

INFORMATION

Upon registering for DistribuTECH and Utility Products Conference & Exposition, each visitor receives a copy of the official Show Guide. During their stay, this booklet 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 floorplan of each exhibitor
- Times of all business and social functions

PARTICIPATION

By advertising in the DistribuTECH and Utility Products Conference & Exposition Show Guide, exhibitors have the unique opportunity to reinforce their visibility to a well-defined, captive audience. After the event, many visitors retain the catalog as a source of reference to the products and services they saw on display at the show. Your advertisement continues to work as a constant marketing tool long after the show is over. Historically, advertisers have used existing advertisements to eliminate the requirement of developing special advertising material. In most cases we can "pick-up" your ad from *PowerGrid International* magazine and *Utility Products* magazine. If you are seeking to maximize your company's exposure at DistribuTECH and Utility Products Conference & Exposition, you should advertise in the Show Guide.

ADVERTISING SIZES AND RATES

2 Page Spread	15" x 10"	\$5600.00
Full Page	7" x 10"	\$2800.00
Cover Page Peel	2" x 2"	\$2800.00
2/3 Page	4-1/2" x 10"	\$1900.00
1/2 Page Island	4-1/2" x 7-1/2"	\$1700.00
1/2 Page (horizontal)	7" x 4-7/8"	\$1250.00
1/2 Page (vertical)	3-3/8" x 10"	\$1250.00
1/3 Page (square)	4-1/2" x 4-7/8"	\$860.00
1/3 Page (vertical)	2-1/4" x 10"	\$860.00
1/4 Page	3-3/8" x 4-7/8"	\$650.00
Back Cover (includes 4 color)		\$6500.00
Inside Cover Positions - add 20 %		

Additional color charges

One standard color, each per page.....	\$455
Matched colors, each per page.....	\$650
Four color process, per page.....	\$1350
Show Guide ads are commissionable to agencies.	

PRINTING AND PRODUCTION SPECIFICATIONS

Size :	Full page- no bleed.....	7 x 10
	Full page with bleed.....	8-1/4 x 11
	Full page trim.....	8 x 10-3/4
	Spread with bleed.....	16-1/4 x 11
	Spread trim.....	16 x 10-3/4

Binding: Perfect binding

No additional charge for bleed advertisements.
All sizes are in inches unless otherwise specified.

Advertisement Material:

InDesign (Version 2.x, CS, CS2) is preferred. All fonts and graphics must be supplied, this can be done by using InDesign's "Package" command. A quality high-resolution color proof is required. PDF files are also preferred (PDF/X1z verified PDF files.) At minimum we require "Press Optimized" job options from the PDF Distiller if PDF/x1z files cannot be supplied. Please contact the Ad Traffic Manager for questions about material submission requirements.

Materials due February 25, 2010.

For advertising information, please contact:

Southeast and Midwest sales:

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West sales:

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Northeast sales:

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Utility Products Sales:

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Utility Products Sales:

Jim Zink, Phone: 918-831-9501
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Send Ad Materials To:

Daniel Greene, Ad Traffic Manager
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Tel: 918-832-9369, Fax: 918-831-9153
E-mail: admaterials@pennwell.com (specify that materials are for the DistribuTECH/Utility Products Conference & Exposition show guide)

Closing date for reservations: February 18, 2010