



Early Bird Discount

Receive a 5% discount on your total space if you place your order by June 13, 2011

Closing Date:

July 13, 2011

Ad Material Due Date:

July 20, 2011

Publication Date:

September 2011

Give Your Listing Special Emphasis

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

Listing Enhancement Rates

| | |
|------------------------------------|-------|
| Company Logo..... | \$185 |
| 1" x 2¼" Product Description | \$280 |
| 3" x 2¼" Product Description | \$520 |
| Company Profile | \$505 |
| Product Category Listing..... | \$150 |

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.

For more information about advertising opportunities in the Buyers Guide, contact your Regional Sales Manager.

Invest in the Ad that Returns Sales Throughout the Year

The *T&D World* Buyers Guide is an indispensable reference tool for power-delivery equipment, and IT products and services. Published in September and referred to again and again throughout the year, the Buyers Guide is the most cost-effective way to reach the purchasing influences in the power-delivery industry. Targeted ads and enhanced listings — in print and online — ensure your message has a maximum impact. Call your Regional Sales Manager for more information on how this key resource can complement your marketing program.

Display Advertiser Bonuses

- » One free product release with contact information
- » Unlimited boldface listings in the Products & Services Index
- » Ten free Regional Sales Office listings in the Manufacturers & Suppliers Index
- » Company name listed in boldface type
- » 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

Display Advertising Rates

Standard 2011 North American rates apply, see rate card.

To receive the Buyers Guide listing brochure, contact Joyce Nolan at 610-701-9993 or e-mail joyce.nolan@penton.com