

ADVERTISERS IN THE 2021 EGSA BUYING GUIDE RECEIVE YEAR-ROUND DISTRIBUTION AND PRIME VISIBILITY IN PRINT AND ONLINE AS AN INDUSTRY LEADER TO THE POWER GENERATION COMMUNITY



# 2021 EGSA

ELECTRICAL GENERATING SYSTEMS ASSOCIATION

# BUYING GUIDE

DISTRIBUTORS/DEALERS  
CONTRACTORS/INTEGRATORS  
ENERGY MANAGEMENT COMPANY  
ASSOCIATE MEMBERS  
Educational institution | End-user | Engineer |  
Service | Trade association | Trade publication  
MANUFACTURERS  
MANUFACTURERS' REPRESENTATIVES



ANNUAL BUYING GUIDE TO ON-SITE POWER  
GENERATION SYSTEMS AND SERVICES

## MEDIA INFORMATION



[www.khl.com](http://www.khl.com)

PUBLISHED BY:



**Diesel & Gas Turbine  
WORLDWIDE**

[www.egsabuyingguide.com](http://www.egsabuyingguide.com)



# 2021 EGSA BUYING GUIDE

ELECTRICAL GENERATING SYSTEMS ASSOCIATION

The Electrical Generating Systems Association (EGSA) is the world's largest organization exclusively dedicated to On-Site Power Generation.

The Association is comprised of more than 750 companies – Manufacturers, Distributor/Dealers, Contractors/Integrators, Manufacturer's Representatives, Consulting & Specifying Engineers, Service firms, End-Users and others – throughout the U.S. and around the world that make, sell, distribute and use On-Site Power generation technology and equipment, including generators, engines, switchgear, controls, voltage regulators, governors and much more. EGSA also promotes educational efforts within the on-site community! We currently have more than 250 Student members and Military members.

### EGSA Buying Guide distribution:

- ✓ **ALL EGSA MEMBER COMPANIES**
- ✓ **DIESEL PROGRESS READERS IN THE FOLLOWING MARKETS:**
  - Power Generation
  - Engines
  - Controls & Instrumentation
  - Electronics

You do not have to be a EGSA member to advertise



### DISTRIBUTION:

FULL EGSA MEMBERSHIP WITH THE MARCH ISSUE OF DIESEL PROGRESS

### BONUS DISTRIBUTION:

- ✓ **Diesel & Gas Turbine Worldwide readership**
- ✓ **All 2021 EGSA events/ 2021 shows**
- ✓ **Every newly joined EGSA member**
- ✓ **At PowerGen International from the EGSA and Diesel Progress booths**



### ADDITIONAL ONLINE BENEFITS

- ✓ **Fully searchable**
- ✓ **Increase traffic to your website**
- ✓ **Connect to customers faster**
- ✓ **Get discovered easily**
- ✓ **Brand awareness**



### PACKAGE 1

#### PRINTED BUYING GUIDE

- ✓ One full page advertisement 8in W x 10.5in H (203mm W x 267mm H)
- ✓ Member Services banner
- ✓ Company logo and highlighted entry in Membership Directory section

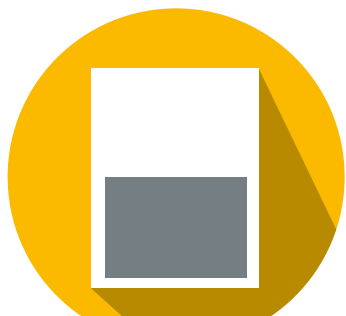
#### ONLINE BUYING GUIDE

- ✓ MPU (300 x 250 pixels) run of site
- ✓ Company logo in the sponsors section
- ✓ Member services banner
- ✓ 12 months online presence

\$ 6,820

€ 5,820

# THE PACKAGES



## PACKAGE 2

### PRINTED BUYING GUIDE

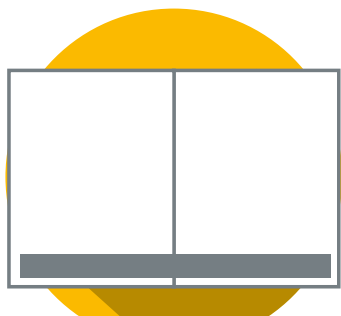
- ✓ Half page advertisement  
6.75in W x 4.75in H (171mm W x 121mm H)
- ✓ Member Services banner
- ✓ Company logo and highlighted entry in Membership Directory section

### ONLINE BUYING GUIDE

- ✓ Banner (300 x 100 pixels) on 4 product sections
- ✓ Company logo in the sponsors section
- ✓ Member services banner
- ✓ 12 months online presence

💰 4,950

€ 4,220



## PACKAGE 3

### PRINTED BUYING GUIDE

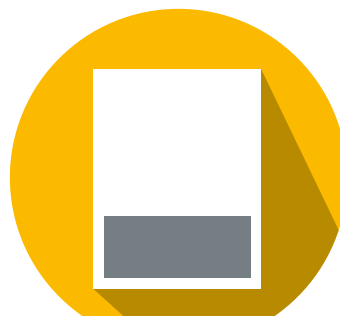
- ✓ Double page spread strip  
16in W x 1in H (406mm W x 25.4mm H)
- ✓ Member Services banner
- ✓ Company logo and highlighted entry in Membership Directory section

### ONLINE BUYING GUIDE

- ✓ MPU (300 x 250 pixels) run of site
- ✓ Company logo in the sponsors section
- ✓ Member services banner
- ✓ 12 months online presence

💰 4,000

€ 3,500



## PACKAGE 4

### PRINTED BUYING GUIDE

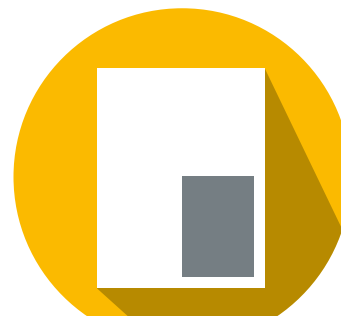
- ✓ Third page advertisement  
6.75in W x 3.125in H (171mm W x 79mm H)
- ✓ Member Services banner
- ✓ Company logo and highlighted entry in Membership Directory section

### ONLINE BUYING GUIDE

- ✓ Company logo in the sponsors section
- ✓ Member services banner
- ✓ 12 months online presence

💰 3,300

€ 2,820



## PACKAGE 5

### PRINTED BUYING GUIDE

- ✓ Quarter page advertisement  
3.125in W x 4.75in H (79mm W x 121mm H)
- ✓ Member services banner
- ✓ Company logo and highlighted entry in Membership Directory section

### ONLINE BUYING GUIDE

- ✓ Company logo in the sponsors section
- ✓ Member services banner
- ✓ 12 months online presence

💰 2,900

€ 2,480



## PACKAGE 6

### PRINTED BUYING GUIDE

- ✓ Banner in the Member Services section  
7in w x 0.75in h (177mm w x 29mm h)

### ONLINE BUYING GUIDE

- ✓ Company logo in the sponsors section
- ✓ Member services banner
- ✓ 12 months online presence
- ✓ Included FREE in Packages 1-6

💰 1,100

€ 950

**15%**  
below gross rate  
on all packages  
to recognized  
agencies and EGSA  
members

For more information, or to advertise, please contact

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### RATE INFORMATION:

- 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.

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Created and published by the  
Electrical Generating Systems  
Association (EGSA) in cooperation  
with Diesel Progress and Diesel & Gas  
Turbine Worldwide.

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## PRODUCTS AND SERVICES

BATTERIES & CHARGERS

CONTROL/ANNUNCIATION SYSTEMS

EDUCATION

EMISSIONS CONTROL SYSTEMS

ENCLOSURES: GENERATOR SETS

ENGINE STARTERS & STARTING AIDS

ENGINES, DIESEL OR GASOLINE

ENGINES, GAS TURBINES

FILTER, LUBE, OIL OR AIR

FUEL STORAGE TANKS AND DAY  
TANKS

GENERATORS SETS

GENERATORS & ALTERNATORS

HEAT RECOVERY SYSTEMS

INSTRUMENTS, CONTROLS, METERS,  
SWITCHES

LOAD BANKS

NEUTRAL GROUNDING SYSTEMS

OIL COOLERS & CHARGE AIR  
COOLERS

OIL MIST ELIMINATORS

RADIATORS OR  
HEAT EXCHANGERS

RELAYS

SILENCERS, EXHAUST SYSTEMS,  
NOISE ABATEMENT

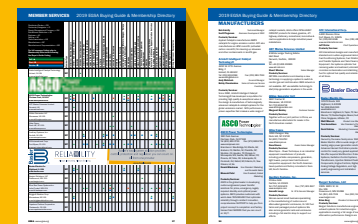
SWITCHGEAR

TRAILERS, GENERATOR SETS

TRANSFORMERS

UNINTERRUPTIBLE POWER SUPPLIES

VOLTAGE REGULATORS



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