

# WORLD-GEN 2008

## 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:	standard		tabloid	
(mm consult publisher)	width	depth	width	depth
2 page spread	15"	10"	20 <sup>1</sup> / <sub>2</sub> "	14"
Page	7"	10"	9 <sup>1</sup> / <sub>2</sub> "	14"
1/2 page, horizontal	7"	4 <sup>7</sup> / <sub>8</sub> "	9 <sup>1</sup> / <sub>2</sub> "	7"
1/2 page, vertical	3 <sup>3</sup> / <sub>8</sub> "	10"	4 <sup>5</sup> / <sub>8</sub> "	14"
1/4 page	3 <sup>3</sup> / <sub>8</sub> "	4 <sup>7</sup> / <sub>8</sub> "		

Printed sheet fed, binding saddle stitch.  
Accept film, disk or digital files. Color ads should be 133-line screen.  
Publication trim size: 10<sup>7</sup>/<sub>8</sub>" x 15"

Richard T. Flanagan, Publisher

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## EDITORIAL

WORLD-GENERATION IS A BPA WORLDWIDE AUDITED PUBLICATION EDITED FOR SENIOR EXECUTIVES IN UTILITIES AND DEVELOPMENT COMPANIES. ADVERTISERS RECEIVE A BANNER AD LINKING SITES.

### January/February 2008

CLASS OF 2008

Ad Closing February 1st

### March/April 2008

76TH EEI CONVENTION

POWER-GEN EUROPE

AWEA

IEEE

Ad Closing April 1st

### May/June 2008

14TH ANNUAL BUECHE DIRECTORY OF DEVELOPERS

8TH ANNUAL COAL-GEN

GTC 2008

Ad Closing June 15th

### September/October 2008

20th Anniversary Issue

ANS

Ad Closing October 1st

### November/December 2008

POWER-GEN INTERNATIONAL

Ad Closing November 1st

Bonus circulation is guaranteed at above conventions.