



# 2017 EGSA

Electrical Generating Systems Association

# Buying Guide

**Advertise In The 2017 EGSA Buying Guide,  
The Ultimate Resource For Power Generation.**

## ***Reach The Power Generation Industry –***

### **Advertising Packages include:**

- Ad Space
- Special Advertiser Index
- Company Logo in Directory\*
- Shaded Directory Listing\*
- Banner in Member Services Table\*

\*Exclusive for EGSA Members

### **To Reserve Space Contact:**

**Katie Bivens • 262-754-4140  
kbivens@dieselpub.com**

**Niki Pokwinski • 262-754-4139  
npokwinski@dieselpub.com**

**Maggie Pieper • 262-754-4121  
mpieper@dieselpub.com**

### **Advertising Space Deadline:**

**NOVEMBER 7**

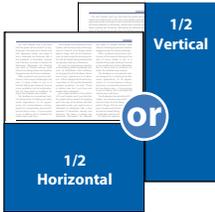
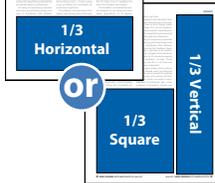
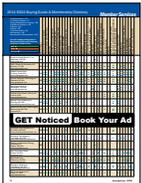
### **Materials Deadline:**

**NOVEMBER 18**

Created and published by the Electrical Generating Systems Association (EGSA) in cooperation with Diesel & Gas Turbine Publications. **EGSA Members and Nonmembers are invited to advertise in the 2017 EGSA Buying Guide.**

**Learn More About EGSA At [egsa.org](http://egsa.org)**

# 2017 EGSA ANNUAL BUYING GUIDE RATES & SIZES

|  |  |  |   |  |   |   |  |
|--|--|--|---|--|---|---|--|
| <b>FULL PAGE</b><br>\$6550<br> | <b>2/3 PAGE</b><br>\$5610<br> | <b>1/2 ISLAND</b><br>\$5045<br> | <b>1/2 PAGE</b><br>\$4755<br>1/2 Horizontal <b>or</b> 1/2 Vertical<br> | <b>1/3 PAGE</b><br>\$3170<br>1/3 Horizontal <b>or</b> 1/3 Vertical<br> | <b>1/4 PAGE</b><br>\$2785<br>1/4 Quarter<br> | <b>1/6 PAGE</b><br>\$2080<br>1/6 Vertical <b>or</b> 1/6 Horizontal<br> | <b>Member Services BANNER</b><br>\$900*<br> |
|--|--|--|---|--|---|---|--|

## EGSA BUYING GUIDE

### ADVERTISER BONUS

Each advertiser will be listed in the "Index Of Advertisers By Products & Services." For each advertiser *who is a member of EGSA*, their directory listing will include company logo and text shading and will receive a complimentary Member Services Banner.

### MEMBER SERVICES BANNER

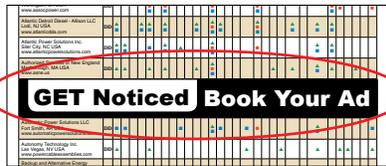
Inserted above company listing in the Member Services Table pages.

See Buying Guide pages 10 to 55 for examples.

Ad size: 7.25 x 0.75 inches, 300 DPI, CMYK

\*\$900/flat, no discounts permitted.

Payment in advance by credit card or check.



### ADVERTISING RATES

Advertising Rates, based on the *Diesel Progress North American* 12-time discount, have been extended to all *EGSA Buying Guide* advertisers. For companies that regularly advertise in Diesel & Gas Turbine Publications, the negotiated rate will apply. Commission – invoiced at 15% below gross rate to recognized agencies and EGSA members on space, color, position and inserts. Commission is not permitted on member services banner, email blasts, reprints and other production charges.

### COVER RATES

Covers must be 4-color, full-page ads. Covers are noncancelable.

Second Cover \$8100

Third Cover \$8100

Fourth Cover \$8735

### ISSUANCE AND CLOSING DATES

Published annually in January and distributed with the January issue of *Diesel Progress North American* and the January issue of *Diesel & Gas Turbine's Engine Room News* and online at <http://egsa.org>.

### PRINTING SPECIFICATIONS

Publication trim size is 8 x 10.5 in. (203 x 267 mm). Live area is 0.25 in. (6.35 mm) away from trim.

See Complete Guidelines At [www.dieselpub.com/advertise/](http://www.dieselpub.com/advertise/)

### MATERIALS REQUIREMENTS

Include all fonts. Images and graphics, must be CMYK or grayscale, 300 DPI at 100%. The use of ultrathin fonts or type smaller than 5 pt. is not recommended. Density of all colors combined in a single area should not exceed 300%.

Publisher refuses responsibility of printed ad if requirements are not followed. Failure to meet the guidelines may incur production charges. Advertiser is solely responsible for the content of their advertisement.

### SUPPORTED PROGRAMS

Acrobat X, InDesign CC, Photoshop CC, Illustrator CC and QuarkXpress 8.5

### SHIPPING INSTRUCTIONS

EGSA Advertising Manager  
 20855 Watertown Road, Suite 220  
 Waukesha, WI 53186-1873 USA  
**FTP Available — Call (262) 754-4140 for address and current password.**

## Advertising materials due November 18, 2016.

For more information  
 Email: [kbivens@dieselpub.com](mailto:kbivens@dieselpub.com)  
 Call: (262) 754-4140  
 Fax: (262) 754-4175  
 Visit: [www.dieselpub.com](http://www.dieselpub.com)