

# Circulation

## Covering T&D from End to End

Utility Automation & Engineering T&D is the power industry's leading source of information on electric power transmission and distribution automation, engineering, and information technology. More than 36,000\* electric utility professionals, managers, engineers and other qualified subscribers count on Utility Automation & Engineering T&D to present the information they need to make on-the-mark business and technical decisions every day. Advertising in Utility Automation & Engineering T&D puts your company's name where you want it to be—in front of key industry decision makers every day.

## Editorial Submissions

Utility Automation & Engineering T&D welcomes interesting editorial material, story ideas, news briefs and other items. Use of editorial material is up to the editor's discretion. Utility Automation & Engineering T&D reserves the right to accept, refuse and edit all submitted material. All submitted materials become the property of PennWell Corporation.

Mail, fax or e-mail submissions to:

Teresa Hansen, Editor in Chief, Utility Automation & Engineering T&D  
1421 South Sheridan Road, Tulsa, OK 74112  
Phone: +1-918-831-9504, Fax: +1-918-831-9776  
E-mail: [teresah@pennwell.com](mailto:teresah@pennwell.com)

### Purchasing Involvement:

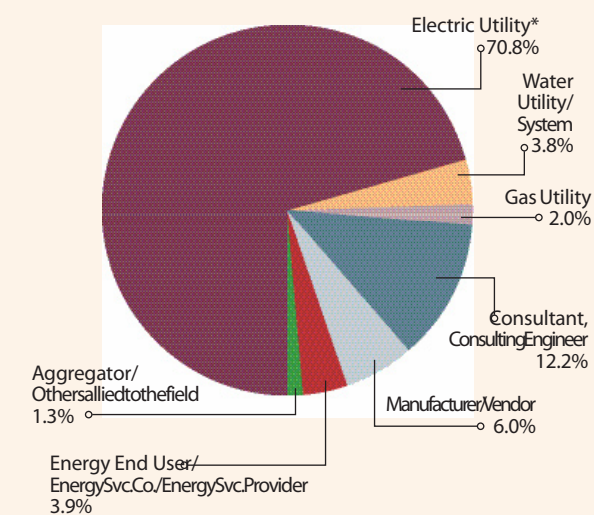
Eighty-five percent (85%) of our subscribers report taking some purchasing action during the past year as a result of ads and/or editorials appearing in Utility Automation & Engineering T&D.\*

### Purchasing actions taken:

Ninety-one percent (91%) of our subscribers report involvement in buying, recommending, specifying or approving products for their company.\* \*Baxter Research Center report May 2008

### Business & Industries/Subscribers

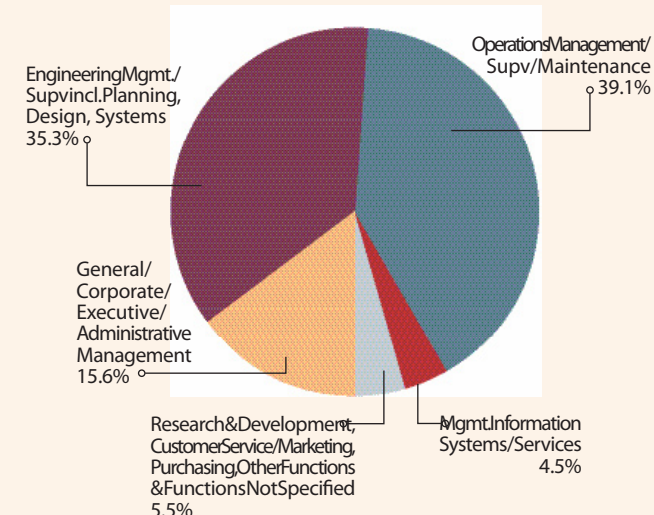
Source: June 2008 BPA



\*Electric utility includes electric utility, electric/gas utility, rural electric membership cooperative (REMC), federal power agencies and municipalities.

### Job Functions/Subscribers

Source: June 2008 BPA



\*June 2008 BPA Statement



# Contacts

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

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## Online Presence [www.utility-automation.com](http://www.utility-automation.com)

Enhance your Utility Automation & Engineering T&D marketing package with a customized online marketing program. Online advertising places your marketing message adjacent to Utility Automation & Engineering T&D's powerful online editorial content. A dynamic web presence, Utility-Automation.com offers searchable archives, daily editorial with online web exclusives, up-to-the-minute industry news, online surveys and more. Visited by thousands of industry professionals each month, Utility-Automation.com delivers the results you need.

## 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 Utility Automation & Engineering T&D, Production Manager, 1421 S. Sheridan Rd., Tulsa, OK 74112. Log on to <http://digitalads.pennwell.com>. Select Utility Automation & Engineering T&D in the magazine scroll down menu. Then fill in the appropriate information and select upload the ad. Also, please fax a proof of the ad to Production Manager, 918-831-9415.

## SUPPLYING AD MATERIAL FOR PENNWell MAGAZINES

- PennWell prefers ad material to be supplied as PDF's with PDF/X-1a format option. We also except ads built in these programs: Indesign, PageMaker, Quark, Illustrator, Freehand 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>

utility-automation.com

HOW ONLINE!  
Please log onto  
[www.utility-automation.com](http://www.utility-automation.com)  
for a complete downloadable  
and printable media kit

2009  
MEDIA INFORMATION

UTILITY T&D  
Automation & Engineering  
Covering the Smart Grid from End to End



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Log onto: [www.uaelp.pennnet.com](http://www.uaelp.pennnet.com)  
for a complete downloadable  
and printable 2009 media kit.

PennWell

# 2009 Editorial Calendar

Issue	Special Sections	Ad Deadline	T&D Automation & Control	T&D Engineering, Ops and Maintenance	Information Technology	Metering/Advanced Metering/AMR	T&D Equipment Focus	Bonus Distribution	Digital Media Opportunities	Value-added Opportunities for Advertisers
January	Official Distributech & TransTech Show Issue	12/09	Building the Smart Grid	The Impact of Plug-in Hybrid Electric Vehicles on Electric Utilities	Mobile Workforce Management/ Field Force Automation	Demand Response	Programmable Thermostats for Demand Response	Distributech & TransTech 2009 Utility Products Conference & Expo	AMR & Metering e-newsletter	
February		1/06	SCADA	T&D Infrastructure Rehabilitation	Technologies for Infrastructure Project Coordination	Advanced Metering at Rural Co-ops	Transformers	Tech Advantage NTEA	Securing the Power Grid e-newsletter	Baxter Study
March	Buyers' Guide	2/11	Buyers' Guide & Projects of the Year Awards					Intl. Conf of Doble Clients Metering, Billing/ CIS America 2009 APPA Engineering & Operations Technical Conference	T&D Technology e-newsletter Renewable & Energy Efficiency e-newsletter	Extra Buyers' Guide listings for advertisers
April	Special Advertising Section: Geospatial Technology and Mobile Computing	3/05	Substation Automation & Integration	Best Practices in Vegetation Management	Geospatial Technology/Mobile Computing	Using AMI for Outage Management & Notification	Mobile Computing Devices for Utility Work Crews	GITA 2009 Windpower	AMR & Metering e-newsletter	Lead Advantage
May	Special Advertising Section: Communications for Utility Automation	4/06	Communications Technologies for the Smart Grid	Integrating Renewable Energy Sources with T&D	Cyber Security	The Importance of Meter Data Management	Substation-hardened Communication Devices	CS Week UTC Telecom 2009 POWERGRID Europe	Securing the Power Grid e-newsletter	Baxter Study
June		5/12	Distribution/Feeder Automation	Transformer Monitoring	Automated Vehicle Locating/Fleet Management	Update on Large AMI Projects	Plug-in Hybrid Electric Utility Fleet Vehicles	Electric Utilities Fleet Management Conf EEI Annual Convention APPA Public Power Expo	T&D Technology e-newsletter Renewable & Energy Efficiency e-newsletter	
July		6/09	Dynamic Transmission Line Rating	Moving Overhead T&D Infrastructure Underground	Overcoming the Aging Workforce Challenge	Demand Response	High-capacity Transmission Cable and Structures	ESRI Users Conference	AMR & Metering e-newsletter	Lead Advantage
August	Special Advertising Section: Vegetation Management	7/08	Automation at Smaller Utilities, Munis and Co-ops	Storm Restoration/Disaster Recovery	Focus on the Utility CIO	Communication Technologies for AMR/AMI	Equipment Monitorings	NECA	Securing the Power Grid e-newsletter	Baxter Study
September	Special Advertising Section: AMR and AMI	8/10	Integrating AMI with Other Utility Automation Technologies	AMI/AMR Installation & Maintenance Issues	AM/FM/GIS	AMR/AMI Special Section	In-home Energy Display	Utilimetrics Autovation 2009 GridWeek 2009 ICUEE	T&D Technology e-newsletter Renewable & Energy Efficiency e-newsletter	
October		9/09	Is Broadband Over Powerline an Option for the Smart Grid?	Complying with NERC Standards – The Engineering and Operations Perspective	Complying with NERC Standards – The IT Perspective	Remote Connect/Disconnect Technology	HVDC	Solar Power Conference & Expo Remote 2009 Conference & Expo Lineman's Rodeo	AMR & Metering e-newsletter	
November		10/12	SCADA	Infrared Equipment Inspection	Rolling out Technology to Field Workers	AMI Case Study	Electric Meters	POWER-GEN International	Securing the Power Grid e-newsletter	Baxter Study
December	Special Advertising Section: T&D Automation	11/05	Emerging Smart Grid Technologies/ Applications	New Year's Resolutions for T&D	Cyber Security	ZigBee Technology	Switchgear		T&D Technology e-newsletter Renewable & Energy Efficiency e-newsletter	Lead Advantage

# Rates & Specifications

## 2009 Display Advertising Rates\*

Issuance: Mails by the 15th of each month.

4-Color Process	1x	3x	6x	9x	12x	18x	24x	36x	48x
Full Page Spread	\$18,564	\$17,966	\$17,680	\$17,368	\$17,082	\$16,765	\$15,756	\$14,820	\$14,352
Full Page	\$9,776	\$9,240	\$9,079	\$8,798	\$8,653	\$8,372	\$7,873	\$7,415	\$6,895
2/3 Page	\$7,384	\$6,999	\$6,864	\$6,656	\$6,552	\$6,344	\$5,964	\$5,616	\$5,200
1/2 Page	\$6,032	\$5,694	\$5,590	\$5,408	\$5,304	\$5,174	\$4,862	\$4,576	\$4,264
1/3 Page	\$4,368	\$4,160	\$4,056	\$3,952	\$3,848	\$3,774	\$3,536	\$3,328	\$3,120
1/4 Page	\$3,328	\$3,146	\$3,120	\$3,016	\$2,959	\$2,860	\$2,704	\$2,548	\$2,356
1/6 Page	\$827								

### RATE POLICY

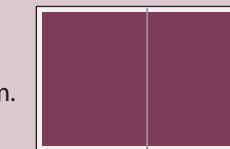
Earned rate is based on the total number of insertions within a 12-month period in any of PennWell's Global Energy Group publications, including: Power Engineering, Electric Light & Power, Utility Automation & Engineering T&D, Utility Products, Middle East Energy, Power Engineering International, Potencia, 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

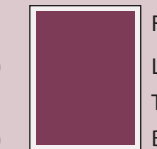
Inside Front Cover Spread: Rate plus 15%  
 Inside Back Cover Spread: Rate plus 10%  
 Back Cover: Rate plus 20%  
 Inside Front Cover: Rate plus 15%  
 Inside Back Cover: Rate plus 10%

### MECHANICAL DATA

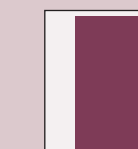
8" x 10 1/2"  
 (203mm X 266mm) trim.  
 No charge for bleed.



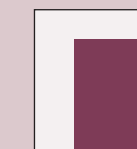
Full Page Spread  
 Live Area: 15"x 9.5" (381mm x 241mm)  
 Trim: 16"x 10.5" (406mm x 267mm)  
 Bleed: 16.25"x 10.75" (413mm x 274mm)



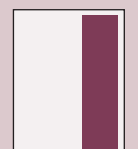
Full Page  
 Live Area: 7"x 9.5" (178mm x 241mm)  
 Trim: 8"x 10.5" (203mm x 267mm)  
 Bleed: 8.25"x 10.75" (210mm x 274mm)



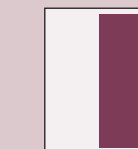
2/3 Page  
 Live Area: 4.5"x 9.5" (114mm x 241mm)  
 Bleed: 5.25"x 10.75" (133mm x 274mm)



1/2 Page Island  
 Live Area: 4.5"x 7.375" (114mm x 187mm)  
 Bleed: 5.25"x 8.25" (133mm x 210mm)



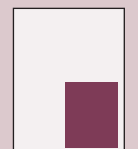
1/3 Page Vertical  
 Live Area: 2.25"x 9.5" (57mm x 241mm)



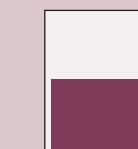
1/2 Page Vertical  
 Live Area: 3.375"x 9.5" (86mm x 241mm)  
 Bleed: 4.125"x 10.75" (105mm x 274mm)



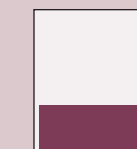
1/3 Page Square  
 Live Area: 4.5"x 4.875" (114mm x 124mm)



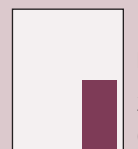
1/4 Page  
 Live Area: 3.375"x 4.875" (86mm x 124mm)



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)

All text, logos, borders and boxes that do not bleed should stay within the live area.

### METHOD OF PRINTING

Web Offset

### BINDING

Perfect Binding, 1/8" off backbone

### PAPER

Cover: 60 lb. Body Pages: 40 lb.

### 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 +1-918-831-9493 for more information.

### 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.

### Now Online!



Log onto: [www.uaelp.pennnet.com](http://www.uaelp.pennnet.com) for a complete downloadable and printable 2009 media kit.

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