

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

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

**POWERLINE** 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 quarterly, **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!**

Every issue of **POWERLINE** includes important articles covering diverse industry issues, such as international markets, contracts, financing, trade agreements and more. Technical and "case studies 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!

### **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.

For more information on building a customized advertising plan please contact

Marc Charon  
m.charon@egsa.org  
202.997.4666

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#### **Powerline Readers are...**

- Company Owners
- Marketing Professionals
- 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.



### **Submit Your On-Site Power Article!**

**POWERLINE** Magazine is continually seeking feature articles (1,500 - 2,500 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, Nathan Harris via [n.harris@EGSA.org](mailto:n.harris@EGSA.org).

# POWERLINE

the Official Publication of the Electrical Generating Systems Association (EGSA)

**Electrical Generating Systems Association (EGSA)**

PO Box 73206 • Washington, DC 20056

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

Contact [M.Charon@EGSA.org](mailto:M.Charon@EGSA.org) to advertise

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| <b>Full Page</b><br><i>Bleed Size</i><br><i>Trim Size</i> | 8.625" x 11.125"     | \$1,250 B&W          | \$1,100 B&W           | \$1,350 B&W          | \$1,250 B&W           |
|   | 8.375" x 10.875"     | \$2,220 4-Color      | \$2,000 4-Color       | \$2,425 4-Color      | \$2,220 4-Color       |
| <b>1/2 Page</b><br><i>Horizontal</i><br><i>Vertical</i>   | 7.375" x 5"          | \$800 B&W            | \$700 B&W             | \$900 B&W            | \$800 B&W             |
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| <b>1/4 Page</b>   | 3.687" x 5"          | \$475 B&W            | \$410 B&W             | \$525 B&W            | \$475 B&W             |
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### 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 required. Materials may be submitted as high-resolution CMYK Adobe Acrobat files with embedded fonts. All full-page ads should be submitted at bleed size with 1/8" bleed included. For additional information, e-mail Marc Charon at [m.charon@EGSA.org](mailto:m.charon@EGSA.org)

### TERMS

All quoted ad rates are non-commissionable. In the case of four insertions, EGSA will bill the total in four installments. *POWERLINE* reserves the right to refuse advertising that is deemed to be in poor taste, not within reasonable bounds of accuracy, or otherwise deemed unacceptable by the publisher.

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

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

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

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

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Please contact Marc Charon via email ([m.charon@egsa.org](mailto:m.charon@egsa.org)) if you wish to pay by credit card.

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*\*We will do our best to honor placement requests, but reserve the right to decide placement.*