

Circulation

Spend wisely. It's easy to do with Power Engineering.

Received by more power professionals in North America than the #2 publication in the market, Power Engineering effectively reaches the industry's leading decision-makers involved in general/corporate management, engineering, design, systems planning, operations/maintenance and more. With a BPA-audited monthly circulation of more than 64,000 subscribers*, your decision to advertise in Power Engineering is the smartest choice you'll make for generating optimal bottom-line profits.

* Source: June '08 BPA

Editorial Submissions

Power Engineering welcomes interesting editorial material, story ideas, technical articles, news briefs, product announcements and other items. Use of editorial material is at the editor's discretion. Power Engineering reserves the right to accept, refuse and edit all submitted materials. All submitted materials become the property of PennWell Corporation.

Mail, fax or e-mail submissions to:

David Wagman, Editor in Chief, Power Engineering
1421 South Sheridan Road, Tulsa, OK 74112
Phone: +1-918-831-9866, Fax: +1-918-831-9834
E-mail: davidw@pennwell.com

Purchasing Involvement:

84% of our subscribers report making a purchasing action during the year as a result of ads and/or editorials appearing in Power Engineering magazine

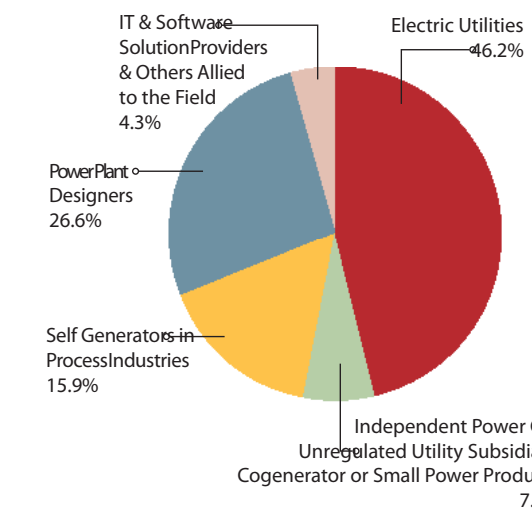
Purchasing actions taken:

94% of our subscribers report involvement in buying, recommending, specifying or approving products and services for their company

(Source: Baxter Research Corp., April 2008, Reader Advertising Study)

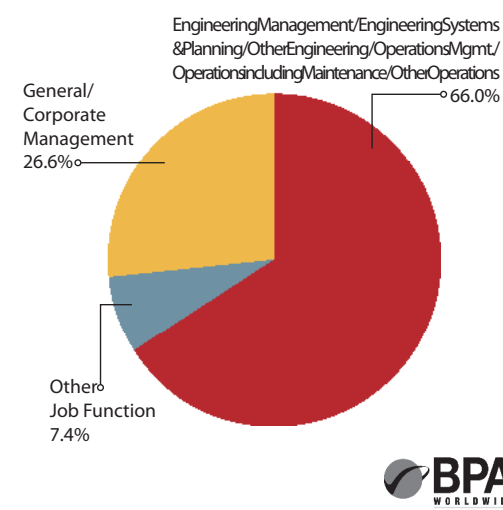
Business & Industries/Subscribers

Source: June 2008 BPA



Job Functions/Subscribers

Source: June 2008 BPA



Supplier's Showcase Rates		Power Engineering Classified Rates							
# of Insertions	Gross Rate	# of insertions	Std. Pg.	2/3 page	1/2 page	1/3 page	1/4 page	1/6 page	1 col. in.
1x	\$1,295	1x	\$6,230	\$4,140	\$3,120	\$2,080	\$1,560	\$995	\$200
4x	\$1,175	3x	\$5,970	\$3,990	\$2,990	\$1,990	\$1,495	\$945	\$190
7x	\$1,105	6x	\$5,730	\$3,650	\$2,865	\$1,900	\$1,430	\$905	\$185
10x	\$1,040	12x	\$5,475	\$3,280	\$2,730	\$1,840	\$1,380	\$870	\$180
12x	\$975								

* Supplier's Showcase now online. Rate \$900

Digital Media Information

PRODUCTS

Website Banner Advertising

Associate your company or product with an industry leading media brand and generate traffic to your website. Website banner advertising offers standardized large format ad positions including: Page Peel, Leaderboard, and SkyScraper. Most rich media ad formats accepted.

Webcasting

- Vendor Sponsored
- Continuing Education/Certification
- Editorial

Generate sales leads and raise awareness with an audience that registers to participate in an educational industry event. Sponsor an event or create your own, leveraging PowerPoint and/or Video. Webcasting products are highly interactive with global reach, a twelve-month archive, and 24/7 access to a complete registrant report.

Sponsored or Submitted Content

- Podcasting
- White Papers
- Video streaming

Generate sales leads and raise awareness with an audience that registers to download or view an educational audio, video, or technical document. Sponsor content or submit your company's content. Website Content products are educational and engaging and include 24/7 access to a complete registrant report.

Sponsored Content & Microsites

High quality branding and awareness opportunity through a microsite or sponsored vertical content section created for your company. Both solutions are available on a custom basis and run for either six or twelve months.

Direct Marketing

- Cover Exclusive (digital magazine replica)
- E-Newsletters
- E-Mail List Rental

Three direct marketing opportunities for reaching global and targeted brand audiences:

- 1) Digital Magazine Cover Sponsorship offers a high branding opportunity through an exclusive placement adjacent to the cover on all digitally delivered magazines.
- 2) E-mail newsletters offer a combination of branding and direct response through advertisement placement and in association with the mailed editorial content.
- 3) List Rental - E-mail your message to qualified professionals. Electronic messaging offers a quick response at low costs and can be sent to a targeted, specified audience. E-mail list rentals are ideal for promoting tradeshow participation, a new product announcement, upcoming seminars and much more. E-mail list rentals are also available for conducting industry surveys.

Benefits

- Lower Costs (no production, printing or postal costs)
- Speed (quick output and quick response for lead generation)
- Selections (e-mail list has the same selections as the direct mail list)

Buyers Guide

- Print Replica

High quality views of your product and company information by website visitors searching for solutions. Advertising in the Buyers Guide returns your company and product first in search results and serves your banner in context with search and browse results.

2009 Rate Card		Gross
Online Ad	Page Peel	\$3,780
Online Ad	ROS Leaderboard	\$2,200
Online Ad	Site Sponsor #1	\$1,990
Online Ad	Site Sponsor #2	\$1,600
Online Ad	Site Sponsor #3	\$1,875
Online Ad	Site Sponsor #4	\$1,875
Online Ad	Site Sponsor #5	\$1,800
Online Ad	Skyscraper #1	\$2,200
Online Ad	Article Sponsor	\$2,200
Online Ad	Article Toolbar	\$1,000
Online Ad	Featured Video Segment	\$500
eNL	Top	\$1,800
eNL	Middle 1	\$1,500
eNL	Middle 2	\$1,200
eNL	Anchor	\$900
eNL	Skyscraper	\$1,530
Frequency discounts available for multiple insertions - call your Brand Manager for pricing		
eNL/e-Alert	Top	\$950
eNL/e-Alert	Middle 1	\$750
eNL/e-Alert	Middle 2	\$600
eNL/e-Alert	Anchor	\$500
eNL/e-Alert	Product Listing	\$600
White Papers	1-5	\$300
White Papers	6-10	\$500
White Papers	11-15	\$750
White Papers	Premium Sponsorship	\$500
Buyers Guide	Upgrade	Contact your Brand Manager for pricing
Webcast	Exclusive	\$15,000
Webcast	Sponsored (2)	\$7,500
Webcast	Sponsored (3)	\$5,000
Webcast	Sponsored (4)	\$3,750
Podcast	Podcast	\$2,500
Microsite	6 Months	\$5,000/MO
Microsite	12 Months	\$55,000/YR
Video	Power Engineering Weekly Video Update	\$2,355/MO
eLR	eList Rentals	\$425/CPM
Digital Edition	Cover	\$1,155
Digital Edition	NPI Cover	\$1,430
Digital Edition	Announcement Sponsor	\$500

Contacts

Customized advertising and marketing packages are available. For more information, contact:

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Online Presence

www.power-eng.com

The Power Engineering website provides visitors with the latest news and insights into the world of power generation. Building on the proven editorial success of the print journal, Power Engineering Online helps its readers sustain a competitive edge through practical, valuable information on operating ideas, maintenance techniques, advanced generation technologies, new products, environmental legislation, market trends and other timely topics. Drawing on the talents of a dedicated online editorial staff, the website keeps visitors up-to-date on the developments in the industry that take place between issues of the print magazine.

For complete information on online advertising opportunities, contact your Power Engineering Brand Manager.

e-Newsletter

The Power Engineering e-Newsletter provides a running snapshot of news and features critical to the power generation industry. Distributed semi-monthly to 34,000 industry professionals around North America, the e-Newsletter provides a high-quality complement to the monthly print edition of Power Engineering. Timely stories are included in three categories — features, industry news, and projects and contracts — on all aspects of power generation, from fuel supply and emissions control to plant maintenance and instrumentation. The e-Newsletter also includes several new product descriptions not featured in the print magazine.

For information about e-Newsletter advertising opportunities, contact your Power Engineering Brand Manager.

ELECTRONIC SUBMISSION REQUIREMENTS

PennWell is primarily Mac-based for graphics. However, we have staff trained in both Mac and PC for those applications that we support.

ELECTRONIC SUBMISSION

See <http://digitalads.pennwell.com> for complete electronic specs. Upload Site Instructions - Files will need to be stuffed or zipped prior to uploading. Files over 250MB will need to be shipped on disk to Power Engineering, Ad Services, 1421 S. Sheridan Rd., Tulsa, OK 74112. Log on to <http://digitalads.pennwell.com>. Select Power Engineering in the magazine scroll-down menu. Fill in the appropriate information and select "upload the ad." Please fax a proof of the ad to Ad Services, 918-831-9415.

SUPPLYING AD MATERIAL FOR PENNELL MAGAZINES

- PennWell prefers ad material to be supplied as PDFs with PDF/X-1a format option. We also accept ads built in these programs: InDesign, PageMaker, Quark, Illustrator, Freehand, PDF and Photoshop.
- Please supply all fonts, images, and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics.
- PennWell does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.
- PennWell requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction.
- For complete PennWell Specifications, see the "spec sheet" at our ad upload site: <http://digitalads.pennwell.com>

NOW ONLINE!

Please log on to www.power-eng.com for a complete downloadable and printable media kit

power-eng.com

2009
MEDIA INFORMATION

POWER
Engineering®



Now Online!



Log onto: www.power-eng.com for a complete downloadable and printable 2009 media kit.

Editor Biographies

David Wagman, Chief Editor

David Wagman was named chief editor of Power Engineering magazine in 2006. He is responsible for all editorial issues associated with the magazine, ranging from monthly editorial content to magazine layout and design, as well as the magazine's electronic editions. He also writes and edits feature articles, contributes the monthly opinion piece and compiles various recurring sections in the magazine.

David also serves as conference committee chair for POWER-GEN International, the world's largest annual trade show in the power generation industry. In this role, he oversees the development of a three-day conference attended by thousands of people every year. He also is co-chairman of Renewable Energy World North America Conference & Expo and serves on the committee for COAL-GEN.

David's career as an energy journalist spans more than 20 years. He has written extensively on many aspects of the energy industry including coal, oil and natural gas production; power generation; finance and business; regulation and legislation; renewable energy; and energy efficiency. He has been senior editor with several industry magazines and newsletters and developed, launched and ran a daily Web-based news service for the power industry. Earlier in his career he was a beat reporter for a weekly business newspaper and later was research editor at a university-based regulatory think-tank.

Nancy Spring, Senior Editor

Nancy Spring joined Power Engineering magazine as senior editor in 2008 after serving as managing editor of PennWell's Electric Light & Power magazine and editor of The Executive Digest, a bi-monthly e-newsletter for utility managers and executives.

For Power Engineering, Nancy covers a wide range of industry issues and technologies and edits the quarterly e-publication Nuclear Power International. She serves as chairperson for the NUCLEAR POWER International Conference and co-chair of the Renewable Energy World Conference & Expo.

Nancy began her career in the energy industry more than 10 years ago as a consultant with UtiliPoint International, working with electric utilities responding to the challenges of a restructuring industry. She was editor of the company's daily e-newsletter, IssueAlert, and regularly contributed articles on renewable generation technologies. At PennWell, Nancy has written on a broad range of regulatory and financial issues for electric utilities including international electric markets, capital expenditures in the utility industry, climate change legislation, cyber security, power plant operating performance and renewable energy.

Steve Blankinship, Associate Editor

Steve Blankinship has been associate editor of Power Engineering magazine since 2000. He writes features and columns on a wide range of power industry issues and technologies. He has also served as program committee chair of COAL-GEN since the event's inception in 2001.

His experience includes more than 25 years in the electric utility industry as a writer, editor, communications manager and company spokesperson and policy analyst. During his utility career, a significant portion of his communication activities focused on the technical side of the power industry, including natural gas and coal-fired generation as well as nuclear energy. He also wrote extensively about surface mining, land reclamation, environmental remediation, alternative energy technologies and legislative and regulatory matters.

Jeff Postelwait, Online Editor

Jeff is a graduate of Oklahoma State University's School of Journalism and Broadcasting and holds a bachelor's degree in journalism with an emphasis on news editing. While attending college, Jeff served in various capacities at the college newspaper, the Daily O'Collegian, including managing editor, entertainment and features editor and opinion editor.

Jeff most recently worked for the Tulsa World newspaper, where he was a business reporter covering small business and retail. Jeff currently manages the Web site for Power Engineering magazine, editing stories for the site as well as putting together the weekly electronic newsletter.

2009 Editorial Calendar

ISSUE	AD DEADLINE	EDITORIAL FEATURES	DIGITAL MEDIA	BONUS DISTRIBUTION	
January	12.12.2008	<ul style="list-style-type: none"> SPECIAL REPORT: Renewable Energy Executive Roundtable PROJECTS OF THE YEAR: The Best in Coal, Gas, Nuclear and Renewable Wind Power Emissions Control 	<ul style="list-style-type: none"> POWER-GEN Int'l Wrap Up Plant Fluid Systems O&M Field Notes View on Renewables Nuclear Reactions 	<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	<ul style="list-style-type: none"> Renewable Energy World Conference & Expo North America POWER-GEN Middle East (EGSA) Electrical Generating Systems Assn Spring Convention Pump User's Symposium Advertising Readership Study
February	01.09.2009	<ul style="list-style-type: none"> Circulating Fluidized Bed Technology Pumps & Valves Instrumentation and Control Systems/Wireless O&M Issues for Gas-Fired Generation 	<ul style="list-style-type: none"> Lubrication Workforce Plant Management 	<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	<ul style="list-style-type: none"> POWER-GEN India & Central Asia (APPA) American Public Power Assn. Engineering & Operations Tech Conf HRSG User's Group Annual Meeting SPECIAL SECTION: (ABMA) American Boiler Manufacturers Assn
March	02.06.2009	<ul style="list-style-type: none"> Plant Operations and Maintenance Coal-Fired Generation Materials Handling Equipment Construction and Engineering 	<ul style="list-style-type: none"> O&M Field Notes View on Renewables Nuclear Reactions 	<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday Nuclear Power International e-Magazine PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	<ul style="list-style-type: none"> COAL PREP
April	03.13.2009	<ul style="list-style-type: none"> O&M Focus: Boilers, Superheaters and Reheaters Emissions Control Air Handling Equipment Wind Power Distributed Generation 	<ul style="list-style-type: none"> Plant Management Workforce 	<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	<ul style="list-style-type: none"> POWER-GEN Europe Coal Utilization and Fuel Systems Windpower 2009 Spring Coal Forum ElectricUtilityChemistryWorkshop Advertising Readership Study
May	04.10.2009	<ul style="list-style-type: none"> SPECIAL REPORT: Gas Development Executive Roundtable O&M Focus: Burners & Combustion Systems Outage Planning and Management Coal-Fired Generation 	<ul style="list-style-type: none"> Nuclear O&M O&M Field Notes View on Renewables Nuclear Reactions 	<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	<ul style="list-style-type: none"> (EEI) Edison Electric Institute's Annual Convention ASME Turbomachinery Symposium (Turbo Expo 2009) (ABMA) American Boiler Manufacturers Assn Summer Meeting American Nuclear Society Annual Meeting ISA/EPRI Power Industry Conf
June	05.08.2009	<ul style="list-style-type: none"> Emissions Control Next Generation Nuclear: Issues in Training and Education Safety Equipment and Issues Renewable Energy Focus 	<ul style="list-style-type: none"> Coal-Gen Preview Diesel and Gas Engines Workforce Plant Management 	<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday Nuclear Power International e-Magazine PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	<ul style="list-style-type: none"> Oil Sands and Heavy Oil Technology
July	06.12.2009	<ul style="list-style-type: none"> Coal Plant Asset Optimization O&M Focus: Economizers & Air Heaters Coal Generation: Supercritical Technology Distributed Generation 	<ul style="list-style-type: none"> Instrumentation and Controls O&M Field Notes View on Renewables Nuclear Reactions 	<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	<ul style="list-style-type: none"> COAL-GEN Powder River Basin Coal Use Seminar Power Plant Air Pollutant Control Symposium
August	07.10.2009	<ul style="list-style-type: none"> Gas-Fired Generation: Current Market Forces Large Component Replacement in Gas/Coal Fired Plants O&M Feature: Nuclear Outage Planning O&M Feature: Maintaining the Wind Turbine Fleet Lubrication 	<ul style="list-style-type: none"> Workforce Plant Management EmergingDistributedGeneration/Onsite Power Trends 	<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	<ul style="list-style-type: none"> POWER-GEN Asia Electrical Generating Systems Assn Technical & Marketing Conf Advertising Readership Study
September	08.07.2009	<ul style="list-style-type: none"> SPECIAL REPORT: Coal Plant Development Executive Roundtable Instrumentation and Control Systems/Wireless Distributed Generation Water Treatment 	<ul style="list-style-type: none"> Construction and Engineering O&M Field Notes View on Renewables Nuclear Reactions 	<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday Nuclear Power International e-Magazine PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	<ul style="list-style-type: none"> Gasification Technologies Conf International Water Conf Instrument Society of America Expo
October	09.11.2009	<ul style="list-style-type: none"> Nuclear Power: Balance of Plant Upgrades Gas Turbines Emissions Control POWER-GEN International Preview 	<ul style="list-style-type: none"> Instrumentation and Controls Air Handling Equipment Workforce Plant Management 	<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	<ul style="list-style-type: none"> American Nuclear Society Int'l Meeting and Nuclear Technology Expo Advertising Readership Study
November	10.16.2009	<ul style="list-style-type: none"> SPECIAL REPORT: Nuclear Power Executive Roundtable O&M Issues in Steam Turbines Issues in Wind Turbine Balance of Plant O&M Cooling Towers and Systems 	<ul style="list-style-type: none"> Diesel and Gas Engines O&M Field Notes View on Renewables Nuclear Reactions 	<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	<ul style="list-style-type: none"> POWER-GEN International NUCLEAR POWER International
December	11.13.2009	2010 FORECAST ISSUE and BUYER'S GUIDE in Print and Online Versions.		<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday Nuclear Power International e-Magazine PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	<ul style="list-style-type: none"> ABMA Winter Meeting
January 2010	12.12.2009	<ul style="list-style-type: none"> SPECIAL REPORT: Renewable Energy Executive Roundtable PROJECTS OF THE YEAR: The Best in Coal, Gas, Nuclear and Renewable Nuclear O&M 	<ul style="list-style-type: none"> Distributed Generation POWER-GEN Int'l Wrap Up O&M Field Notes View on Renewables 	<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	<ul style="list-style-type: none"> Renewable Energy World Conference & Expo North America Advertising Readership Study
February 2010	01.09.2010	<ul style="list-style-type: none"> Boilers/HRSG Coal-Fired Generation Instrumentation and Control Systems O&M Feature: Pumps & Valves 	<ul style="list-style-type: none"> Generators Workforce Plant Management Nuclear Reactions 	<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	
March 2010	02.05.2010	<ul style="list-style-type: none"> O&M Feature: Balance of Plant Update on E&C Techniques Safety Equipment and Issues 	<ul style="list-style-type: none"> Coal-Fired Generation O&M Field Notes View on Renewables 	<ul style="list-style-type: none"> Power Engineering E-newsletter every Tuesday Nuclear Power International e-Magazine PowerEngineeringVideoNewsWrap-upeveryFriday(www.power-eng.com) 	

Rates & Specifications

2009 Display Advertising Rates

4-Color Process	1x	3x	6x	9x	12x	18x	24x	36x	48x
Full Page Spread	19,887	19,299	18,911	18,533	18,160	17,136	16,270	15,409	14,579
1/2 Page Spread	15,173	14,726	14,432	14,144	13,865	13,083	12,422	11,760	11,130
Full Page	10,463	10,154	9,954	9,755	9,571	9,025	8,568	8,111	7,676
2/3 Page	8,206	7,949	7,802	7,649	7,492	6,983	6,384	6,284	5,938
1/2 Page	7,513	7,292	7,161	7,014	6,883	6,274	5,938	5,607	5,266
1/3 Page	5,744	5,576	5,476	5,350	5,266	4,326	4,027	3,722	3,455
1/4 Page	4,946	4,809	4,699	4,625	4,520	3,360	3,082	2,825	2,583
1/6 Page	1,292	1,171	1,103	1,040	971				

BUYER'S GUIDE All of the information below will be on www.power-eng.com for the ENTIRE YEAR. THE BUYER'S GUIDE, published in December, will include a 25% premium on the rates shown above. All display advertisers in the December Buyer's Guide will be included in the on-line version. Additional promotion includes:

- PRIORITY PLACEMENT in the Products and Service sections
- COMPANY LOGO by all of your listings
- BANNER AD
- LINK to your website from your URL and company logo
- EMAIL ENABLED, list your email address in the Company Listing and the viewer can send an email directly to your company.
- INFORMATION CAN BE UPDATED if needed in case a contact or phone number is changed

RATE POLICY

Earned rate is based on the total number of insertions within a 12-month period in any of PennWell's Global Energy Group publications, including: Power Engineering, Electric Light & Power, Utility Automation & Engineering T&D, Utility Products, Middle East Energy, Power Engineering International, Potencia, and Global Power Review. A spread counts as two insertions. Rates include a 15 percent commission to recognized advertising agencies on space, color and position charges unless otherwise noted. Tip-in charges, artwork, printing, mechanical art or other miscellaneous charges are not commissionable. Commission is revoked on unpaid billings after 60 days from billing date. Finance charge of 1 percent per month is levied on balances over 30 days. Advertiser will be responsible for reasonable attorney fees and court costs if litigation is necessary. Notification of cancellation must be given in writing prior to the Close Date of each issue.

PRIORITY POSITIONS

Inside Front Cover Spread: Rate plus 15%
 Inside Back Cover Spread: Rate plus 10%
 Back Cover: Rate plus 20%
 Inside Front Cover: Rate plus 15%
 Inside Back Cover: Rate plus 10%

MECHANICAL DATA

8" x 10 1/2" (203mm x 266mm) trim. No charge for bleed.		Full Page Spread Live Area: 15"x9.5" (381mm x 241mm) Trim: 16"x 10.5" (406mm x 267mm) Bleed: 16.25"x10.75" (413mmx274mm)		Full Page Live Area: 7"x 9.5" (178mm x 241mm) Trim: 8"x 10.5" (203mm x 267mm) Bleed: 8.25"x 10.75" (210mm x 274mm)
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	2/3 Page Live Area: 4.5"x9.5" (114mm x 241mm) Bleed: 5.25"x10.75" (133mm x 274mm)		1/2 Page Island Live Area: 4.5"x 7.375" (114mm x 187mm) Bleed: 5.25"x 8.25" (133mm x 210mm)		1/3 Page Vertical Live Area: 2.25" x 9.5" (57mm x 241mm)
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	1/2 Page Vertical Live Area: 3.375"x9.5" (86mm x 241mm) Bleed: 4.125"x10.75" (105mm x 274mm)		1/3 Page Square Live Area: 4.5" x 4.875" (114mm x 124mm)		1/4 Page Live Area: 3.375" x 4.875" (86mm x 124mm)
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	1/2 Page Horizontal Live Area: 7" x 4.875" (178mm x 124mm) Bleed: 8.25" x 5.5" (210mm x 140mm)		1/3 Page Horizontal Live Area: 7" x 3.3125" (178mm x 84mm)		1/6 Page Live Area: 2.25" x 4.875" (57mm x 124mm)
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All text, logos, borders and boxes that do not bleed should stay within the live area.

METHOD OF PRINTING

Web Offset

INSERTS

The maximum stock weight accepted for inserts is 80 lb. book. Standard size bound-in inserts must be furnished at 8 1/4" x 10 3/4" allowing for a 1/4" trim on all sides. Special printing on inserts, such as embossing, where it is impossible to use or sell the other side of the insert, is sold as a complete 2 page insert. Consult the Production Manager at +1-918-832-9367 for more information.

BINDING

Perfect Binding, 1/8" off backbone

PAPER

Cover: 80 lb. text weight, Body Pages: 38 lb. text weight coated

STORING OF ADVERTISING MATERIAL

Advertising material will be stored for 12 months and then destroyed unless otherwise advised. For more information on PennWell's electronic ad specs visit <http://digitalads.pennwell.com> and click on Spec sheet.