

Transmission & Distribution World Electric Utility Operations

Transmission & Distribution World offers a special North American demographic option for Operations, Construction and Maintenance professionals. Align your message with these topics to reach 10,448* individuals working in electric utility operations.

	January	February	March	April	May	June
Ad Close:	12/12/08	1/13/09	2/09/09	3/13/09	4/13/09	5/12/09
Materials Due:	12/19/08	1/21/09	2/17/09	3/20/09	4/20/09	5/19/09
	<ul style="list-style-type: none"> •Line Location Equipment •Overhead Distribution Construction Tips & Techniques 	<ul style="list-style-type: none"> •Fleet Equipment, Utility Vehicles and Accessories •Cable Installation Techniques and Tools 	<ul style="list-style-type: none"> •Rescue- Overhead & Underground •Clothing and Protective Apparel 	<ul style="list-style-type: none"> •Vegetation Management •Live Line Maintenance 	<ul style="list-style-type: none"> •Field Tools •Meter Installation and Maintenance 	<ul style="list-style-type: none"> •Line Locating •Mobile Field Operations

	July	August	September	October	November	December
Ad Close:	6/12/09	7/14/09	8/14/09	9/11/09	10/14/09	11/10/09
Materials Due:	6/19/09	7/21/09	8/21/09	9/18/09	10/21/09	11/17/09
	<ul style="list-style-type: none"> •Substation Work Practices •Disaster & Crisis Planning 	<ul style="list-style-type: none"> •Safety Apparel •Field Tools 	<ul style="list-style-type: none"> •Reliability and PQ Initiatives •Helicopter Work 	<ul style="list-style-type: none"> •Installing and Maintaining Lines & Poles. •Overhead and Underground Rescue Techniques 	<ul style="list-style-type: none"> •Fall Protection •Substation Construction and Maintenance 	<ul style="list-style-type: none"> •Boring, Trenching, Directional Drilling •Field Test, Measurement and Diagnostics

Advertising Rates

B/W	1x	4x	7x	13x	18x	24x
Full	\$3,765	\$3,650	\$3,495	\$3,395	\$3,200	\$3,020
1/2	2,070	2,000	1,925	1,875	1,760	1,650
1/4	1,335	1,290	1,245	1,205	1,130	1,070

Color Rates

2nd color, standard extra.....	\$420
Matched color, extra.....	\$595
3- or 4-color process, extra.....	\$715
4-color per spread.....	\$1,200

* June 2008 BPA Worldwide Statement