

WORLD-GENERATION EDITORIAL CALENDAR MEDIA KIT

Advertising

B&W	1x	3x	5x	10x
Standard Page	\$3,500	\$3,250	\$3,000	\$2,650
1/2 Page	2,350	2,140	1,990	1,880
1/4 Page	1,450	1,320	1,200	1,125

Tabloid Page: Add \$1,000 to standard size page b&w rates.

Cover positions: \$6,000 non cancelable (includes 4 color).

Inserts: Consult Publisher

Color	page	spread
4-color	\$1,100	\$1,600
2-color	600	850
2-color (m)	700	1,000
5-color or metallic	830	1,310

Terms: Net 30 days from invoice date (New accounts must prepay).

Agency commission: 15% of gross billing (revocable after 60 days).

Resizing of film charge: Consult Publisher

Space unit sizes: (mm consult publisher)	standard		tabloid	
	width	depth	width	depth
2 page spread	15"	10"	20"	14"
Page	7"	10"	9"	14"
1/2 page, horizontal	7"	4"	9"	7"
1/2 page, vertical	3"	10"	4"	14"
1/4 page	3"	4"		

Editorial

World-Generation is a BPA Worldwide audited publication edited for senior executives in utilities and development companies. Advertisers receive a banner ad linking to the publication.

February/March, 2012

CLASS OF 2012

Closing – February 1st.

May/June, 2012

EDISON ELECTRIC INSTITUTE (EEI)

POWER-GEN EUROPE (PGE)

COAL-GEN 2012

Closing – April 15th

August/September 2012

SOLAR POWER INTERNATIONAL (SPI)

GRID WEEK

Closing – July 15th

October/November 2012

POWER-GEN INTERNATIONAL (PGI)

Closing – September 15th

December 2012/January 2013

25TH ANNIVERSARY ISSUE

Closing -- November 15th

Bonus circulation is guaranteed at above conventions

Printed sheet fed, binding saddle stitch.
Accept film, disk or digital files, Color ads should be 133-line screen.
Publication trim size: 10 7/8"x15".

Website Advertising Flash Ad Rates

Banner Flash Ad of 645px 110px with link to your site
\$2,000 Per month*
Inch size 8.95" x 1.52 with resolution of 72px per inch.

Banner Flash ad of 120px 240_px with link to your site
\$1800 Per month
Inch size 1.66" x 3.33" with resolution of 72 px per inch.

Banner Flash ad of 170px 60px with link to your site
\$1600 Per month
Inch size 2.36" x .83" with resolution of 72 px per inch.

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[World-Gen Web Stats](#)

