\_ / \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

SIZE (see above)	SHAPE (see above)	DEADLINES Specify issue(s) to run. If contract is for 6 insertions, specify only which issue to begin running ad.	COLOR	POSITION REQUEST	TYPESETTING
<input type="checkbox"/> Full <input type="checkbox"/> 2/3 <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/3 <input type="checkbox"/> 1/4 <input type="checkbox"/> 1/8	<input type="checkbox"/> horiz. <input type="checkbox"/> vert.	<input type="checkbox"/> <b>1-time</b> <input type="checkbox"/> <b>6-times</b> <b>Issue (Deadline)</b> <b>Issue (Deadline)</b> <input type="checkbox"/> Jan/Feb (12/1) <input type="checkbox"/> July/Aug (6/1) <input type="checkbox"/> Mar/Apr (2/1) <input type="checkbox"/> Sept/Oct (8/1) <input type="checkbox"/> May/June (4/1) <input type="checkbox"/> Nov/Dec (10/1)	<input type="checkbox"/> B/W <input type="checkbox"/> 4-color <input type="checkbox"/> 2-color (Bl/spot color)		<input type="checkbox"/> None required <input type="checkbox"/> Changes attached <input type="checkbox"/> Layout services needed—Please call.

Please make a copy for your records and return to EGSA at the address at the top of this form.