

Published by



Diesel & Gas Turbine
WORLDWIDE
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2019 ELECTRICAL GENERATING SYSTEMS ASSOCIATION BUYERS GUIDE

REACH THE POWER GENERATION INDUSTRY

Created and published by the Electrical Generating Systems Association (EGSA) in cooperation with KHL. Both EGSA Members and Nonmembers are invited to advertise in the 2019 EGSA Buying Guide.

About the buyers guide:

- Advertisers of the 2019 EGSA Buying Guide receive year-round distribution and prime visibility as an industry leader to the power generation community
- You do not have to be an EGSA member to advertise.
- The EGSA Buying Guide is available in hard copy and digital formats. mailed with the Diesel Progress January issue, and distributed to the entire EGSA membership.
- Available throughout the year on www.egsa.org, www.dieselprogress.com, www.diesलगasturbine.com

Bonus distribution:

Emailed to the Diesel & Gas Turbine Worldwide readership, all 2019 EGSA events/tradeshows, every newly joined EGSA member, and distributed from the EGSA booth and Diesel Progress booth at PowerGen International.

ADVERTISING DEADLINE December 3rd 2018

MATERIALS DEADLINE December 5th 2018

ADVERTISING RATES

Advert size	Cost (\$)	Cost (€)
Full Page	6,820*	5,820*
Two Thirds Page	5,840*	4,980*
Half Page Island	5,250*	4,880*
Half Page	4,950*	4,220*
Third Page	3,300*	2,820*
Quarter Page	2,900*	2,480*
Members Services Banner	900	800*

- Banners are inserted above company listing in the Member Services Table pages. See Buying Guide pages 10-55 for examples

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 their company logo and text shading.

*Includes complimentary Member Services Banner.

The EGSA Buying Guide is your path to the On-site Power Generation industry. Highlight your Power Generation Products and Services by advertising in this widely circulated guide.

Advertising rates:

Advertising Rates, based on the Diesel Progress 12-time discount, have been extended to all EGSA Buying Guide advertisers. For companies that regularly advertise in KHL Publications, the negotiated rate will apply.

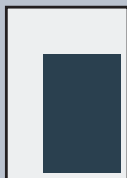
Discount: Additional 15% below gross rate to recognized agencies and EGSA members on space, color, position and inserts. Commission is not permitted on member services banner.

Printing specifications



FULL PAGE

8" W x 10.5" H
(203mm x 267mm)



HALF PAGE ISLAND

4.25" W x 7.25" H
(108mm x 184mm)



HALF PAGE VERTICAL

3.125" W x 9.75" H
(79mm x 248mm)



THIRD PAGE VERTICAL

2" W x 9.75" H
(51mm x 248mm)



HALF PAGE HORIZONTAL

6.75" W x 4.75" H
(171mm x 121mm)



THIRD PAGE HORIZONTAL

6.75" W x 3.125" H
(171mm x 79mm)

BLEED SIZE:

Please add 0.125in (3mm) bleed to all edges of full page ad sizes. Please supply high resolution pdf files.

COLOR:

CMYK only.
Do not use RGB or spot color.

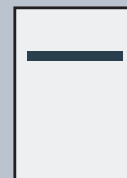
PRODUCTION DEPARTMENT:

For further production details e-mail: production@khl.com



QUARTER PAGE

3.125" W x 4.75" H
(79mm x 121mm)



MEMBER SERVICES BANNER

7.25" W x 0.75" H
(184mm x 19.05mm)

