

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"		

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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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 2011

- CLASS OF 2011

March/April 2011

- AWEA
- 78th EEI CONVENTION
- POWER-GEN EUROPE
- ELECTRIC POWER

May/June 2011

- 11th CG
- GTC 2011

September/October 2011

- GRID WEEK
- SOLAR POWER INT'L
- ANS

November/December 2011

- POWER-GEN INTERNATIONAL
- 17th BUECHE DIRECTORY

Bonus circulation is guaranteed at above conventions.