

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

Katherine Sims
k.sims@egsa.org

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

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, Beth Helberg via info@egsa.org.

POWERLINE

Electrical Generating Systems Association (EGSA)
 PO Box 73206 • Washington, DC 20056
 561-750-5575 • www.EGSA.org
 Contact M.Charon@EGSA.org to advertise

	Dimensions in inches	Member	Member	Non-Member	Non-Member
Ad Size	Width x Height	1-time (per edition)	4-times (per edition)	1-time (per edition)	4-times (per edition)
Full Page Bleed Size Trim Size	8.625" x 11.125" 8.375" x 10.875"	\$1,315 <i>B&W</i> \$2,330 <i>4-Color</i>	\$1,155 <i>B&W</i> \$2,100 <i>4-Color</i>	\$1,420 <i>B&W</i> \$2,545 <i>4-Color</i>	\$1,315 <i>B&W</i> \$2,330 <i>4-Color</i>
1/2 Page Horizontal Vertical	7.375" x 5" 3.687" x 10"	\$840 <i>B&W</i> \$1,860 <i>4-Color</i>	\$735 <i>B&W</i> \$1,680 <i>4-Color</i>	\$945 <i>B&W</i> \$2,075 <i>4-Color</i>	\$840 <i>B&W</i> \$1,860 <i>4-Color</i>
1/4 Page	3.687" x 5"	\$500 <i>B&W</i> \$1,520 <i>4-Color</i>	\$430 <i>B&W</i> \$1,375 <i>4-Color</i>	\$550 <i>B&W</i> \$1,680 <i>4-Color</i>	\$500 <i>B&W</i> \$1,520 <i>4-Color</i>



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.

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 Katherine Sims at k.sims@egsa.org.

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

Check # _____ Total Amount Due: \$

_____ Signature:

_____ Date: _____

Please contact Katherine Sims (k.sims@egsa.org) if you wish to pay by credit card.

Ad Size	Color	Frequency	Position Request*
<input type="checkbox"/> Full Page <input type="checkbox"/> Half Page <input type="checkbox"/> Quarter Page	<input type="checkbox"/> B&W <input type="checkbox"/> 4-Color	<input type="checkbox"/> 1-time <input type="checkbox"/> 4-times	

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