

ELECTRIC POWER

CONFERENCE & EXHIBITION

Official Show Guide - Advertising Rate Sheet

Information

Upon registering for the ELECTRIC POWER 2012 Conference and Exhibition, each visitor receives a copy of the Official Show Guide published by POWER magazine. During their stay, this guide is used constantly as an important source of information, including:

- Details and locations of conference sessions, presentations, and speakers
- Descriptions of the products and services on display in the exhibition
- Booth numbers and locations on the floorplan for each exhibitor
- Times of all business and social functions
- Details on bus services, telephone numbers, and all auxiliary services

Participation

By advertising in the Official ELECTRIC POWER 2012 Show Guide exhibitors have the unique opportunity to reinforce their visibility to a well-defined, captive audience. Moreover, after the event, many visitors retain the catalog as a source of reference to the products and services they saw on display at the show. Therefore, your advertisement continues to work as a constant marketing tool long after the show is over. It is also used as an excellent medium to chronicle the many technical presentations during the conference. Historically, advertisers have used existing advertisements to eliminate the requirement of developing special advertising material. If you're seeking to maximize your company's exposure at this year's largest event for the industry, you should advertise in the ELECTRIC POWER 2012 Official Show Guide.

ADVERTISING SIZES (NET RATES, FOUR-COLOR PROCESS)

Full Page (8 x 10 3/4)	\$2,965
Two Thirds Page (4 9/16 x 10)	\$2,515
Half Page Horizontal (7 x 4 7/8)	\$2,075
One Third Page Square (4 9/16 x 4 7/8)	\$1,480
One Third Page Vertical (2 5/16 x 10)	\$1,480
One Quarter Page (3 3/8 x 4 7/8)	\$1,035

**Additional 5% fee for Premium Positions*

PRINTING AND PRODUCTION SPECIFICATIONS

Size (Inches):

Full Page - No Bleed	7 x 10
Full Page with Bleed	8 1/8 x 11
Full Page Trim	7 7/8 x 10 3/4
Spread with Bleed	16 1/4 x 11
Spread Trim	16 x 10 3/4

No Additional Charge for Bleed Advertisements.

Closing Date for Reservations: April 4, 2012

**For Advertising Information and
to Reserve Space, Please Contact
Your Representative Listed Below:**

Diane Hammes

713-444-9939 | dianeh@powermag.com

**BE SURE TO ASK ABOUT
SPECIAL ADVERTISING OPPORTUNITIES
IN POWER MAGAZINE
IN CONNECTION WITH ELECTRIC POWER 2012**