FROM THE DESK OF RICK BUSH

Crazy things are coming our way in 2015. Transmission in North America and Europe is expected to expand 50% by 2050 to bring renewables to load centers and to enable more effective use of our generation sources. And the investment in bulk transmission in developing countries, including India and China, is even greater.

But the opportunities in distribution might be even bigger. Citizens all over the world want a bigger say in selecting energy solutions, which is leading regulators and legislators to push for a more flexible, dynamic distribution grid. Some strategists are even pushing for independent distribution dispatch so that one customer can buy or sell power to another; opening up customer opportunities to install energy storage and gas-fired generation, along with other forms of distributed energy including rooftop solar.

At the same time, climate change has utilities on the ropes to storm-harden their T&D systems. And we simply must address aging infrastructure. It all makes for exciting times as investment dollars continue to flood into our power delivery system. The push for micro grids is real and it is here, but do not expect to see a flood of stand-alone grids; instead, expect to see more economic hybrid micro grids that can sell into and buy from the greater grid.

There has never been more excitement in our industry in our lifetimes. We must address issues related to our aging infrastructure while meeting a dynamic customer-driven future. So get ready for the chaos and opportunity that innovation provides. Energy is the issue of the decade, and Transmission & Distribution World is where you want to be.

Rick Bush,
Editorial Director
Transmission & Distribution World
RICK BUSH, EDITORIAL DIRECTOR
Rick is a senior member of the IEEE. Several awards, including a Jesse H. Neal magazine, which has been recognized with recent combined Electrical Energy group publisher / market leader for the results. He joined studies, and software delivery of research thermal ratings, transmission line optimization calculations, static and dynamic conductor analysis and design, lightning performance advanced the state-of-practice in: foundation he joined EPRI as a project manager, and R&D on compact and high phase order design criteria studies for international utilities. New York he performed transmission line Power Technologies Inc. in Schenectady, from LSU. He was a consultant for several Institute. Since joining award from the Electric Power Research "Engineer of the Year" award and which time he received the Georgia his career in engineering and management Rick earned his B.S. and M.S. in mechanical engineering from the Georgia Institute of Technology. He spent the first part of his career in engineering and management positions at Georgia Power Company Research Center (now NEETRAC), during which time he received the Georgia Power "Engineer of the Year" award and a "Technology Applications Recognition" award from the Electric Power Research Institute. Since joining T&D World in 1994, Rick has directed the editorial of the magazine, which has been recognized with several awards, including a Jesse H. Neal Certificate of Merit for editorial excellence. Rick is a senior member of the IEEE.

DAVID MILLER, PUBLISHER
B.A. in communications at Northern Illinois University. Key account development at IDEAL Industries and Hubbell Lighting, he moved into the publisher role for EC&M, Electrical Wholesaling and Rental Equipment Register before serving as group publisher / market leader for the recently combined Electrical Energy and Mechanical Systems Group. Dave has 37 years in the electrical industry.

GERRY GEORGE, INTERNATIONAL EDITOR
Gerry is a chartered electrical engineer and a member of the Institution of Electrical Engineers. His background includes extensive time and experience in engineering and managerial positions in the UK Supply Industry. As part of the T&D World editorial team, Gerry works with contributing authors around the world and represents the magazine at major transmission and distribution conferences and exhibitions in Europe.

PAUL MAULDIN, EXECUTIVE EDITOR
Paul earned his B.S. and an M.S. in electrical engineering from the University of California-Berkeley and is a registered professional engineer. He has worked in the industry for more than 25 years. As research director for Pacific Gas and Electric Co., he pioneered methodologies used in the design, maintenance and control of energy delivery systems. As manager for R&D and Business Opportunities (Unregulated Enterprise), Paul led a worldwide evaluation of gas and electric technologies. As a consultant, he provided guidance to utilities and the vendor community, nationally and internationally. Paul has led a number of initiatives at T&D World.

EMILY SAARELA, SR MANAGING EDITOR
Emily earned a B.A. in English/journalism from the University of New Hampshire. Prior to joining Transmission & Distribution World in 1998, Emily gained extensive editing and publishing experience in a variety of industries, including cellular telecommunications, grounds maintenance, energy management. She oversees the daily production of T&D World.

NICKI CHANDLER, ONLINE EDITOR
Nikki received a B.S. in journalism from the University of Kansas. Nikki, who was previously the managing editor of Mobile Radio Technology and RF Design magazines, is now a contributing editor to T&D World.

GENE WOLF, TECHNICAL WRITER
Gene received his B.S. in electrical engineering from Wichita State University and his M.S. in electrical engineering from New Mexico State University. As a principal engineer at Public Service Company of New Mexico, Gene led teams to install the world’s first dynamic stabilizer, and was responsible for the installation, operation, and refurbishment of HVDC, and FACTS’ facilities. Wolf is a registered professional engineer and active in the IEEE. He is a Fellow of the IEEE and the past chairman of the Power & Energy Society’s T&D Committee.

MATT TANI, TECHNICAL WRITER
Matt earned a B.S. in mathematics from Colorado State University and a M.S. in applied mathematics from the University of Illinois. He has more than 35 years of experience developing information systems. He was part of the IT department of Arizona Public Service Company, specializing in SCADA, EMS, GIS, outage management and work management systems.

JOHN BAKER, ENERGY EDITOR
Previously chief strategy officer at Austin Energy and director of Utility Systems Research at Pecan Street Inc., John is an independent utility consultant with particular expertise in strategic business models, emerging energy technologies, and smart grid. John writes the monthly Energy Transitions column.

AMY FISCHBACH, CONTRIBUTING EDITOR
Amy earned a B.A. in print journalism and public relations and a M.S. in journalism from Kansas State University. She previously served as the staff writer for EC&M magazine and is the immediate past national president of the American Society of Business Publication Editors. Amy manages the Electric Utility Operations section for T&D World.

VITO LONGO, TECHNOLOGY EDITOR
Vito received his B.S. in electrical engineering from LSU. He was a consultant for several Louisiana rural electric cooperatives. At Power Technologies Inc. in Schenectady, New York he performed transmission line design criteria studies for international utilities and R&D on compact and high phase order transmission lines. After five years with PG&E, he joined EPRI as a project manager, and advanced the state-of-practice in: foundation analysis and design, lightning performance calculations, static and dynamic conductor thermal ratings, transmission line optimization studies, and software delivery of research results. He joined T&D World in 2006.

EMILY FISCHBACH, CONTRIBUTING EDITOR
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Gerry is a chartered electrical engineer and a member of the Institution of Electrical Engineers. His background includes extensive time and experience in engineering and managerial positions in the UK Supply Industry. As part of the T&D World editorial team, Gerry works with contributing authors around the world and represents the magazine at major transmission and distribution conferences and exhibitions in Europe.
Never before have marketing professionals had so many print, digital and event options available to help you reach your marketing goals. However, with the myriad of options, restricted budgets and more pressure for proof of ROI, your job has never been harder. You need a trusted advisor who understands the goals, can recommend the perfect solutions and then helps you see the program through to successful fruition.

Transmission & Distribution World offers your company proven marketing solutions, whether you need to drive traffic to your website, compile qualified leads, produce a thought-leadership webinar or perform a market research study to help steer your overall campaign. Transmission & Distribution World offers you the best products and experienced consultation to make your power delivery marketing program a success. ~ Steve Lach, Associate Publisher

**AT A GLANCE**

- **163,898** Monthly Page Views (up 36% YOY)
- **48,523** Monthly Unique Visitors
- **504,000** Monthly Newsletter Deploys
- **50,000** Print Magazine Subscribers
- **14,000** T&D World Russia

**LINEMAN’S RODEO**

- **3,400** Attendees

**SOCIAL**

- **3,376** LinkedIn Members
- **2,083** Twitter Followers
- **1,793** Facebook Likes

*February - July 2014 Omniture Data, June 2014 BPA Statement and Publishers Own Data*
DEMOGRAPHICS & ENGAGEMENT

CONNECT WITH ELECTRIC UTILITY PROFESSIONALS ACROSS THE WORLD AND AROUND THE COUNTRY

These professionals are involved in all phases of planning, design, construction, operations, maintenance & safety of transmission & distribution facilities. These decision makers buy, specify, and recommend products & technologies for electric utilities around the world, & they're looking for your products & services in T&D World.

TYPE OF BUSINESS
- 27.5% Investor-Owned Electric Utilities
- 17.4% Municipal Electric Utilities
- 13.0% Rural Electric & Other Electric Cooperatives
- 6.8% Federal Power Agencies, Systems & Projects Other Publicly Owned Electric Utilities, including State Agencies & Districts
- 14.1% Consulting Engineers
- 7.8% Line/Substation Construction Companies & Inside Electric Distribution Contractors Serving Electric Utilities

JOB FUNCTION
- 29.1% General & Corporate Mgmt
- 32.4% Engineering: Systems, Planning & Design
- 29.4% Operations, Including Construction & Maintenance
- 6.4% Energy Marketing/ Sales (Utility), Energy Consulting/Contracting

ONLINE DEMOGRAPHICS
- 17% General or Corporate Mgmt
- 35% Engineering: Systems, Planning or Design
- 20% Operations, Including Construction or Maintenance
- 3% Purchasing or Stores
- 1% Commercial
- 2% Energy Consulting or Contracting
- 6% Other

MAGAZINE PREFERENCE
"WHICH ONE OF THESE PUBLICATIONS DO YOU CONSIDER MOST VALUABLE & CREDIBLE FOR YOUR WORK?"

- 61% Transmission & Distribution World
- 16% Power & Energy
- 16% Rural Electric
- 4% Electric Light & Power
- 3% Utility Products
- 3% Electric Energy
- 2% Electricity Today
- 2% Energy Biz
- 2% Intelligent Utility
- 1% Other

"TOP NEWSLETTERS READ REGULARLY BY T&D WORLD MAGAZINE SUBSCRIBERS"
- 25% Energizing
- 24% Projects in Progress
- 21% Grid Optimization
- 21% The Smarter Grid
- 16% Test, Monitor & Control
- 16% Utility Products
- 15% eTrain

WHAT ACTIONS HAVE YOU TAKEN IN THE PAST YEAR CONCERNING ADVERTISING & EDITORIAL CONTENT OF T&D WORLD MAGAZINE?
- 36% Accessed the T&DW Website
- 44% Accessed a Manufacturer Website
- 33% Filed T&DW Magazine for Future Reference
- 31% Routed the Magazine to Others
- 27% Removed/Marked Articles/Ads for Future Reference
- 49% Discussed Articles/Ads with Colleagues

ENGAGED AUDIENCE
T&D World subscribers that attended or downloaded an educational webinar. 41%

* June 2014 BPA Statement
** July 2014 Penton Market Research Study
Each month, T&D World delivers your message to 50,000* industry professionals. With domestic and worldwide circulation options. And with 67 years as the go-to publication for the power delivery industry, our reputation for excellence in content keeps reader loyalty and now global expansion as a boon for your business.

**MONTHLY DEPARTMENTS**

- **GLOBAL VIEWPOINT**
  Comments on critical issues facing the industry, written by T&D World editors.

- **BUSINESS DEVELOPMENTS**
  What impacts business and trends on the day-to-day operations.

- **TECHNOLOGY UPDATES**
  We track the advancement of technologies from development to deployment.

- **PRODUCTS & SERVICES**
  Power-delivery professionals discover the newest products and services.

- **STRAIGHTTALK**
  Guest commentary on how we address concerns that affect the health of our industry.

- **ENERGY TRANSITIONS**
  Explores the trends & forces that are rapidly transforming the electric utility industry.

**ONLINE SECTIONS**

- LATEST HEADLINES
- MUST READS
- CONTENT CATEGORIES
- LATEST VIDEO
- FEATURED
- BRIEFING ROOM
- PHOTO GALLERIES
- FEATURED VIDEO
- GLOBAL VIEWPOINT
- LIES AND STATS
- IDEA EXCHANGE
- BET YOU HAVEN’T SEEN THIS
- T&DW LEARNING CENTER
- FEATURED JOBS
- T&D TV

**SPECIAL SECTIONS/ SUPPLEMENTS 2015**

- **JUNE:** Vegetation Management Supplement
- **AUGUST:** ESMO
- **SEPTEMBER:** Lineman Spotlight Supplement
- **NOVEMBER:** The Art & Science of Investing in T&D Infrastructure

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* December 2012 BPA Statement

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# EDITORIAL CALENDAR JANUARY–JUNE

<table>
<thead>
<tr>
<th>Design Engineering</th>
<th>Operations &amp; Maintenance</th>
<th>Engineering/Construction</th>
<th>Information Technology</th>
<th>Reliability/PQ</th>
<th>Feature Focus</th>
<th>EUO Focus</th>
<th>Department Focus</th>
<th>Supplements/Signet Research AdStudy</th>
<th>Bonus Worldwide Distribution</th>
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</table>

**Ad Close Dates:**
- January: 12/5/14
- February: 1/7/15
- March: 2/6/15
- April: 3/2/15
- May: 4/2/15
- June: 5/8/15

**Materials Due Dates:**
- January: 12/12/14
- February: 1/14/15
- March: 2/13/15
- April: 3/9/15
- May: 4/9/15
- June: 5/15/15

**Withdrawal Dates:**
- January: 12/5/14
- February: 1/7/15
- March: 2/6/15
- April: 3/2/15
- May: 4/2/15
- June: 5/8/15

**Ad Study Supplement Deadlines:**
- January: 12/5/14
- February: 1/7/15
- March: 2/6/15
- April: 3/2/15
- May: 4/2/15
- June: 5/8/15

**Editorial Features:**
- Test, Monitor & Control Taking the Pulse of Your Substation
- Storm Planning
- Line Build
- Distribution Automation/Demand-Side Management
- Infrastructure Development
- Customer Energy Solutions

**Events:**
- IEEE General Meeting
- Utility Arborist Association
- APPA E&O
- IEEE General Meeting, Utility Arborist Association
- IEEE General Meeting, Utility Arborist Association
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<th>Editorial Calendar July–December</th>
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<th>Transmission Structures</th>
<th>Protection &amp; Control</th>
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<td>Equipment Maintenance</td>
<td>EMS/SCADA/ System Control</td>
<td>Storm Restoration</td>
<td>Equipment/System Diagnostics</td>
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<td>Vegetation Management/ Rights of Way</td>
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<td>Foundations–Grounding</td>
<td>Substation Build</td>
<td>Bulk Power Grid</td>
<td>Equipment Installation</td>
<td>Relieving Transmission Constraints</td>
<td>Intelligent Metering</td>
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<td>Feature Focus</td>
<td>Power Flow Control Facilities</td>
<td>Overhead Facilities</td>
<td>Smart Grid Innovations/Grid Dynamics</td>
<td>Underground Facilities</td>
<td>Smart Grid Innovations</td>
<td>Overhead Facilities</td>
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<td>EUO Focus</td>
<td>Installing Poles</td>
<td>Fleet Maintenance</td>
<td>Lineman Training Backyard Hauling and Line Working Equipment</td>
<td>Smart Meter Installation and Maintenance Connecting Renewable Energy Projects to the Grid</td>
<td>Helicopter Work Substation Construction and Maintenance</td>
<td>Virtual and Online Training Boring, Trenching, and Directional Drilling</td>
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<td>Department Focus</td>
<td>Overhead Facilities</td>
<td>Smart Grid Innovations</td>
<td>Substation Facilities</td>
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<td>Bonus Worldwide Distribution</td>
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<td>Lineman’s Rodeo, ICUEE</td>
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### Advertising Rates: Print

#### Worldwide

Combines North American & International Circulation Segments

**June 2014 BPA Statement**

**Display**

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**Color** Worldwide/North American

2nd Color; Standard = extra $880

Matched Color = extra $1,460

3 or 4-Color Process = extra $2,235

**Covers**

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*Includes 12,993 Non-Qualified International Circulation

**Classified** Worldwide Circulation Only

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*Includes 36,547 Qualified Circulation

**International**

Includes 12,993 Non-Qualified International Circulation

**Display**

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**Color** International

2nd Color; Standard = extra $420

Matched Color = extra $595

3 or 4-Color Process = extra $715

4-Color per Spread = $1,200

*A Letter from the Desk of Rick Bush

*Editorial Expertise

*Audience Overview

*Demographics & Engagement

*Know How for Power Professionals

*Editorial Calendar

*Print & Digital Opportunities

*E-Newsletters

*Lead Generators

*Centers of Excellence Programs

*Digital Marketing

*Events

*Electric Utility Operations / T&D World Russia

*Buyers Guide

*Specs & Mechanicals

*Contacts

*Column Width = 2 1/8"

**No matched colors allowed. Restricted to ads regarding employment positions, business opportunities & products for sale. No agency commission or cash discount allowed. General display rates apply, & agency commission allowed for ads supplied camera-ready 1/4 page or larger.
**ADVERTISING RATES: ONLINE**

**TDWORLD.COM**

Our online advertising programs provide an integrated marketing strategy to help build your brand with key decision makers who regularly use tdworld.com to stay current on the latest technology, trends, products/services, etc.

<table>
<thead>
<tr>
<th>Average Unique Visitors Per Month</th>
<th>Page Views Per Month</th>
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<tbody>
<tr>
<td>46,495</td>
<td>1,570,591+</td>
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</table>

**SITE INTROSTITAL ADS**

Introstitals are pre-site, full-screen ads that are presented to every visitor prior to accessing the site. Capped at once per day to unique visitors, these ads serve at every entry page to the tdworld.com website.

- **$4,354** net per week
- **Details:**
  - Size = 640 x 480 pixels
  - One sponsor per week period
  - Location = ROS
  - Creative = All rich media accepted

**CATEGORY SPONSORSHIPS**

Finding all of the information on the hottest power-delivery topics has never been easier. You can be the sole owner of all the advertising real estate in a content category, exclusively positioning your brand alongside specific, relevant content. Minimum 3-month commitment all positions -- price includes (2) 728x90 banners, (2) 300x250 banners and (1) 180x150 banner.

- **$3,234** net per month
- **Category topics currently include:**
  - Overhead Distribution
  - Overhead Transmission
  - Underground T&D
  - Substations
  - Smart Grid
  - Business
  - Smart Energy Consumer
  - Renewables

**WALLPAPER ADS**

This homepage-only placement delivers maximum impact for your branding message. Your ad will serve in the side rails of the tdworld.com home page offering a unique click through opportunity. This month-long sponsorship requires custom ad creative. Ask your sales representative for more specification details.

- **$2,596** net per month

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**BANNER ADS**

Banner appears on the home page & ROS article pages: minimum 3-month commitment on all positions.

Sponsors receive 1/4 share of voice. Prices net per month.

**RATES/POSITIONS:**

1) **728x90**
   - **TOP LEADERBOARD**
   - **$2,443**

2) **180x150** (ARTICLE PAGE ONLY)
   - **$1,904**

3) **300x250**
   - **TOP BOOMBOX**
   - **$2,503**

4) **300x250**
   - **BOTTOM BOOMBOX**
   - **$2,382**

5) **728x90**
   - **BOTTOM LEADERBOARD**
   - **$2,382**

---

**TDWORLD.COM**

Our online advertising programs provide an integrated marketing strategy to help build your brand with key decision makers who regularly use tdworld.com to stay current on the latest technology, trends, products/services, etc.

- **AVERAGE UNIQUE VISITORS PER MONTH**: 46,495
- **PAGE VIEWS PER MONTH**: 1,570,591+

---

**CONTACTS**

*Omniture Reference*

Note: www.tdworld.com total annual (last 12 months) page views YTD is 1,570,591

Note: www.tdworld.com 12-month average monthly unique visitors is 46,495
Our e-newsletters put your message in front of thousands of industry professionals in a timely, contextual environment that carries the latest industry news, project updates and information. These must-read newsletters drive audience interaction, and help you increase branding and raise response. Contact your sales representative for audience metrics and availability.

**INDUSTRY SPECIFIC**

Your message within targeted T&D World editorial.

**ENERGIZING**

Weekly. News and information in the power-delivery industry. E-mailed every Wednesday. Circulation: 32,000

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<tbody>
<tr>
<td>PREMIER TOP 468x60 WITH TEXT</td>
<td>$2,682</td>
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<td>ROTATING BANNER #1–8, 468x60 WITH TEXT</td>
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<td>1ST TOWER 160x600 WITH TEXT</td>
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**THE SMARTER GRID**

The latest initiatives, insights and innovations. Reaches the power-delivery pros on the second and fourth Thursdays of each month. Circulation: 31,000

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<td>$1,655</td>
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**PROJECTS IN PROGRESS**

Project announcements, updates, business trends and construction techniques. E-mailed on the second and fourth Fridays of each month. Circulation: 30,000

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<td>3RD TOWER 160x600 WITH TEXT</td>
<td>$1,134</td>
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**PRODUCT INSIDER**

Monthly. Product Insider provides Power Delivery product and service information via featured product spotlights and product video spotlights, as well as the most timely industry training information, reference materials and news. Circulation: 25,000

Contact your sales representative for rates.

See SPECS & MECHANICALS page for complete production specs.
LEAD GENERATORS

WEBINARS
Our webinars cover key technical and operational topics. Provided free to attendees, these one-hour events reach a large, engaged audience of power-delivery professionals and position you as an education leader in the market.

FEATURES:
+ Access to all leads generated from the event
+ 45-minute presentation
+ 10 to 15-minute Q&A session post event
+ Dedicated PowerPoint slide
+ Branding on all promotions and landing pages
+ Exposure on event console
+ Option to include up to three qualifying questions
+ Leads provided to sponsor with full event summary
+ Archived for on demand viewing for 12 months

WHITE PAPERS
Capture leads while sharing your expertise. When you post your white paper to tdworld.com, you’ll get highly qualified, targeted leads delivered real-time to your sales funnel and maximize your ROI.

FEATURES:
+ Hosted on website for three months
+ Exclusively branded landing page with a 120x60 logo, 728x90 leaderboard, and 300x250 boombad
+ Highlighted as a featured white paper in our library & in promotions
+ Gated behind a registration page
+ Three custom questions on registration form to help qualify leads
+ Custom e-mail promoting white paper to T&D World subscribers
+ Leads provided to sponsor in real time, nightly or weekly

ESSENTIAL GUIDES
Promote thought leadership and generate qualified leads. The Essential Guide program is an exclusive sponsorship of an interactive 8-page eBook promoted to the T&D World audience to deliver content to customers and prospects that helps build relationships and strengthens customer loyalty.

FEATURES:
+ Custom product and/or technology literature piece aligned with your core business message
+ 8 pages of content; cover and back cover created by T&D World
+ Option to embed links to white papers, case studies, your website, etc.
+ Hosted on a gated registration page to provide you with qualified, actionable leads
+ If no multimedia, you can print the eBook for collateral and distribute
+ Option to do printed piece, ask sales rep for pricing info and details

EDITORIAL WEBINAR MODEL
$20,225 net
Thought-leadership webinar with topics, speakers, promotion and moderation involving the T&D World editorial team, professional presentation, and detailed reporting metrics.

SPONSOR-FEATURED MODEL
$16,975 net
Sponsor supplied topics, speakers and moderation with T&D World promotion, professional presentation and detailed reporting metrics.

LEAD TOUCH PROGRAM
Gain greater return on your webinar investment by engaging leads immediately after your event. Our Lead Touch Program maintains a conversation with webinar leads to move them toward a follow-up action. The program includes an executive summary of webinar highlights, offering registrants that didn’t and may never view the webinar access to key messages, providing those who attended the webinar with an easy-to-share file and giving you another lead generation vehicle to add to your website.

$5,000 EXTRA

2015 MEDIA KIT
+ LETTER FROM THE DESK OF RICK BUSH
+ EDITORIAL EXPERTISE
+ AUDIENCE OVERVIEW
+ DEMOGRAPHICS & ENGAGEMENT
+ KNOW HOW FOR POWER PROFESSIONALS
+ EDITORIAL CALENDAR
+ PRINT & DIGITAL OPPORTUNITIES
+ E-NEWSLETTERS
+ LEAD GENERATORS
+ CUSTOM CONTENT SOLUTIONS
+ DIGITAL MARKETING
+ EVENTS
+ ELECTRIC UTILITY OPERATIONS / T&D WORLD RUSSIA
+ BUYERS GUIDE
+ SPECS & MECHANICALS
+ CONTACTS

2015 T&D WORLD WEBINARS

653 AVG REGISTRANTS

2015 T&D WORLD WEBINARS

OVER 30% LIVE ATTENDANCE RATE

WILL DELIVER 10,000+ QUALIFIED LEADS TO SPONSORS IN 2015

10,000+ QUALIFIED LEADS TO SPONSORS IN 2015

WHITE PAPERS

ESSENTIAL GUIDES

LEAD TOUCH PROGRAM

$7,941 net

$22,500 net

$20,225 net

$16,975 net

$5,000 EXTRA
CUSTOM CONTENT SOLUTIONS

CENTERS OF EXCELLENCE & EXPERIENCE STATION PROGRAMS

Our custom content marketing solutions deliver results with engaging content, best practice web development and year-round promotions to keep your brand top of mind.

By partnering closely with brand marketers to define goals and success metrics, we develop programs that will attract highly qualified, targeted audiences who want to more about the latest products and solutions on a topic area. Incorporating unique articles, videos and white papers ensures that visitors will engage with content while being surrounded by your brand message. Gated content provides opportunities for lead generation. Our team comprised of content and search engine experts will ensure that all pages are optimized to drive new visitors through search traffic.

Newsletters and promotional e-mails keep the T&D World audience up to date on the latest information, driving repeat traffic to the microsite and encouraging deeper engagement with your brand.

All T&D World Content Marketing Programs are supported by a well defined and executed promotional plan that is developed based on your needs. Contact your sales representative for more details and pricing information.

T&D WORLD 2015 MEDIA KIT

+ A LETTER FROM THE DESK OF RICK BUSH
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+ BUYERS GUIDE
+ SPECS & MECHANICALS
+ CONTACTS

T&D WORLD CUSTOM CONTENT PROGRAMS

+ Grid Optimization
+ Vegetation Management Resource Center
+ Experience Station

T&D WORLD WORKPLACE LEARNING CENTER

Reference Materials | Training | News | Jobs
Where Continuing Education is a work-in-progress, and progress never stops.

ELECTRICAL JOBS TODAY
The jobs board arm of the Workplace Learning Center is super-powered by EC&M, Electrical Wholesaling, and Transmission & Distribution World and offers 24/7 access to career opportunities within the electrical community. Make sure your message is posted on this exclusively electric resource for recruitment. Sponsorships Available.

SPONSORED BY PHOTO GALLERY

Create Buzz | Build Brand Awareness | Drive Site Traffic

$4,900 net rate

Sponsors can work with content and digital teams to identify a gallery topic they would like to be associated with. Our content team will create a 10 to 20 image gallery with storyboard, including a gallery description and photo captions for exclusive sponsorship.

+ Custom topic creation
+ Storyboard development
+ Sponsored by call out
+ Sponsor image at end of gallery
+ Sponsor banners for one year on all gallery pages
+ Integration into brand content strategy
+ Newsletter promotion
+ Once gallery is built, it is live indefinitely
+ Timing: Two week development after topic is identified

SPONSORED CONTENT PHOTO GALLERY

$4,500 net rate

Sponsors can supply a maximum of 20 images and captions as well as a gallery description that will be built into a photo gallery on the brand’s website.

+ Custom-built photo gallery with individual photo captions and gallery description
+ Sponsor banners for one year on all gallery pages
+ Integration into brand content strategy
+ Newsletter promotion
+ Once gallery is built, it is live indefinitely
+ Timing: One week development after topic is identified

AVERAGE MONTHLY PAGE VIEWS
50,711
MONTHLY UNIQUE VISITORS
17,821
AVERAGE MONTHLY JOBS
108
MONTHLY JOB SEARCHES
146,823

MONTHLY CANDIDATE PROFILES
661
AVERAGE MONTHLY RESUMES
225
MONTHLY APPLIES BY CLIENT
67
Leverage the power of video to attract the attention of viewers throughout the industry. Promote new products and programs, using existing videos. Videos will be placed in appropriate channel and be promoted in a corresponding newsletter and within related content on the website.

Leveraging our comprehensive database, you’ll be able to target active and qualified business decision makers that engage with Transmission & Distribution World’s editorial content, events, newsletters and webinars. Our insight can help you develop targeted, cross-channel marketing campaigns that can boost performance and increase the ROI of your marketing campaigns. Contact your sales representative for more information.

SmartREACH
YOUR NEXT GENERATION CONNECTION TO THE RIGHT PEOPLE, IN THE RIGHT COMPANIES, MAKING REAL BUSINESS DECISIONS.

$$250/M$$
Additional selection charges may apply

SELECTIONS:
+ Company Type
+ Job Function
+ Geotargeting

T&D TV
A MUST-HAVE FOR A SUCCESSFUL AWARENESS PROGRAM

$530/mo
unlimited videos

Non-Advertiser
$920/mo
unlimited videos

DETAILS:
+ Need to supply video, ad units (1) 300x250, (2) 728x90, logo, video description and title
+ Ad banners will surround the player
+ Video views available in real time through video hosting platform
+ Prices are net per month; 3-month minimum

STRATEGIC INSIGHTS
Create an actionable marketing plan out of audience-centered research and use the business intelligence you gain as a means to drive confident marketing programs that align messaging, content and media channels. This unique immersion process into a business provides insights unlike other traditional research methods. Not only does it include real-time social data but it also incorporates proprietary research from industry experts:

+ Know how your audience perceives your brand, your products, or your services.
+ Identify who your competitors are targeting, and how they are going after your audience.
+ Discover where your audience is engaging online, and what influences their buying and behavioral decisions.
+ Understand current marketing and messaging opportunities that will resonate the most with your audience.
T&D World’s editorial and sales team are hands-on power delivery experts and enthusiasts. We thrive on questions, comments and suggestions that come from the show floor, whether it’s at the well-respected Lineman’s Rodeo, Expo & Safety Conference – now in its 32nd year – or at CIRED in France, or DistribuTECH here, stateside. Not only does our cadre command an enviable presence at live events, their combined experience offers you a most unique EDITORIAL EXPERTISE.

THE 32ND ANNUAL LINEMAN’S RODEO, EXPO & SAFETY CONFERENCE

This event attracts more than 3,000 top electric utility linemen, foremen, safety and training personnel, and upper management from across the United States and around the world to compete and participate. For more info visit: www.linemansrodeokc.com

The Expo features manufacturers and suppliers who exhibit product information and the latest in technological innovation and services related to the power-delivery industry.

October 15-18, 2015 | Overland Park Convention Center – Overland Park, KS

The Rodeo focuses on areas such as safety and training of linemen, overhead and underground distribution, and operation and maintenance functions at an electric utility.

October 18, 2015 | National Agriculture Center and Hall of Fame – Bonner Springs, KS

The Safety Conference promotes work safe practices by offering all attendees the opportunity to hear from industry experts on safety-related topics. There is no admission charge to all attendees for any events.

October 15-16, 2015 | Overland Park Convention Center – Overland Park, KS

FOR EXHIBIT, SPONSORSHIP OR ADVERTISING INFO CONTACT:
Susan Schaefer: 484-478-0154
susan.schaefer@penton.com

OCTOBER15 – 17 2015

BUILD YOUR BRAND ON SITE AT THE SAFETY CONFERENCE:
+ Breakfast
+ BBQ Dinner/Shirt Trade Night
+ Beer
+ Awards Banquet and Dinner
+ Specific Rodeo Events
+ Transportation
+ Exhibit Signage
+ Registration
+ Scoring Shed
+ Digital Signage
+ Show Bag Inserts
+ Show Program Advertising
+ Banquet Program Advertising

BUILD YOUR BRAND ON SITE AT THE RODEO:
+ Breakfast
+ BBQ Dinner/Shirt Trade Night
+ Beer
+ Awards Banquet and Dinner
+ Specific Rodeo Events
+ Transportation
+ Exhibit Signage
+ Registration
+ Scoring Shed
+ Digital Signage
+ Show Bag Inserts
+ Show Program Advertising
+ Banquet Program Advertising

2015 TRADE SHOW CALENDAR

DistribuTECH
Feb 3–5: San Diego, CA
TechAdvantage
Feb 23–26: Orlando, FL
APPA E&O
May 17–20: Sacramento, CA
Wind Power 2015
May 18–21: Orlando, FL
EEI Convention and Expo
June 8–11: Las Vegas, NV
Electric Utility Fleet Managers Conference
May 31–June 3: Williamsburg, VA
CIRED
June 15–18: Lyon, France
Southeastern Electric Exchange
June 24–26: Hershey, PA
IEEE Power Engineering General Meeting
July 26–30: Denver, CO
Utility Arborist Association
August 8–12: Orlando, FL
ICUEE 2015
Sept 27–Oct 1
ASCE Electrical Transmission and Substation Structures Conference
Sept 29–Oct 1: Louisville, KY
32nd Annual International Lineman’s Rodeo
Oct 15–17: Overland Park, KS
NEMA
Nov: Miami, FL

AVAILABLE SPONSORSHIPS

Diamond Level Sponsors
Ruby Level Sponsors
Emerald Level Sponsors

DistribuTECH
Feb 3–5: San Diego, CA
TechAdvantage
Feb 23–26: Orlando, FL
APPA E&O
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NEMA
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ELECTRIC UTILITY OPERATIONS
EUROPE

ELECTRIC UTILITY OPERATIONS
EUROPE

EUROPE is the monthly demographic edition within every issue of T&D World sent only to the 10,000+ operations, construction and maintenance subscribers.

Written by a dedicated T&D World editor and industry professionals, EUO is the perfectly targeted advertising option for manufacturers of safety equipment, tools, protective clothing, bucket trucks and more.

Note the “EUO Focus” items in the T&D World editorial calendar, visit the EUO microsite at tdworld.com/electric-utility-operations and ask your sales rep for pricing information and details.

BY BUSINESS INDUSTRY
Grid Companies = 40%
Engineering/Construction Companies = 12%
Electrical Power Authorities = 3%
Other Electrical Power Companies = 9%
Producers & Suppliers of Equipment for Grid Companies = 12%
Field Educational Establishments = 24%
Other Organizations Allied to the Industry = 17%

BY JOB FUNCTION
Directors General, Deputy = 10%
Managers of Business Divisions = 10%
Managers of Departments = 4%
Mgt. Groups, Services, Depts = 24%
Specialists of Production = 28%
Specialists of Non-Production = 10%
Students = 14%
BUYERS GUIDE

GET LISTED. MOVE PRODUCT. MARKET SERVICES.

Published annually every September, this guide is referred to repeatedly throughout the year by decision makers you need to reach — the ones that drive your business! Product category listings are FREE to display advertisers of 1/6-page or more. All other companies receive one free listing under the product category of their choice. Additional listings are available for $150 each.

84% OF READERSHIP FINDS VALUE IN THE BUYERS GUIDE DURING THE PURCHASING PROCESS

HAVE CONTACTED A COMPANY BY PHONE, VISITED A COMPANY’S SITE OR DISCUSSED A COMPANY WITH COLLEAGUES AS A RESULT OF REFERENCING THE BUYERS GUIDE

69% OF READERSHIP FINDS VALUE IN THE BUYERS GUIDE DURING THE PURCHASING PROCESS

ENHANCED LISTINGS AVAILABLE WITH BOLDFACE TYPE AND/OR YOUR COMPANY LOGO

5% OFF EARLY BIRD OFFER APPLIES THROUGH JUNE 16, 2015

YOUR PRINT AD REACHES 36,500*

WITH A 12-MONTH SHELF LIFE

300 Power-delivery products and services listings with the latest contact and company information.

40K Potential buyers visited our online Buyers Guide company pages last year.

7 OF 10 Power-delivery professionals said they search online for product and service information before making a buying decision.

LISTING ENHANCEMENT RATES

+ Company Logo $195
+ 1” Product Description $295
+ 3” Product Description $546
+ Company Profile $530
+ Product Category Listing $157

TO ADVERTISE IN PRINT OR ONLINE CONTACT:
Susan Schaefer: susan.schaefer@penton.com
Jay Thompson: jaythompson@penton.com

*JUNE 2014 BPA STATEMENT

2015 MEDIA KIT

+ A LETTER FROM THE DESK OF RICK BUSH
+ EDITORIAL EXPERTISE
+ AUDIENCE OVERVIEW
+ DEMOGRAPHICS & ENGAGEMENT
+ KNOW HOW FOR POWER PROFESSIONALS
+ EDITORIAL CALENDAR
+ PRINT & DIGITAL OPPORTUNITIES
+ E-NEWSLETTERS
+ LEAD GENERATORS
+ CUSTOM CONTENT SOLUTIONS
+ DIGITAL MARKETING
+ EVENTS
+ ELECTRIC UTILITY OPERATIONS / T&D WORLD RUSSIA
+ BUYERS GUIDE
+ SPECS & MECHANICALS
+ CONTACTS
GENERAL SPECIFICATIONS
Printing Method: Web Offset
Binding: Perfect
Paper: Cover printed on 70-lb coated paper, text offset printed on 16-lb groundwood offset
Inks: SWOP standard and four-color process
Line Screens: 133 lines per inch

DIGITAL AD SPECIFICATIONS
PDF Fonts: Advertisers are strongly encouraged to submit PDF and PDF/X-1i files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-order – Penton PDF Export, visit www.penton.com/print/pentonpdfexport.jpg.

Please note: PDF files lack the ability to be edited or altered (i.e., phone number, address, etc). If preferred, Application Ad layouts should be created using either QuarkXPress® Adobe Pagemaker® or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

Proofs: We minimally require a text element and proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e., Kodak AgfaColor, Dupont Digital Waterproof, Fuji FirstProof, etc.). Actual color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.

Photo Elements: 200 dpi, actual size; CMYK color model; tif or .eps format, no JPEG compression. Line Art/Text: 600 dpi minimum; CMYK color model; eps or gif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems. Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 3000% (i.e., C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

Color Model: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

Fonts: When submitting application files, include screen and print fonts. On illustrations, it is recommended to convert text routine; however, outline text cannot be altered.

Lettering: Reproduce all reverse lettering with a minimum of colors. Tolerances smaller than 8 point with fine serifs should be avoided.

Media Mail: IBM CD

Submit print electronically at: http://penton.sendymyad.com, or contact the publication Production Manager.

INSERT SPECIFICATIONS
Insert size: Preprinted inserts should be furnished as 8½” x 11” (206 mm x 279 mm). When perfect bound, inserts will trim ¼” (3.175 mm) from head, ¼” (3.175 mm) from gutter, face and foot. Keep critical matter ¼” (6.35 mm) from all trims. Insert size: Preprinted inserts should be furnished as 8½” x 11” (206 mm x 279 mm). When perfect bound, inserts will trim ¼” (3.175 mm) from head, ¼” (3.175 mm) from gutter, face and foot. Keep critical matter ¼” (6.35 mm) from all trims.

Printing: T&D World magazine is pleased to provide advertisers with competitive printing quotations for all projects. Details of printing quotations can be obtained through your Regional Sales Manager. Contact your magazine is pleased to provide advertisers with competitive printing quotations for all

TERMS OF SALE: Terms of sale are Net 30 days from date of invoice. No cash discounts allowed. Penton will not accept any form of payment prior to or in connection with any claims or changes made to the Advertiser's copy/materails. [ALTERNATIVE LANGUAGE: Liability for failure to publish an advertisement or for an error in any advertisement published shall be limited to a “make good” on such advertisement.

SHORT RATE PROTECTION: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency points if, within a 12 (twelve) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

RATES: Advertiser rates, terms, and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate & data services whether in print or online. Publishers reserves the right to modify rates or data derived from these other sources unless it is in conformity with this rate card. Publishers reserves the right to modify rates or data derived from these other sources unless it is in conformity with this rate card.

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PAGE SIZES, DIMENSIONS, TRIM SPEC

Max Ad Dimensions

Inches
Millimeters
Full page:
7½” x 10½”
191 x 267
Trimmable:
7½” x 10½”
191 x 273
100 x 140
With bleed:
8” x 11”
206 x 279
NOTE: Critical ad content should be kept ¾ inch from all trims. Spread artwork should keep critical content at least ½ inch from both sides of the color. 2/3 page:
4½” x 9½”
114 x 235
1/2 page horizontal:
Live Area
6½” x 4½”
168 x 124
1/2 page vertical:
3½” x 9½”
86 x 235
1 page island:
4½” x 7½”
114 x 184
1/3 page vertical:
2½” x 9½”
57 x 235
1/3 page square:
4½” x 4½”
114 x 124
1/4 page:
3½” x 4½”
86 x 124
1/4 page:
2½” x 4½”
54 x 124

ENERGY LEVEL SPEC

Energizing, The Smarter Grid, Test, Monitor & Control, Projects in Progress: Image sizes available: 160×600, 468×60, Up to 50 words of text, linking URL. Max file size: 40 KB. File formats accepted: GIF or JPG.

ETrain: Image sizes available: 160×600, 468×60, 180×150. Up to 50 words of text, linking URL. Max file size: 40 KB. File formats accepted: GIF or JPG. Featuring Listing, $265 net (logo jpeg or gif url link), creative title, course title, location, and date and brief description (75 words or less). NOTE: Outlook 2007 does not render animated gifs, so if you provide an animated gif, please have your file set up so that the first frame can be a standalone image.

TDWORLD.COM WEBSITE SPECS

Image sizes available: 80×150, 300×250, 728×90 | Category: Sponsorship: 80×150, 300×250, 728×90, Linking URL

Max file size: 40 KB | Interstitial 600×90 is 50 KB.

File types accepted: JPEG, GIF, animated GIF, Flash, 3rd party tags are permitted.

Special Flash notes: If you are using flash, your dscriptor scripts must be set up exactly (case-sensitive) as follows in Actionscript 2.0 (release) { // _fLevel = levelClickTag(subj(5)) = “http://getURL_levelClickTag_” + subj(5) + “”;} + public Wallpaper Ads - specs and acceptable formats: Creative should be delivered as a single image Screen resolution should be at least 800x600 pixels. 300 dpi is recommended for higher resolution images. The edges of your creative should be perfectly aligned with the left and right sides of the creative. Our designers work hard to ensure the upper 1/3 line of the creative is visible. Please provide a JPG copy.

Lead times: 10 business days.

Minimum file size: 8KB.

Creative Dimensions:

1255 pixels wide × 935 pixels deep (flexible by height), single image, scrollable or fixed.

Gutter: Website Content Area (center) – FixedWidth=960 pixels, color must be white or transparent.

Creative: Graphics & Copy: Align graphics to inside gutter. Keep any creative copy 10 pixels from both outside edges.

Accepted formats: GIFs and JPGs.
Classified, Lineman’s Rodeo Buyers Guide Manager
Susan Schaefer
870 Wyndorn Terrace
Secane, PA 19018
Ph: 484-478-0154 | Fax: 484-366-6139
susan.schaefer@penton.com

National Accounts Sales Manager
Jay Thompson
9800 Metcalf Ave.
Overland Park, KS 66212
Ph: 913-967-7543 | Cell: 913-754-6591
Fax: 913-514-7432
jay.thompson@penton.com

Ad Production Manager
Julie Gilpin
9800 Metcalf Ave.
Overland Park, KS 66212
Ph: 913-967-1373 | Fax: 913-514-6822
julie.gilpin@penton.com
For ad specs visit: http://penton.sendmyad.com