

# TRANSMISSION & DISTRIBUTION <sup>TM</sup> WORLD

ANNER 2010 MEDIA PLANNER 2010 M





*Transmission & Distribution World* is the preferred publication for electric utility professionals worldwide. Nearly 59% of readers reported that *T&D World* has the most valuable and credible information — making us readers' first choice for help with their work.<sup>1</sup> Our thorough, balanced and trusted editorial product should be your clear choice for reaching qualified customers.

1-2008 *T&D World* Reader Profile

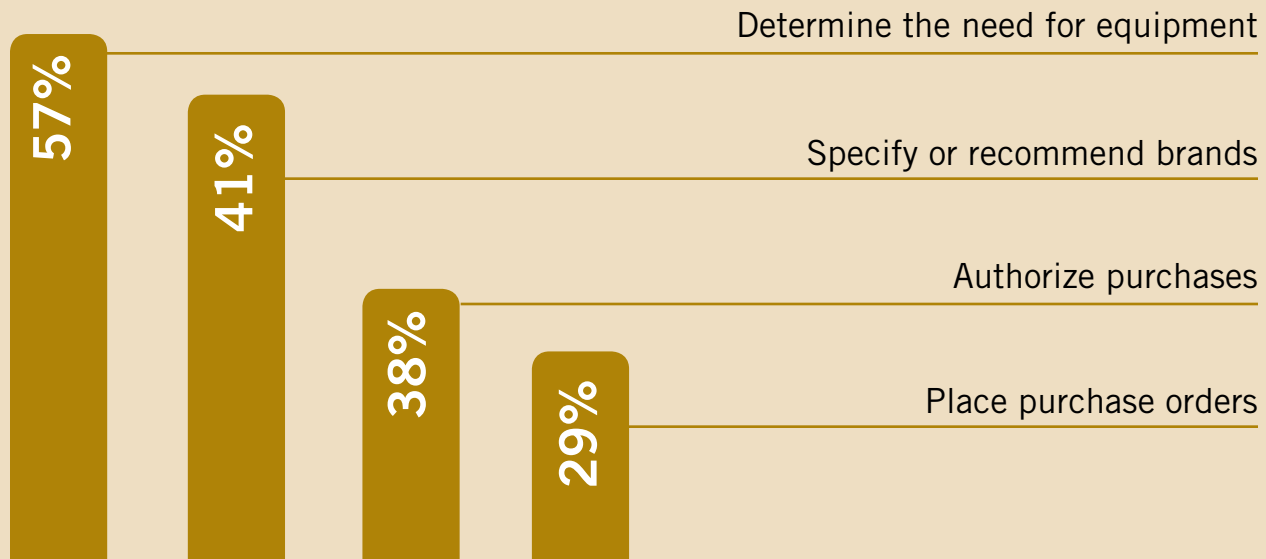
Subscribers have been reading *T&D World* for an average of 11 years.

How long have you been reading *T&D World*?<sup>1</sup>

- > Less than 1 year - 6%
- > 1-2 years - 8.5%
- > 3-5 years - 21%
- > 6-10 years - 20%
- > 10+ years - 35%

## Purchasing Involvement and Buying Power:<sup>2</sup>

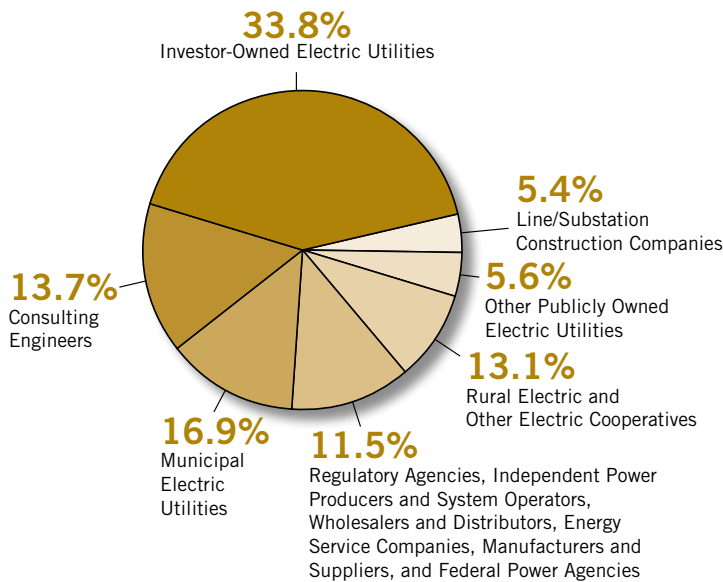
*T&D World* subscribers take an active role in the purchasing process—buying, specifying or recommending, on average, \$908,960 in equipment and supplies, accounting for nearly \$29 billion in cumulative spending. *T&D World* readers:



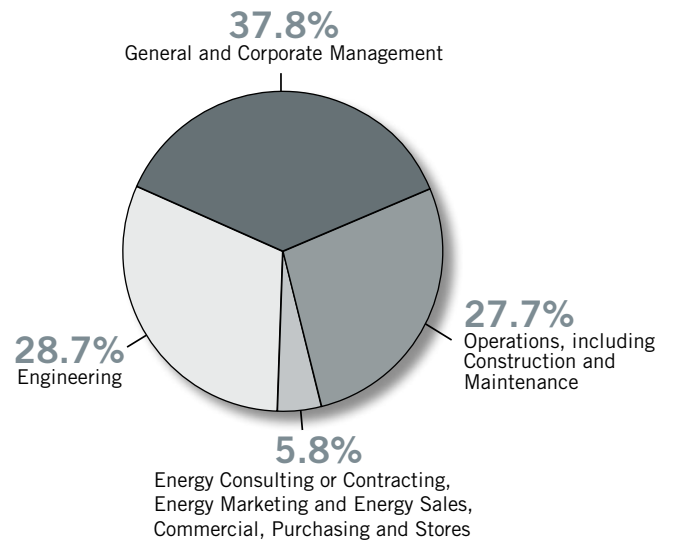
# A Must-Read Publication

*Transmission & Distribution World* connects you to more than 49,200<sup>1</sup> electric utility professionals across the country and around the world. These professionals are involved in all phases of planning, design, construction, operations, maintenance and safety of transmission and distribution facilities. These decision makers buy, specify and recommend products and technologies for electric utilities around the world, and they want to see your message in *T&D World*.

## Business and Industry<sup>1</sup>



## Job Function<sup>1</sup>



## Electric Utility Operations Demographic Option

*T&D World* offers a special North American demographic option for operations, construction and maintenance professionals, which include electrical utility operations. This monthly alternative allows you to target more than 10,100 readers specifically involved in those job functions:<sup>1</sup>

Investor-Owned Electric Utilities . . . . .	4,107	Consulting Engineers . . . . .	327
Municipal Electric Utilities . . . . .	2,471	Federal Power Agencies, Systems and Projects . . . . .	203
Rural Electric and Other Electric Cooperatives . . . . .	1,515	Independent Power Producers/ Independent System Operator . . . . .	251
Other Publicly Owned Electric Utilities, including State Agencies and Districts . . . . .	534	State and Federal Regulatory Agencies and Commissions, Associations, Universities, Military Organizations, Libraries, Manufacturers/Equipment Suppliers, Wholesalers, Distributors of the Electric Utility Equipment and Energy Service Companies/ Energy Marketers/Energy End Users . . . . .	358
Line/Substation Construction Companies and Inside Electric Distribution Contractors serving Electric Companies . . . . .	364		

<sup>1</sup>–June 2009 BPA Worldwide Statement, 36,550 plus an additional 13,551 non-qualified circulation

Nothing gets through to power-delivery professionals better than articles written by power-delivery professionals. Our experienced editorial team covers the market better than any other industry magazine, and they have the track record to prove it. The *Transmission & Distribution World* editors earned top honors from the American Society of Business Publication Editors (ASBPE), taking home West Regional Gold and Bronze awards in 2009, two West Regional Gold awards in 2008, and National Gold, West Regional Gold and Silver awards in 2007. They recently won two Tabbie Awards from the Trade Association Business Publications International, earning one Gold award and one Honorable Mention in 2006. The team also received critical acclaim throughout the publishing industry as one of three finalists for the 2004 Jesse H. Neal awards, the “Pulitzer Prize of the Business Press” that recognize editorial excellence and high standards in business media. With accomplishments like these, it’s no wonder that *T&D World* is considered the authoritative source in the power-delivery industry.

**David Miller — Publisher**

Dave earned his B.A. in Communications at Northern Illinois University and then embarked on a 32 year career in the Electrical Industry. Following extensive Sales, Marketing, Product Management, and 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 newly combined Electrical and Energy titles that now include *T&D World*.

**Rick Bush — Editorial Director**

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 editorial awards, including a Jesse H. Neal Certificate of Merit for editorial excellence. Rick is a senior member of the IEEE.

**Vito Longo — Technology Editor**

Vito received his BSEE from LSU and worked as a consultant for several Louisiana rural electric cooperatives. At Power Technologies, Inc in Schenectady, NY he performed transmission line design criteria studies for international utilities and R&D on compact and high phase order transmission lines. After a five year engagement at PG&E, he joined EPRI where he cemented a reputation for successful project management and advancing 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* as Technology Editor in 2006.

**Gerry George — International Editor**

Gerry is a chartered electrical engineer and a member of the Institution of Electrical Engineers. Gerry’s 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.

**Award-Winning Editorial**

### Emily Saarela — Senior Managing Editor

Emily earned a B.A. in English/Journalism from the University of New Hampshire. Prior to joining *T&D World* in 1998, Emily gained extensive editing and publishing experience in a variety of industries, including cellular telecommunications, grounds maintenance and energy management. She oversees the daily production of *T&D World* as well as *Power Electronics Technology* magazine.

### 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 Engineering Society's T&D Committee.

### Matt Tani — Automation Editor

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.

### Nikki 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*, *Power Electronics Technology*.

### 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 currently the national vice president of the American Society of Business Publication Editors. Amy manages the Electric Utility Operations section for *T&D World*.

### Stefanie Kure — Contributing Editor

A graduate of the University of Kansas, Stefanie has more than 18 years of editorial experience. In addition to writing the "Characters with Character" department for *T&D World*, she currently serves as the senior associate editor of *EC&M* magazine.

## Regular Monthly Columns

### Global Viewpoint

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

### Business Developments

A look at the impact of business and regulatory trends on the day-to-day operation of the T&D business.

### Technology Updates

Editors will track the advancement of technologies from the development stage, to the demonstration phase, to wide-scale deployment.

### Products & Services

Power-delivery professionals discover the newest products and services in the market.

### StraightTalk

Guest commentary providing passionate individuals the opportunity to share their opinions on how we might best address concerns that directly affect the health of our industry.

### Characters with Character

Highlights exemplary industry professionals who are passionate about their work.

### Electric Utility Operations

Special section in every issue dedicated to operations, maintenance and construction professionals.

	January	February	March	April	May	June
Ad Close Date —	12/3/09	1/12/10	2/9/10	3/11/10	4/13/10	5/13/10
Ad Materials Due —	12/10/09	1/20/10	2/17/10	3/18/10	4/20/10	5/20/10
<b>Design Engineering</b>	Intelligent Network	Outage Management Systems	High Reliability Planning	Lines / Substations	Transmission Planning	Test, Monitor & Control
<b>Operations &amp; Maintenance</b>	Vegetation Management	Partnering / Outsourcing	Safety / Training	Equipment Testing	Mobile Field Dispatch	ROW Management
<b>Engineering &amp; Construction</b>	Project Management	Communication Systems	Transmission Structures	AM / FM / GIS	Protection & Control	Line Build
<b>Information Technology</b>	AM / FM / GIS	Distribution Design	Mobile Field Computing	AMR / Energy Usage	Distribution Management Systems	DA / DSM
<b>Reliability / PQ</b>	Underground Systems	Backup / Standby Systems	Testing & Troubleshooting	Distribution Design	Vegetation Management	Distributed Generation
<b>Feature Focus</b>	Overhead Facilities	Substation Facilities	Overhead Facilities	IT / Automation	Underground Facilities	Overhead Facilities
<b>EUO Focus</b>	Crisis Planning	Boring & Trenching	Vegetation Management	Live Line Maintenance	Install & Maintain Poles	Fall Protection
<b>Department Focus</b>	IT / Automation	Underground Facilities	IT / Automation	Substation Facilities	Underground Facilities	IT / Automation
<b>Special Features &amp; Supplements</b>		Leveraging Laser Surveying	IEEE Show Issue	IEEE Show Updates		Vegetation Management
<b>Bonus Worldwide Distribution</b>	TechAdvantage 2/11-2/15, 2010	DistribuTECH 3/23-3/25, 2010	GITA 4/25-4/29, 2010 APPA E&O 3/28-3/31, 2010 IEEE T&D Expo 4/19-4/22, 2010	EEl T&D Metering 4/11-4/14, 2010 IEEE T&D Expo 4/19-4/22, 2010	Southeastern Electric Exchange 6/23-6/25, 2010	UAA 7/24-7/28, 2010 IEEE GM 7/25-7/29 2010 Elec Util Fleet Managers 6/20-6/23 2010

### Special Topic Clusters

- IT Distribution Management
- Bulk Power

- Customer Interactions
- Substation Automation

Intelligent Grid

# 2010 Editorial Calendar

	July	August	September	October	November	December
Ad Close Date —	6/10/10	7/13/10	8/12/10	9/10/10	10/13/10	11/10/10
Ad Materials Due —	6/17/10	7/20/10	8/19/10	9/17/10	10/20/10	11/17/10
<b>Design Engineering</b>	Line Build	AMI	Transmission Structures	Protection & Control	Information Systems	Test, Monitor & Control
<b>Operations &amp; Maintenance</b>	Equipment Maintenance	EMS / SCADA	Storm Restoration	Equipment / System Diagnostics	EMS / SCADA	Distributed Generation
<b>Engineering &amp; Construction</b>	Grounding	Substation Build	Bulk Power Grid	Equipment Installation	Transmission Bottlenecks	Intelligent Metering
<b>Information Technology</b>	Outage Management Systems	Communication Systems	AM / FM / GIS	Customer Care	Outage Management Systems	Controls / Automation
<b>Reliability / PQ</b>	Energy Management Systems	Work Management	Mobile Field Computing	ROW Management	Preventative Maintenance	Power Flow Control
<b>Feature Focus</b>	Power Flow Control Facilities	Overhead Facilities	IT / Automation	Underground Facilities	IT / Automation	Overhead Facilities
<b>EUO Focus</b>	Moving Smart Grid to the Field	Pole Maintenance	PQ Testing	Vegetation Management	Substation Construction & Maintenance	Connecting Renewable Energy to the Grid
<b>Department Focus</b>	Overhead Facilities	IT / Automation	Substation Facilities	IT / Automation	Underground Facilities	Substation Facilities
<b>Special Features &amp; Supplements</b>			Lineman's Supplement		Stimulus Money Takes Hold	2010 Training Sourcebook
<b>Bonus Worldwide Distribution</b>	CIGRE 8/22-8/27, 2010	Autovation 9/12-9/15, 2010	Lineman's Rodeo 10/14-10/16, 2010			

Transmission & Distribution World Buyer's Guide

## Special Topic Clusters

- IT Distribution Management
- Bulk Power

- Customer Interactions
- Substation Automation

  Intelligent Grid

Each month, *T&D World* delivers your message to more than 50,100<sup>1</sup> industry professionals. With domestic and worldwide circulation options, you can determine which geographic markets you want to see your message.

## Special Supplements

*T&D World* publishes several supplements and one special feature throughout the year that deliver your message in topic-specific sections. (See the editorial calendar for topics).

## Custom Solutions

Penton Custom Solutions gives you the resources and security of a large, century-old media company combined with the flexibility, energy, and entrepreneurial spirit of our expert custom media team. Backed by more than 100 years of Penton Media Inc.'s communication expertise, the Penton Custom Solutions team provides a full range of services to help our clients build more profitable customer relationships. We partner with our clients to set goals and identify marketing strategies best suited for their situation. With access to a virtually unlimited array of internal and external resources for research, editorial, design, production and in-depth business information, Penton Custom Solutions offers solutions that create results for our partners.

Unequivocally, we deliver your branded content to your customers and prospects by providing you with turnkey solutions. Penton Custom Solutions will customize a marketing solution that perfectly fits your objectives. Some of our most popular communication vehicles include: magazines, newsletters, eBooks, research, Web portals, in-person roadshows and webcasts.

For more information regarding any of our services, products or solutions, please contact your sales representative.

## Research Opportunities

### AdPlus Studies from Paramount Research.

Conducted by an independent research firm, this study is designed to provide you with market insights about your brand and determine the effectiveness of your advertising.

## Market Intelligence and Custom Research Services

Penton Research provides market-related data and custom research services, ideal for when you are entering a new market, launching a new product, creating a new marketing campaign, or for any other strategic purpose when you need to make informed research-based decisions. Our team of professional researchers are custom research experts, knowledgeable in specific industry sectors. Please contact your sales representative for more information about custom research services.

## Training Sourcebook

*T&D World* publishes an annual resource book in December for the following calendar year. The Training Sourcebook contains an exhaustive listing of upcoming training events complete with course descriptions and type listings. An online version of the sourcebook is also available with additional detail.

## Online

### TDWorld.com

Tdworld.com pulls together the information power-delivery professionals need to do their job. *T&D World's* award-winning editorial, Buyers Guide, Job Zone, training and education opportunities like T&D University, the latest product information and interactive forums are all part of our Web site.

Brand your message with *T&D World* while driving traffic to your Web site through run of site advertising or position your company as thought leaders by sponsoring a targeted content category.

### Content Categories

Referred to as "One Stops," targeted content categories segment relevant *T&D World* editorial and industry information into sections that are exclusively sponsored. All ad placements on these pages deliver your message to a highly targeted and qualified audience. When industry players seek out specific application information on *T&D World's* site, whether by using outside search engines or navigating from our home page, your advertising will be exclusively displayed.

### Marketplace

Our marketplace section allows you to showcase your company's latest activity on tdworld.com. Your company logo will rotate throughout the Web site and allow visitors to click through to your exclusively branded landing page, built for you by *T&D World*. Your marketplace page will feature three ad units with linking URLs, along with sections highlighting your company's news, products and literature.

### JOBzone

Job recruitment is the next biggest growing area online, so you'll want your company to be part of this momentum. JOBzone, our network-wide online job bank, provides a unique opportunity to deliver your message to those hard-to-reach passive job seekers and turn them into potential job candidates. Let JOBzone be your resource for reaching an expanded market.

### Your Online Audience<sup>1</sup>

Target the right mix of industry professionals

- > 45% Engineering Titles
- > 23% Operations Titles
- > 15% Management Titles

**75%** of site visitors have at least a monthly return frequency

Customized reports are available online. Reports include:

- Number of impressions
- Number of click-throughs

Reports are automatically generated in HTML format and can be exported to other programs for increased flexibility.

### The Briefing Room

Stay up to date with *Transmission & Distribution World's* Briefing Room. In this virtual press conference select press representatives post company news on product releases, mergers and acquisitions, and product applications.

### Online Buyers Guide

Reach industry buyers at a time when they're already searching for your kind of product or service with the *T&D World* Online Buyers Guide. The *T&D World* Online Industry Directory, the online version of your industry-specific yellow pages, is the best way to lead customers to your business when they're researching and making purchasing decisions online. Listings within the new online directory are search-engine optimized. Online guide visitors can search listings by category, keyword and geography.



1-Publishers Own Data

### Industry-Specific Newsletters

Drive traffic to your Web site and position your message within targeted *T&D World* editorial.

#### »» Energizing

Highlights the top stories, news and events, and new products and services affecting the power-delivery industry. E-mailed weekly.

### Content-Specific Newsletters

Delivered bi-weekly and cover a variety of industry-related topics. Provide the opportunity to reach the target audience that you want.

#### »» Information Systems & Automation

Provides the latest developments in integrated customer data and work systems.

#### »» Test, Monitor & Control

Delivers news and updates about the importance of utilities tracking the condition of their lines and substations.

#### »» Projects in Progress

Delivers project announcements, construction updates, business trends and construction techniques.

#### »» eTrain

Delivers news and updates focused exclusively on training topics for the industry. E-mailed twice per month.

### Custom Announcements/Trade Show Newsletters

Specialized newsletters to promote events aimed at educating, training and demonstrating technologies, products, equipment and systems.

### Training and Education

Web microsite devoted to providing information about upcoming events, existing training suites, detail on the *T&D World University* and online training opportunities.

### T&D World TV

### T&D WORLD TV

Leverage the power of video to attract the attention of viewers throughout the industry. *T&D World TV* allows your company to promote new products and programs by using your existing videos.





With almost 300 vendors and 12,500 detailed product listings, TD Compare is the “Go To” online marketplace for professionals in the energy industry looking to buy transmission and distribution products. It provides you the online platform to share dynamic product and company information directly with your buyers via detailed product listings, direct company and product links, videos, articles, news items and webinars. In addition, TD Compare generates high quality sales leads that are delivered directly to you through our request a quote process. TD Compare combines in-depth industry knowledge of products and new technologies with the power of the Internet to offer buyers a dynamic, relevant and innovative media-based marketplace for product information. Produced by industry experts, TD Compare’s mission is to provide a free, time saving service to power delivery professionals, allowing them to find and learn about the latest products, services and technologies.

## Package 1

- Product postings and full company listing on product pages
- Preferred product placement in product listings
- Link to your company site
- Link to the detailed product page on your site
- Company logo displayed on product detail pages

**\$875 net/month\***

## Package 2

- Lead Generation through Request a Quote
- Run of Network Ad Placements (5k impressions on leader board or boom box based on availability)
- Product postings and full company listing on product pages
- Preferred product placement in product category listings
- Link to your company site
- Link to the detailed product page on your site
- Product picture
- Site Reporting Package (detailed product matrix report)

**\$1476 net/month\***

## Package 3

All the above +:

- Additional product postings and full company listing with linkage to your site and logo
- Content Posting – White papers, product reviews, new technology announcements, incentive offerings

Note: Up to three whitepapers and three product videos,

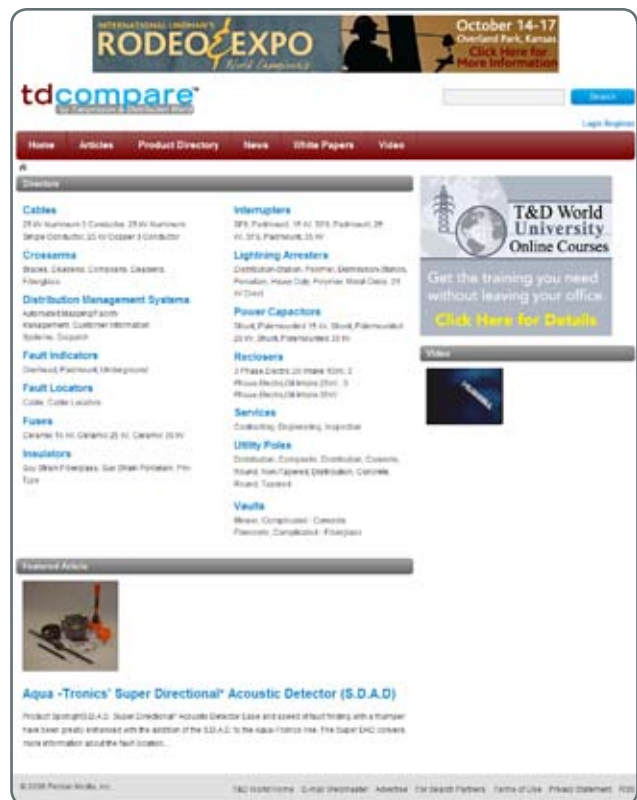
Subject to Editorial approval

- Product Video (product page and content categories on homepage)

**\$2,930 net/month\***

**Contact your sales representative today for more information and to determine which package is best for you!**

\*Requires three month commitment



## Custom Products

Interested in a marketing program that will generate leads or position your company as a thought leader to the power-delivery industry? Let the *T&D World* franchise help you achieve your marketing goals through a custom product designed for you.

All custom products have promotional efforts built in, ensuring that your message will be seen and generate response.

»» **Webcasts** are your opportunity to generate qualified leads while creating positive branding and a thought leadership position in the power-delivery industry. Work with Editorial Director Rick Bush to create custom content surrounding key issues, solutions, best practices and key projects in power delivery. *T&D World* webcasts are editorial-driven, sponsored events that allow audiences to have real-time interaction with prominent industry players. Webcasts are archived on the *T&D World* site for on-demand viewing, and all webcast sponsorships include an extensive promotional effort that includes exposure in newsletters, Web site advertising, homepage navigation and custom e-mail.

»» **Ask the Experts** provides sponsors the opportunity to connect with *T&D World* readers and become a part of a broad network that is interested in your product. *T&D World* promotes your custom designed landing pages and expertise to our audience through newsletters, Web site advertising and homepage navigation. Brand your company while providing answers to questions that industry professionals submit.

»» **White Paper** postings on the *T&D World* site allow you to generate qualified leads while communicating your solutions and best practices to industry professionals. Your white paper will be located on a custom-built landing page that will feature exclusive ad units and provide visitors with an executive summary of the white paper and a lead-generation form that will collect business card information and three qualifiers. White paper postings are promoted through newsletters, Web site advertising and homepage navigation.

## Sponsorship Opportunities

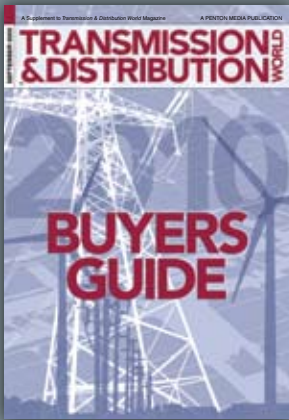
Take advantage of *T&D World's* award-winning editorial authority and the strength of our brand to align your product and/or service with our reputation, integrity and industry dominance.

## Podcast Sponsorships

Relevant and timely editorially driven topics are discussed and available for download on [tdworld.com](http://tdworld.com). Sponsorships include messaging with podcast intro and exposure in the podcast section of [tdworld.com](http://tdworld.com).

## Blog Sponsorships

Increase your exposure and branding efforts surrounding industry trade shows and events. *T&D World* editors will post information live from the trade show floor or on location in our new Blog section of [tdworld.com](http://tdworld.com). Sponsorships include exposure on all Blog pages and newsletter promotions, as well as a custom-designed marketing package for your product and/or service message.



### Early Bird Discount

Receive a 5% discount on your total space if you place your order by June 11, 2010

**Closing Date:**  
July 9, 2010

**Ad Material Due Date:**  
July 16, 2010

**Publication Date:**  
September 2010

### 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 2010 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](mailto:joyce.nolan@penton.com)

## Industry Events



### Annual International Lineman's Rodeo

More than 3000 electric utility professionals from the United States and around the world will come together at the Annual International Lineman's Rodeo and Expo to showcase new products and technology and compete for the title of World Champion.

The expo will take place in Overland Park, Kansas, at the Overland Park Convention Center and will give vendors and exhibitors the opportunity to exchange ideas and present product information about the latest technological innovations and services related to safety and training. The rodeo takes place on the Saturday following the expo in Bonner Springs, Kansas, at the National Agricultural Center and Hall of Fame and gives over 200 teams and 250 apprentices the opportunity to compete in events based on traditional lineman tasks and skills.

Due to an overwhelming response, the 6<sup>th</sup> Annual Safety and Training Conference will also be held. This conference promotes work safe practices that help improve the safe performance of line work by offering all attendees the opportunity to come hear from industry experts on safety related topics.

The goal of the International Lineman's Rodeo and Expo is to help maintain a focus on safety and safe work practices, to provide a forum for the public to better understand and recognize the technical craft skills the linemen have, and to provide an opportunity for the professionals in the line work trade to receive recognition for their skills.

For more information regarding sponsorship opportunities for the International Lineman's Rodeo or the 6<sup>th</sup> Annual Safety and Training Conference contact Joyce Nolan (companies A-K), 610-701-9993 / joyce.nolan@penton.com or Susan Schaefer (companies L-Z), 484-478-0154 / susan.schaefer@penton.com

**This truly is an event not to be missed!**

## 2010 Trade Shows

	DATE	LOCATION	WEB SITE
<b>DistribuTECH</b>	March 23-25	Tampa, FL	www.distributech.com
<b>APPA E&amp;O</b>	March 28-31	Omaha, NE	www.appanet.org
<b>TechAdvantage</b>	Feb. 11-15	Atlanta, GA	www.techadvantage.org
<b>IEEE PES T&amp;D Conference &amp; Expo</b>	April 19-22	New Orleans	www.ieeet-d.org
<b>GITA</b>	April 25-29	Phoenix, AZ	www.gita.org
<b>CIGRE</b>	August 23-27	Paris, France	www.cigre.org
<b>EEL</b>	June 13-16	Hollywood, CA	www.eei.org/meetings
<b>Electric Utility Fleet Managers Conference</b>	June 20-23	Williamsburg, VA	www.eufmc.com
<b>IEEE-Power Engineering Society General Meeting</b>	July 25-30	Minneapolis, MN	www.ieee.org
<b>Utilimetrics</b>	Sept. 12-15	Austin, TX	www.utilimetrics.org
<b>Finepoint Circuit Breaker Conf.</b>	Oct. 4-8	Pittsburgh, PA	www.circuitbreakerconference.com
<b>26<sup>th</sup> Annual International Lineman's Rodeo</b>	Oct. 13-16	Overland Park, KS	www.linemansrodeokc.com

## WORLDWIDE

Includes 36,550\* qualified circulation, 308\* worldwide non-qualified paid circulation, and 12,350\* international non-qualified, non-paid requested subscribers.

Combines North American and International circulation segments

### General Advertising Rates

B/W	1x	4x	7x	13x	18x	24x
Full	11,630	11,210	10,945	10,550	10,080	9,760
2/3	8,610	8,350	8,120	7,915	7,540	7,325
1/2 ISL	7,300	7,065	6,905	6,705	6,375	6,210
1/2	6,665	6,445	6,275	6,045	5,800	5,700
1/3	4,750	4,570	4,470	4,350	4,025	3,945
1/4	3,980	3,865	3,785	3,650	3,460	3,385
1/6	2,795	2,680	2,615	2,520	2,405	2,345

### Color

2nd color, standard extra .....	880
Matched color, extra .....	1,460
3- or 4-color process, extra .....	2,235
4-color per spread .....	4,205

Covers	1x	4x	7x	13x
Inside Front	14,985	14,605	14,270	13,930
Inside Back	14,420	14,075	13,775	13,420
Back	15,265	15,895	14,515	14,155

Four-color only — Rates include the 4/C charge

### Classified Advertising Rates

(Worldwide circulation only.)	1x	3x	6x	9x	12x
Per Column Inch*	255	245	240	230	225
2nd Color**	200 Additional				
Blind Box Number	105 Additional				

\*Column Width = 2 1/8" \*\*No matched colors allowed.

Restricted to ads regarding employment positions, business opportunities and products for sale. No agency commission or cash discount allowed. General display rates apply, and agency commission allowed for ads supplied camera-ready 1/6 page or larger.

**Discounts are available to first-time advertisers.**

\* June 2009 BPA Worldwide Statement, 36,550

## INTERNATIONAL

Current figures are 12,350\* international non-qualified, non-paid subscribers and 110\*\* international non-qualified paid.

Circulates globally except to North America (United States, Canada and Mexico)

### General Advertising Rates

B/W	1x	4x	7x	13x	18x	24x
Full	5,020	4,675	4,250	3,975	3,775	3,525
2/3	3,740	3,435	3,255	3,080	2,890	2,835
1/2 ISL	3,010	2,865	2,725	2,550	2,410	2,320
1/2	2,755	2,620	2,475	2,335	2,225	2,140
1/3	2,020	1,905	1,825	1,715	1,620	1,545
1/4	1,760	1,665	1,590	1,495	1,360	1,215
1/6	1,510	1,430	1,360	1,290	1,200	1,170

### Color Rates

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

## NORTH AMERICAN

Current figures are 36,550\* qualified circulation, 194\*\* North American non-qualified paid circulation.

Includes United States, Canada and Mexico

### General Advertising Rates

B/W	1x	4x	7x	13x	18x	24x
Full	8,895	8,685	8,475	8,275	8,080	7,915
2/3	6,530	6,370	6,275	6,115	5,915	5,790
1/2 ISL	5,565	5,430	5,345	5,250	5,005	4,915
1/2	4,940	4,880	4,805	4,680	4,480	4,380
1/3	3,545	3,510	3,455	3,365	3,215	3,150
1/4	2,940	2,910	2,845	2,805	2,650	2,605
1/6	1,845	1,825	1,785	1,755	1,660	1,635

### 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

\* June 2009 BPA Worldwide Statement, 36,550  
\*\* Publishers own data

Talk to your Regional Sales Manager for more details.

# Advertisement Specifications & Mechanicals

## General Specifications

**Printing Method:** Web Offset  
**Binding:** Perfect  
**Paper:** Cover printed on 70-lb coated offset, text printed on 36-lb coated groundwood offset  
**Ink:** SWOP standard and four-color process  
**Line Screen:** 133 lines per inch

## Digital Ad Specifications

**PDF Format:** Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit [www.pentonads.com](http://www.pentonads.com). Please note: PDF files lack the ability to be edited or altered (i.e., phone number, address, etc.).

**Preferred Applications:** 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 and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e., Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.

**Photo Elements:** 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.

**Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif 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 300% (i.e., C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

**Color Mode:** 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 printer fonts. On illustrations, it is recommended to convert text to outline; however, outline text cannot be altered.

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

**Media:** Mac or IBM CD

Digital guidelines and submitting your ad file go to [www.pentondigitalads.com](http://www.pentondigitalads.com) or contact the publication Production Manager.

## Insert Specifications

Insert size: Preprinted inserts should be furnished as 8<sup>1</sup>/<sub>8</sub>" x 11" (206 mm x 279 mm). When perfect bound, inserts will trim 1/8" (3.175 mm) from head, 1/8" (3.175 mm) from gutter, face and foot. Keep critical matter 1/4" (6.35 mm) from all sides. Inserts greater than two pages should be furnished folded. Contact advertising production coordinator for maximum stock weight, required quantities, delivery deadlines, glue tipping/magna-stripping options and specifications, and shipping information.

## GENERAL SPECIFICATIONS

**Method of Printing:** Web Offset

**Trim Size:** 7<sup>3</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>4</sub>" (197 x 273 mm) — No. Cols. 3 and 2

**Binding Method:** Perfect

**Paper:** Cover printed on 70-lb coated offset; text printed on 36-lb coated-groundwood offset

**Ink:** SWOP standard and four-color process

Maximum Ad Dimensions	Inches	Millimeters
Full page –		
Live Area . . . . .	7 <sup>1</sup> / <sub>4</sub> " x 10 <sup>1</sup> / <sub>4</sub> " . . . . .	184 x 260 mm
Trim Size . . . . .	7 <sup>3</sup> / <sub>4</sub> " x 10 <sup>3</sup> / <sub>4</sub> " . . . . .	197 x 273 mm
w/Bleed. . . . .	8" x 11" . . . . .	203 x 279 mm
2/3 page: . . . . .	4 <sup>1</sup> / <sub>2</sub> " x 9 <sup>5</sup> / <sub>16</sub> " . . . . .	114 x 237 mm
1/2 page horiz. –		
Live Area . . . . .	6 <sup>13</sup> / <sub>16</sub> " x 4 <sup>7</sup> / <sub>8</sub> " . . . . .	173 x 124 mm
Trim Size . . . . .	7 <sup>3</sup> / <sub>4</sub> " x 5 <sup>3</sup> / <sub>8</sub> " . . . . .	197 x 137 mm
w/Bleeds . . . . .	8" x 5 <sup>1</sup> / <sub>2</sub> " . . . . .	203 x 140 mm
1/2 page vert.: . . . . .	3 <sup>3</sup> / <sub>8</sub> " x 9 <sup>15</sup> / <sub>16</sub> " . . . . .	86 x 252 mm
1/2 page island: . . . . .	4 <sup>1</sup> / <sub>2</sub> " x 7 <sup>1</sup> / <sub>4</sub> " . . . . .	114 x 184 mm
1/3 page vertical: . . . . .	2 <sup>1</sup> / <sub>4</sub> " x 9 <sup>15</sup> / <sub>16</sub> " . . . . .	57 x 252 mm
1/3 page square: . . . . .	4 <sup>1</sup> / <sub>2</sub> " x 4 <sup>7</sup> / <sub>8</sub> " . . . . .	114 x 124 mm
1/4 page: . . . . .	3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> " . . . . .	86 x 124 mm
1/6 page: . . . . .	2 <sup>1</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> " . . . . .	54 x 124 mm

**NOTE:** Critical ad content should be kept 1/4 inch from all trims. Spread ads should keep critical content 1/4 inch from both sides of the gutter.

## Insert Printing

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

Contact your *Transmission & Distribution World* Sales Representative for rates, production specifications and shipping instructions, or visit [www.pentondigitalads.com](http://www.pentondigitalads.com).

Send all advertising contracts, insertion orders, materials and correspondence to:  
 Julie Gilpin  
 Production Manager  
*Transmission & Distribution World*  
 9800 Metcalf Avenue  
 Overland Park, Kansas 66212 USA  
 913-967-1373; fax: 913-514-6822  
[julie.gilpin@penton.com](mailto:julie.gilpin@penton.com)

**RATE POLICY AND CONTRACT PROVISIONS:** All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Penton Media ("Publisher" or "Penton") harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when such conditions conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

**AGENCY COMMISSION:** 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed and position only, provided account is paid within 30 days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

**SEQUENTIAL LIABILITY:** Advertiser and Advertising Agency are jointly and severally liable for payment. Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

**CANCELLATION POLICY:** Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

**ERROR LIABILITY LIMIT:** The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials. [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 discounts 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.

**RATE CARD IN EFFECT:** Advertising 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 and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

**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, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

**LINE OF CREDIT:** Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of Penton, and no advanced notification is promised or implied.

**PAST DUE ACCOUNTS:** Orders may be held at the Publisher's sole discretion.

**COLLECTION RELATED ISSUES:** If Penton must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs and other collection costs in connection with the Publisher's collection efforts.

**JURISDICTION:** Advertising Agencies and/or Advertisers agree that any legal action arising between Penton and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

**NOTIFICATION TO PUBLISHER:** If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within 10 working days.

# Sales and Contact Information

**WESTERN U.S. — Craig Zehntner**

15981 Yarnell St. Suite 230 • Los Angeles, CA 91342  
818-403-6379 • Fax: 818-403-6436 • wnjl@aol.com

**WESTERN U.S. & WESTERN CANADA — Ron Sweeney**

Wettstein, Nowell & Johnson  
303 Johnston Dr. • San Rafael, CA 94903  
415-499-9095 • Fax: 415-499-9096 • wnjsr@comcast.net

**MIDWESTERN, MID-ATLANTIC, NEW ENGLAND,  
EASTERN CANADA — Steve Lach**

13723 Carolina Lane • Orland Park, IL 60462  
708-460-5925 • Fax: 913-514-9017 • slach@tdworld.com

**SOUTHWESTERN U.S. — Gary Lindenberger**

7007 Winding Walk Dr., Suite 100 • Houston, TX 77095  
281-855-0470 • Fax: 281-855-4219 • gl@lindenassoc.com

**SOUTHEASTERN, MID-ATLANTIC, NEW ENGLAND — Doug Fix**

590 Hickory Flat Rd. • Alpharetta, GA 30004  
770-740-2078 • Fax: 770-740-1889 • dfix@bellsouth.net

**WESTERN/EASTERN EUROPE — Richard Woolley**

P.O. Box 250 • Banbury, Oxon OX16 5YJ, UK  
+44 1295 278407 • Fax: +44 1295 278408  
richardwoolley@btclick.com

**JAPAN — Yoshinori Ikeda**

Matsuda Building • 2-4-6, Nihonbashi Kayabacho  
Chuo-Ku, Tokyo 103-0025, Japan  
81-3-3661-6138 • Fax: 81-3-3661-6139 • pbi2010@gol.com

**KOREA — Y.B. Jeon**

Storm Associates, Inc. • Room 1610, Hyundai Campauville  
110-20 Daehyun-dong • Soedaemun-ku, Seoul, Korea  
(82-2) 755-3774 • Fax: (82-2) 755-3776 • stormybj@kornet.net

**TRADE SHOW SALES REPRESENTATIVE — Joyce Nolan**

2613 Eagle Road • West Chester, PA 19382  
610-701-9993 • Fax: 913-514-9262 • joyce.nolan@penton.com

**CLASSIFIED/TRADE SHOW SALES REPRESENTATIVE — Susan Schaefer**

870 Wyndom Terrace • Secane, PA 19018  
484-478-0154 • Fax: 913-514-6417 • susan.schaefer@penton.com

**LISTS & DATABASES — Walter Karl**

845-732-7054 • marie.briganti@walterkarl.infousa.com

**AD PRODUCTION MANAGER — Julie Gilpin**

9800 Metcalf Avenue • Overland Park, KS 66212-2215  
913-967-1373 • Fax: 913-514-6822  
julie.gilpin@penton.com

**REPRINT SERVICES**

Article Reprints — Diane Mason  
913-967-1736 • diane.mason@penton.com  
Ad Reprints — Contact your Regional Sales Manager for pricing.

**TRANSMISSION  
& DISTRIBUTION** **WORLD**

9800 Metcalf Avenue | Overland Park, KS 66212-2216 | 913-341-1300 | Fax: 913-967-1898

**TDWORLD.COM**