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# ENERGY TECH

Devoted to the Engineering, Operations & Maintenance of Electric Power Plants

## 2010 Media Kit

**Energy-Tech is a national publication providing technical expertise and practical solutions for engineers & operations managers working in electric power plants.**

Energy-Tech provides technical articles covering pertinent engineering operations & maintenance issues in power generation, such as:

- Turbines
- Pumps
- Valves & Actuators
- Balancing/Vibration/Alignment
- Heat Exchangers
- Boilers
- Emissions Control Technology
- Pipes & Joints
- Fuels & Combustion Technologies
- Coal/Ash Handling
- Predictive Maintenance
- Condition Monitoring
- Instrumentation & Controls
- Condensers
- Cooling Towers
- Water Treatment
- Burners/Ignition Systems
- Filtration
- Testing & Inspection
- Outage Season
- And much more!



Energy-Tech is published in association with the American Society of Mechanical Engineers-Power Division

801 Bluff Street • Dubuque, Iowa 52001 • PH: 800.977.0474 • FX: 563.588.3848  
sales@woodwardbizmedia.com • www.energy-tech.com  
Energy-Tech is a WoodwardBizMedia Publication

## 2010 Display Advertising Rates

Full Color – Ad Size	1X	3X	6X	10x
Spread	\$6,709	\$6,039	\$5,367	\$4,697
Full Page	3,832	3,448	3,065	2,682
2/3 Page	3,722	3,351	2,978	2,606
1/2 Page (Island)	3,017	2,715	2,413	2,112
1/2 Page	2,618	2,357	2,095	1,936
1/3 Page	2,269	2,041	1,815	1,588
1/4 Page	2,042	1,838	1,634	1,430
1/6 Page	1,771	1,593	1,416	1,239
Black & White – Ad Size	1X	3X	6X	10x
Spread	\$5,809	\$5,228	\$4,647	\$4,066
Full Page	3,331	2,997	2,665	2,332
2/3 Page	3,161	2,845	2,529	2,212
1/2 Page (Island)	2,568	2,310	2,054	1,797
1/2 Page	2,228	2,004	1,782	1,559
1/3 Page	1,931	1,739	1,545	1,352
1/4 Page	1,739	1,565	1,391	1,217
1/6 Page	1,507	1,357	1,205	1,056

*Covers and special positions please add 10% to rates. Classified ads are non-commissionable. Classified advertising space available, call for rates.*

## November Innovation Guide Special Advertising Package

Size	Regular	Value Upgrade
Full Page	\$3,832	\$4,196
1/2 Page	2,618	2,867

NOTE: 1/3-page ads and larger in the November issue are guaranteed one published product/service release. New product/service releases can be e-mailed to your account representative at any time.

**Advertisers purchasing the Value Upgrade receive:**

- Designated ad size (1/2 or full page)
- Equivalent amount of ad space dedicated to your product/service/technology news. (Supplied by the advertiser.)
- A free listing in the Business Directory Spotlight section - a \$500 value!

The Innovation Guide is also circulated at Electric Power & ASME Power Conference.

*Contact your sales rep to reserve space.*

### Additional Advertising Options

**Showcase Advertising:** All advertisements appear in 4-color and reside within the Showcase section of each issue of *Energy-Tech Magazine*. (non-commissionable)  
 Contract Rates Available – call 800.977.0474.  
 Mechanicals – 2 1/8" w x 4 7/8" h . . . . . **Price Per issue \$620**

**Print Banner Advertising:** Available in strip or corner style. All banners appear with editorial columns. Reservations required. Contract and 4-color rates are available – call 800.977.0474  
 . . . . . **Price per issue starts at \$600**

**Subscription Form Cover-Tip:** Gain additional exposure by advertising on *Energy-Tech's* subscription form, tipped onto the magazine cover. Includes printing and circulation run. Call for more information and quote.

**Calendar Poster:** Reach your customers 365 days a year when you purchase a space on the *Energy-Tech* 2011 Calendar Poster. The poster measures 18" w x 24" h. . . . . **\$995**  
 Space deadline: October 1, 2010

### Value Added

**Call 800.977.0474 for information on how to receive the following FREE services with your display advertising commitment:**

- **Enhanced Company Directory listing on energy-tech.com Web site** – will remain active during the corresponding months your ad appears in *Energy-Tech* magazine.
- **Searchable PDF of Energy-Tech advertisement on Enhanced Company Directory Web site Listing.**
- **General Lead Report** – Complete contact information on new/renewing subscribers requesting information about products/services that match your company's products/services.

### Special Marketing Services (Non-Commissionable)

**Call for special rates on:**

- Bind-in cards • Reprints • Blow-in cards  
 Tip-ins • Polybags • Bellybands • Brochure design and printing  
**Call for details, 800.977.0474**

# Energy-Tech 2010 Editorial Calendar

Energy-Tech is published 10x per year

Show Coverage\* & Distribution†

## February

Space Deadline: 1-8-2010  
Artwork Deadline: 1-12-2010

- Boilers and Pressure Systems • Remote Monitoring
- Turbines • Emissions Control • Pump Guy
- **ASME Feature:** Plant Operations

## March

Space Deadline: 2-5-2010  
Artwork Deadline: 2-9-2010

- Heat Exchangers • Training • Valves and Actuators
- Balancing/Vibration/Alignment
- **ASME Feature:** Steam Generators

## April

Space Deadline: 3-5-2010  
Artwork Deadline: 3-9-2010

- Coal/Ash Handling • Non-Destructive Testing
- Turbines • Emission Control • Pump Guy
- **ASME Feature:** Combined-Cycle Plants

Electric Power Show<sup>†</sup>

May 18-20, 2010  
Baltimore, MD

## May

Space Deadline: 4-5-2010  
Artwork Deadline: 4-7-2010

- Outage Season • Instrumentation and Controls
- Balancing/Vibration/Alignment • Pipes and Joints
- **ASME Feature:** Advanced Energy Systems (Emission Control)

## June

Space Deadline: 5-7-2010  
Artwork Deadline: 5-10-2010

- Cooling Towers • Steam Generators • Turbines
- Emissions Control • Pump Guy
- **ASME Feature:** Reliability, Availability and Maintainability

ASME Power Conference\*<sup>†</sup>

July 13-15, 2010  
Chicago, IL

## August

Space Deadline: 7-9-2010  
Artwork Deadline: 7-13-2010

- Equipment Repair/Retrofit/Rebuild • Wireless Internet Plant Security
- Balancing/Vibration/Alignment • Turbines
- **ASME Feature:** Heat Exchangers

Coal-Gen<sup>†</sup>

August 2010  
Louisville, KY

## September

Space Deadline: 8-6-2010  
Artwork Deadline: 8-10-2010

- Condensers • Predictive Maintenance
- Turbines • Emissions Control • Pump Guy
- **ASME Feature:** Renewables

Turbomachinery Symposium<sup>†</sup>

October 4-7, 2010  
Houston, TX

## October

Space Deadline: 9-6-2010  
Artwork Deadline: 9-8-2010

- Outage Season • Water Treatment
- Balancing/Vibration/Alignment • Filtration
- **ASME Feature:** Fuel and Combustion Technology

Power-Gen International<sup>†</sup>

December 14-16, 2010  
Orlando, FL

## November

Space Deadline: 10-4-2010  
Artwork Deadline: 10-6-2010

### Annual Innovation Guide

*This valuable, go-to reference guide — used year round by engineers and plant management — spotlights: Products & Services • New Technologies • Education & Training*

ASME Power Conference 2011<sup>†</sup>

Electric Power Show 2011<sup>†</sup>

## December

Space Deadline: 11-5-2010  
Artwork Deadline: 11-9-2010

- Burners and Ignition Systems • Condition Monitoring
- Turbines • Emissions Control • Pump Guy • Bonus: Pull-out 2011 Wall Calendar
- **ASME Feature:** Turbines, Generators and Auxiliaries

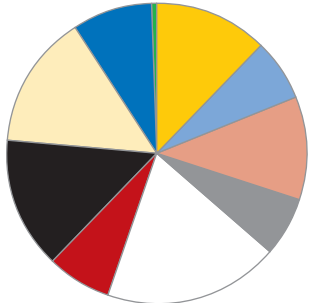
Editorial calendar subject to change without notice.

# Circulation Demographics

## Primary Job Function\*

	Percent of Subscribers
Engineering Management/Engineering (including designs, systems & planning)	52.4%
Plant Management or General Management	17.2%
Operations Management/Operations	14.6%
Executive Management (President, Vice President, Owner)	12.4%
Other functions, including company name only copies	3.4%

## Geographical Breakdown\*



99.7% of total qualified circulation within the United States

## Circulation Breakdown

22,385<sup>†</sup> (Average total distribution) recipients receive issues of *Energy-Tech Magazine*. See Circulation Demographics for a complete breakdown of Job Functions, Company or Organization Primary Business, Forms of Energy used\*\*, and Products and/or Services Recommended, Specified and/or Bought by our subscribers.\*\*

<sup>†</sup> Based on June 2009 BPA Circulation Statement  
Average Qualified 21,068 + Average Non-Qualified 1,317



## Company Or Organization\*\* Primary Business

	Percent of Subscribers
Investor Owned Electric Utility	29.8%
Independent Power Electric Producer	22.2%
Other Public Electric Utility	9.1%
Municipal Electric Utility	8.0%
Rural Electric or Other Cooperative	4.3%
Small Power Electric Producers	0.3%
TOTAL ELECTRIC UTILITIES	73.7%
Other Industries	3.8%
Paper & Allied Products	1.7%
Institutions with a Power Plant	1.3%
Fabricated Metal Products, Primary Metals & Mining	1.0%
Chemicals & Allied Products	0.7%
Machinery Including Electrical & Electronic	0.6%
Food & Kindred Products, Including Tobacco	0.2%
TOTAL SELF GENERATORS	9.3%
CONSULTANTS	0%
SPECIFIER FOR MANUFACTURING	2.4%
CONSTRUCTION FIRM/CONSTRUCTION ENGINEER	11.8%
OTHER	2.8%

Percentages based on 8,096 subscribers (Publisher's own data)

51.0% of *Energy-Tech* respondents utilize cogeneration technology at their company/facility.\*\*

51.4% of *Energy-Tech* respondents utilize HRSG technology at their company/facility.\*\*

55.5% of *Energy-Tech* respondents utilize Combined Cycle operations at their company/facility.\*\*

\* Total qualified circulation 20,954.

Based on BPA June 2009 circulation statement.

\*\* Based on *Energy-Tech* survey results (Publisher's Own Data June 2009)

## Forms of Energy Used at Power Plant\*\*

	Percent of Subscribers
Natural Gas	70.3%
Coal	55.4%
Oil	52.2%
Waste/Biomass	29.6%
Nuclear	27.3%
Hydro	24.4%
Wind	22.7%
Solar	17.8%
Other	10.4%
Renewable	0.1%

## Products and/or Services Recommended, Specified, and/or Purchased\*\*

	Percent of Subscribers
Valves, Valve Operators, and Controls	46.7%
Compressors	45.4%
Heat Exchangers/Transfer Equipment	44.3%
Pumps, Seals, and Liquid Handling	44.1%
Piping	43.6%
Controls	43.1%
Instrumentation	41.5%
Turbines—Steam	39.4%
Boilers	37.6%
Bearings	36.0%
Balancing/Vibration	35.5%
Generators	35.3%
Condensers	35.3%
Turbines—Gas	33.4%
Burners/Ignition Systems	33.0%
Condition Monitoring	33.0%
Gauges	32.7%
Filtration Equipment	32.4%
Water Treatment	32.1%
Expansion Joints	31.7%
Predictive Maintenance	31.7%
Testing NDT and other	30.9%
Training	30.6%
Emissions Testing/Controls	30.5%
Engines/Engine Generators	29.9%
Inspection Services/Equipment	29.9%
Gears/Mechanical Drive Systems	29.2%
Boiler Tubes	28.4%
Construction Services	28.4%
Safety Equipment	27.4%
Cooling Tower Services	27.2%
Lubricating Products	26.3%
Ash Handling Equipment/Systems	26.0%
Environmental Testing	26.0%
Repair/Retrofit/Rebuild Services	25.3%
Remote Monitoring	25.1%
Hand Tools	24.0%
Cleaning Equipment	23.2%
Hoists/Lifts	22.7%
Tubing/Tube Equipment	21.3%
Software—O & M	20.4%
Bulk Handling Conveyors	19.7%
Distributed Generation/Equipment Systems	19.5%
Turbine Inlet Cooling	19.4%
Laser Alignment Service	19.3%
Noise Reduction/Acoustics	19.1%
Coating/Metalizing	19.0%
Bolting Tools	18.8%
Pulverizing Equipment	17.8%
Pipeline	16.0%
Onsite Machining/Portable Tools	14.7%
Heat Treating Service	14.0%
Tensioners and Torquing	13.3%
Induction/Bolt Heating	11.4%
Microturbines	10.3%

Banner ads on energy-tech.com and in the e-Newsletter allow you to generate more leads, introduce a new product or service, increase traffic to your Web site, and expand brand awareness.

## Web site

### Readers visit energy-tech.com to:

- Access current & archived Energy-Tech magazine editorial
- Read more in-depth information on current articles
- Find product & service providers
- Enjoy Web Exclusive editorial

### Leaderboard banner: 728 x 90

12x	\$340
6x	400
3x	470
1x	555

### Side banner: 234 x 60

12x	\$165
6x	225
1x	290

### Featured sponsor: 120 x 60

Company logos only \$65 per insertion (Home page)

### Editorial sponsorship: 300 x 250

Editorial sponsorship ads are situated within an Energy-Tech article or column and can be linked to specific content. *Please call your advertising representative for pricing and availability.*



### Enhanced Web site Listings

Gain additional visibility and direct more traffic to your company's Web site with an enhanced listing on www.energy-tech.com. Listing includes company logo, 75-word description, contact information, company Web site link and e-mail. Free with a 1/2-page or larger advertisement in Energy-Tech magazine, or \$350/month. Contract frequency discounts available. *Please call your advertising representative for details, 800.977.0474.*

## Newsletter

### Subscribers sign up for Energy-Tech's Newsletter to:

- Read supplemental editorial tied to Energy-Tech magazine
- Stay informed of current industry events
- Discover new products & services

### Leaderboard banner: 728 x 90

12x	\$195
6x	220
3x	250
1x	275

### Double-side banner: 234 x 138

12x	\$210
6x	240
3x	300
1x	350

### Side banner: 234 x 60

12x	\$105
6x	120
3x	150
1x	175



## E-Blast

\$500 base rate plus \$100 per thousand circulation thereafter. *Contact your sales representative for details.*

Additional online advertising options available. *Contact your sales representative. Electronic advertising is non-commissionable.*

## Display Ad Mechanical Requirements

Publication trim size is 7-3/4" x 10-3/4"

Ad Size	Width	Height
Full Page with Bleed	8-1/4"	11-1/4"
(while keeping all text and logos within the 7"x10" live area)		
Full Page & Covers	7"	10"
2/3 Page	4-1/2"	10"
1/2 Island	4-1/2"	7-1/2"
1/2 Page Horizontal	7"	4-7/8"
1/2 Page Vertical (tall)	3-3/8"	10"
1/3 Page Horizontal	7"	3-1/8"
1/3 Page Vertical (tall)	2-1/8"	10"
1/3 Page Square	4-1/2"	4-7/8"
1/4 Page	3-3/4"	4-7/8"
1/6 Page Horizontal	4-1/2"	2-1/4"
1/6 Page Vertical (tall)	2-1/8"	4-7/8"

\* Bleeds add 1/2" to publication trimsize

## Classified Ad Mechanical Requirements

Ad Size	Width	Height
1/2 Page	7"	4-7/8"
1/4 Page	3-3/8"	4-7/8"
1/8 Page	3-3/8"	2-3/8"

## Issuance and Closing Dates

Issues mailed approximately 4 weeks after space deadline of each magazine. Ad deadlines are listed on the editorial guide page.

## Agency Commission

15% of gross billing goes to recognized agencies on space, color and position. Commission is not allowed on classified ads, electronic advertising or other charges such as inserts, reprints and other mechanical charges.

## Contracts

Short rate billing will occur on any advertising contract not fulfilled within the specifications of the contract.

## Digital Advertising Submissions

All artwork should be composed to the specified size with photos sampled at no less than 300 dpi at scale, logos and bitmap artwork sampled at 600 dpi or higher at scale, with final artwork provided as a Press Quality PDF (v1.3), or acceptable applications include QuarkXPress™ Adobe® InDesign®, Adobe® Photoshop®, Adobe® Illustrator®, or Macromedia® Freehand® for Macintosh\*. When supplying native files, all supporting elements - fonts, images, logos, etc. - must be included. Files can also be received through email and ftp. Acceptable standalone file formats include PDF (use the pdf/x-1a:2001 standard, with fonts embedded), EPS (supply fonts or convert them to outlines/paths), TIFF, and JPEG. Please contact your account executive with questions.

\*Other formats may be acceptable - please call for more information.

## FTP Instructions:

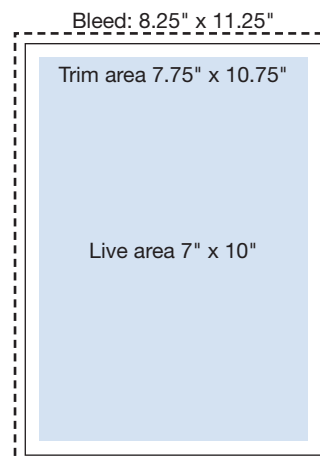
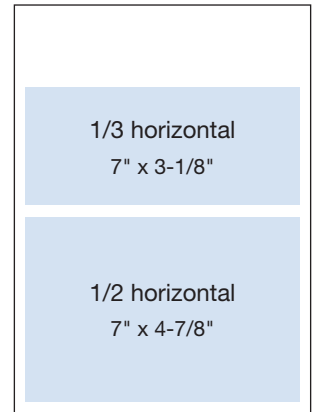
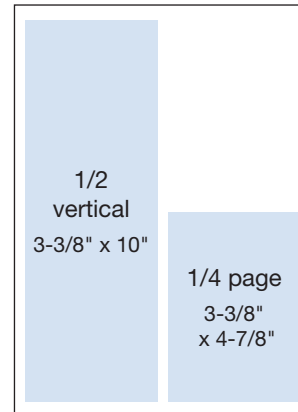
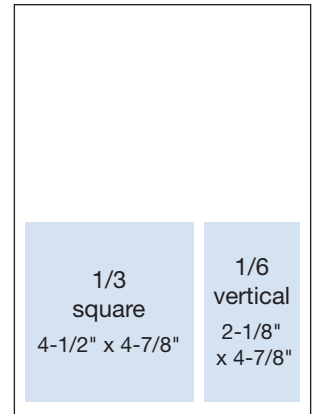
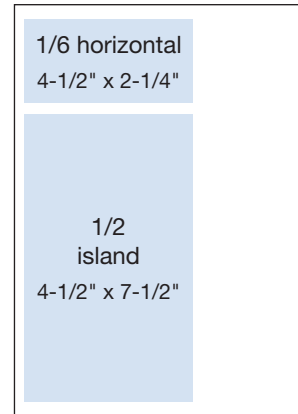
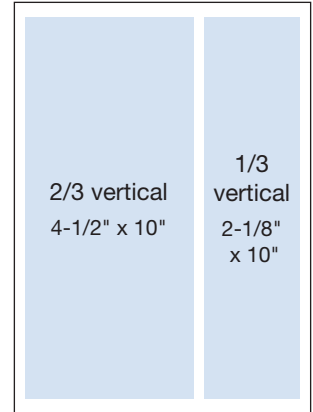
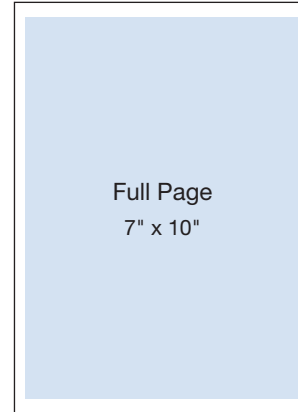
1. Go to: [www.energy-tech.com](http://www.energy-tech.com)
2. Click Upload Button and use password: ET2004, or Email to [ETart@woodwardbizmedia.com](mailto:ETart@woodwardbizmedia.com)

## ART SUBMISSION CHECKLIST

Please use this checklist when preparing to send your ad files

- Embed all fonts within your files
- Include all necessary support files
- All correspondents regarding ad materials must reference the
- Company Name\_Month of Publication\_Publication Name
- Naming your placement files should be as follows:
- Company Name\_Month of Publication\_Publication Name (example: XYZ Inc\_Sept\_Energy-Tech) Do not exceed 30 characters.
- Full page ad w/bleed must allow 1.25" beyond text & logos Please contact your sales representative with questions.

## Display Ad Previews



## Mailing Instructions

All correspondence, contracts, insertion orders, artwork and special instructions should be sent to:

### Energy-Tech Magazine

801 Bluff Street  
 Dubuque, IA 52001  
 PH: 800.977.0474  
 FX: 563.588.3848

[sales@woodwardbizmedia.com](mailto:sales@woodwardbizmedia.com)  
[www.energy-tech.com](http://www.energy-tech.com)

