

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 Jalane Kellough.

(561) 750-5575 ext 202

J.Kellough@EGSA.org



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, Peter Catalfu, via articles@EGSA.org.

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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.



| Non-Commissionable Ad Rates in US Dollars | | | | | |
|---|------------------|-----------------|-----------------|-----------------|-----------------|
| | | Member | | Non-Member | |
| | | 1-time | 4-time | 1-time | 4-time |
| 2 Pg Spread Bleed Size Trim Size | 17" x 11.125" | 4 Color \$3,370 | 4 Color \$3,125 | 4 Color \$4,525 | 4 Color \$4,165 |
| | 16.75" x 10.875" | B&W \$2,140 | B&W \$1,890 | B&W \$3,290 | B&W \$2,930 |
| Full Page Bleed Size Trim Size | 8.625" x 11.125" | 4 Color \$1,890 | 4 Color \$1,765 | 4 Color \$2,465 | 4 Color \$2,285 |
| | 8.375" x 10.875" | B&W \$1,070 | B&W \$945 | B&W \$1,645 | B&W \$1,465 |
| 2/3 Page Horizontal Vertical | 7.375" x 6.75" | 4 Color \$1,700 | 4 Color \$1,597 | 4 Color \$2,175 | 4 Color \$2,022 |
| | 4.875" x 10" | B&W \$880 | B&W \$777 | B&W \$1,355 | B&W \$1,202 |
| 1/2 Page Horizontal Vertical | 7.375" x 5" | 4 Color \$1,545 | 4 Color \$1,468 | 4 Color \$1,945 | 4 Color \$1,795 |
| | 3.687" x 10" | B&W \$725 | B&W \$648 | B&W \$1,125 | B&W \$975 |
| 1/3 Page Horizontal Vertical | 7.375" x 3.375" | 4 Color \$1,375 | 4 Color \$1,315 | 4 Color \$1,680 | 4 Color \$1,610 |
| | 2.35" x 10" | B&W \$555 | B&W \$495 | B&W \$860 | B&W \$790 |
| 1/4 Page | 3.687" x 5" | 4 Color \$1,240 | 4 Color \$1,193 | 4 Color \$1,470 | 4 Color \$1,453 |
| | | B&W \$420 | B&W \$373 | B&W \$650 | B&W \$633 |
| 1/8 Page | 3.687" x 2.5" | 4 Color \$1,060 | 4 Color \$1,027 | 4 Color \$1,170 | 4 Color \$1,137 |
| | | B&W \$240 | B&W \$207 | B&W \$350 | B&W \$317 |

| Typesetting/Layout In addition to Ad Rate charges | |
|--|------------|
| Type Only | w/Image(s) |
| NA | \$265 |
| NA | \$225 |
| \$185 | \$205 |
| \$165 | \$185 |
| \$145 | \$165 |
| \$125 | \$145 |
| \$105 | \$125 |

SPECIAL POSITION RATES

Additional Charge by Position (on B&W cost only)

Inside Front Cover (full page only) 25%
 Inside Back Cover (full page only)..... 15%
 Back Cover (full page only)..... 40%

Other Special Requests (any size) 10%
 Inserts Call for Pricing

We will do our best to honor placement requests, but reserve the right to decide placement. If your placement request cannot be honored for any reason, you will not be charged the special placement fee.

TERMS

All quoted ad rates are non-commissionable. In the case of four insertions, EGSA will bill the total in four installments. When appropriate, any typesetting/printer's charges will be billed immediately following the issue in which the ad ran. 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.

DEADLINES

Space orders and electronic ad materials are due on the dates noted in "DEADLINES" section at the bottom of the page.

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 Peter Catalfu at P.Catalfu@EGSA.org

CHANGES TO EXISTING AD MATERIALS

If minor changes to an existing ad are required, we will bill you for the charges at the rate of \$80/hour. Attach changes to this order.

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

PAYMENT: Please check one of the following options:

AMEX MC/Visa Check # _____

Total Amount Due: \$ _____

Card Number/Exp: _____ / _____

Name of Cardholder _____

Signature: _____

Date: _____

| SIZE (see above) | SHAPE (see above) | DEADLINES Specify issue(s) to run. If contract is for 4 insertions, specify only which issue to begin running ad. | COLOR | POSITION REQUEST | TYPESETTING |
|--|-------------------------------------|--|----------------------------------|------------------|--|
| <input type="checkbox"/> Full <input type="checkbox"/> 2/3 | <input type="checkbox"/> Horizontal | <input type="checkbox"/> 1-time <input type="checkbox"/> 4-times | <input type="checkbox"/> B/W | | <input type="checkbox"/> None required |
| <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/3 | <input type="checkbox"/> Vertical | Issue (Deadline) | <input type="checkbox"/> 4-color | | <input type="checkbox"/> Changes attached |
| <input type="checkbox"/> 1/4 <input type="checkbox"/> 1/8 | | <input type="checkbox"/> Q1 (2/1) <input type="checkbox"/> Q3 (7/1) | | | <input type="checkbox"/> Layout services needed—Please call. |
| | | <input type="checkbox"/> Q2 (4/1) <input type="checkbox"/> Q4 (10/1) | | | |