

# COAL-GEN<sup>®</sup>

## 2010 SHOW GUIDE Advertising Rates

### Information

Upon registering for *COAL-GEN*, every visitor receives a copy of the *Show Guide*. During their stay, the *Show Guide* is used constantly as an important source of information including:

- Details and locations of conference sessions, presentations and speakers.
- Descriptions of products and services on display.
- Booth numbers and locations on the floor plan of each exhibitor.
- Times of all business and social functions.

### Participation

By advertising in the *COAL-GEN Show Guide*, exhibitors have the unique opportunity to reinforce their visibility to a well-defined, audience. Visitors keep the *Show Guide* as a reference source for the products and services they saw at the show. Your advertisement continues to work long after the show is over. The *COAL-GEN Show Guide* is also used as a medium to chronicle the technical presentations during the conference. Advertisers can use existing advertisements and we can pickup your ad from *Power Engineering*, or one of our other magazines. If you are seeking to maximize your company's exposure at *COAL-GEN*, advertising in the *Show Guide* is a "must".

### Color Rates

Full page	7" x 9.5" .....	\$2,390
Double page spread	15" x 9.5" .....	\$4,345
2/3 page	4.5" x 9.5" .....	\$2,130
1/2 page (horizontal)	7" x 4.875" ...	\$1,935
1/2 page (vertical)	3.375" x 9.5" .....	\$1,935
1/2 page (island)	4.5" x 7.375" ...	\$1,935
1/3 page (vertical)	2.25" x 9.5" .....	\$1,675
1/3 page (square)	4.5" x 4.875" ...	\$1,675
1/4 page	3.375" x 4.875" ...	\$1,600

Deduct 10% for Black & White Ads

Rates include a 15% commission to advertising agencies on space, color and position charges unless otherwise noted.

### Mechanical Data & Specifications:

8" x 10.5" trim. No charge for bleed. For bleed add 1/4" to trim size. Allow 1" from trim for live area.

Film negatives emulsion side down, right reading, 133-150 line screen, with color proof.

### Send Materials To:

Production Manager  
COAL-GEN SHOW GUIDE  
1421 S. Sheridan Road  
Tulsa, OK 74112

Ph: 1-800-331-4463; Fax: 918-831-9497

### Electronic Submission:

See <http://digitalads.pennwell.com> for complete electronic specs. Upload Site Instructions - Files need to be stuffed or zipped prior to uploading. Files over 250MB will need to be shipped on disk to:

*COAL-GEN SHOW GUIDE*  
Production Manager  
1421 S. Sheridan Road  
Tulsa, OK 74112.

Log on to <http://digitalads.pennwell.com>. Select *COAL-GEN SHOW GUIDE* in the magazine scroll down menu and enter password: **cgadpw**. Fill in the info & select upload the ad.

PLEASE FAX A PROOF TO PRODUCTION MGR, 918-831-9415

**SPACE RESERVATION  
DEADLINE**

**June 11, 2010**

**Ad Copy Due:  
June 16, 2010**

### For Further Advertising Information.

Contact: Rick Huntzicker, Tel: 770-578-2688 Fax: 770-578-2690  
e-mail: [rickh@pennwell.com](mailto:rickh@pennwell.com)  
or contact your Regional Brand Manager