

2009 BUYERS GUIDE

Closing Date: July 11, 2008
Publication Date: September 2008



Early Bird Discount

Earn a 5% discount on your total space if you place your order by June 12, 2008.

T&D World readers have **purchasing power**

80% of subscribers influence the purchasing process, buying, specifying or recommending, on average, \$849,854 annually in equipment and supplies.¹ That's more than \$29 billion in cumulative spending for the North American subscriber base.²

¹ 2006 TDW Reader profile

² Publisher's Own Data

TRANSMISSION & DISTRIBUTION WORLD

Get a full year of exposure
with just one ad purchase.

Published in September and referred to again and again, the *T&D World* Buyers Guide is an indispensable reference tool for power delivery equipment and IT products and services. Targeted ads – in print and online - provide the most cost-effective way to reach buyers with mega-purchasing power.

Special Features

Editorial Section

Includes a listing of industry associations, a calendar of industry events and an index of recently published T&D World articles.

Manufacturers & Suppliers Index

Alphabetical listing of companies including Tradenames who supply equipment and services to the power-delivery industry.

Products & Services Index

Alphabetical listing of products and services, includes complete addresses, phone numbers and sales contact names for each company listed.

Automation & Information Technology Index

Features technological products and is directed toward professionals involved in purchasing decisions for their company's high-tech systems.

Training Index

Provides a single source where utility executives, designers, engineers and field personnel can locate the training courses and materials they need.

Manufacturers' Representatives Index

Alphabetical listing by state of manufacturers' representatives serving the power-delivery industry.

Display Advertiser Bonuses

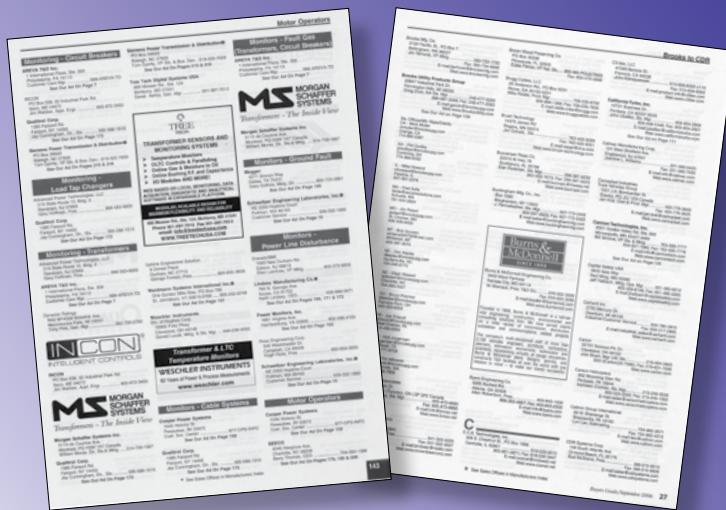
- ▶ Free unlimited boldface listings in the Products & Services Index
- ▶ Ten free Regional Sales Office listings in the Manufacturers & Suppliers Index
- ▶ Division Offices in boldface under all products and services in the Products & Services Index
- ▶ Display ad positioned near your specified product category
- ▶ Bonus distribution at major industry trade shows

Grab Attention with your Company Listing

Looking for a low-cost way to catch buyers' eyes? Enhance your product listing with boldface type and/or company logos.

Listing Enhancement Rates

Company Logo.....	\$180
2¼" × 1" Mini-Ad.....	\$275
2¼" × 3" Mini-Ad.....	\$515
Product Category Listing.....	\$145
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.	
Company Profile Listing.....	\$500
Includes company logo with a 75-word description.	



Display Advertising Rates

(Standard 2008 North American Advertising Rates Apply)

Black & White	1x	4x	7x	13x	18x	24x
Full	\$8,720	\$8,515	\$8,310	\$8,115	\$7,920	\$7,760
2/3	6,400	6,245	6,150	5,995	5,800	5,675
1/2 Island	5,455	5,325	5,240	5,145	4,905	4,820
1/2	4,840	4,785	4,710	4,590	4,390	4,295
1/3	3,475	3,440	3,385	3,300	3,150	3,090
1/4	2,880	2,850	2,790	2,750	2,595	2,555
1/6	1,810	1,790	1,750	1,720	1,625	1,605
Color Rates						
2nd color, standard extra.....						\$880
Matched color, extra.....						\$1,460
3- or 4-color process, extra.....						\$2,235
4-color per spread.....						\$4,205

Contact Your Regional Sales Manager for More Information about Advertising in the 2009 T&D World Buyers Guide.

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