

Utility Products

The Resource for Power, Telecom and CATV Product Solutions

<http://utilityproducts.com>



Official Publication of:

**UTILITY
PRODUCTS**
conference & exposition

<http://utilityproductsexpo.com>

OUR MISSION

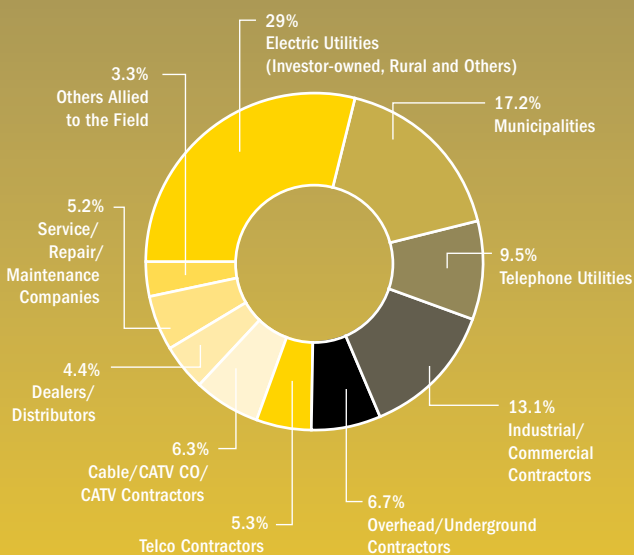
Utility Products, published since 1997 and published 10 times a year provides influential product information to the decision-makers and specifiers in the power, telephone and CATV markets. The magazine reaches more than 32,000 qualified subscribers and is BPA-audited. Magazine subscribers include investor-owned utilities, cooperatives, municipalities and contractors. *Utility Products* provides subscribers with an interesting and reliable source of information that aids them in their purchasing decisions.

Editorial Submissions

Utility Products welcomes interesting editorial material, story ideas and information on new products and services being introduced to the industry. Use of editorial material is up to the editor's discretion. *Utility Products* reserves the right to accept, refuse and edit all submitted material. It is the contributor's responsibility to obtain appropriate releases on any item or individual pictured in an editorial. All submitted materials become the property of PennWell Corp. Mail, fax or e-mail submissions to:

John Tabor
 Associate Editor, *Utility Products*
 1421 S. Sheridan Road, Tulsa, OK 74112
 Ph: +1-918-831-9508
 Fax: +1-918-831-9776
 E-mail: johnt@pennwell.com

Subscribers by Business and Industry



Purchasing Power

PURCHASING INVOLVEMENT

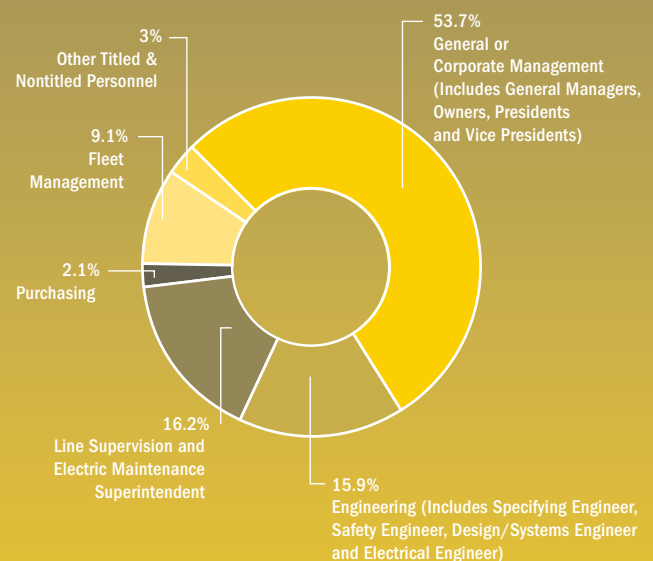
One hundred percent (100%) of our subscribers report involvement in buying, specifying or influencing the purchase of products for their company.*

PURCHASING ACTIONS TAKEN

One hundred percent (100%) of our subscribers report taking some purchasing actions during the past year as a result of ads or editorial appearing in *Utility Products*.*

*Baxter Research Center report April 2010

Subscribers by Job Function



Source: June 2010 BPA

Source: June 2010 BPA

IN EVERY ISSUE

EDITORIAL FEATURES

Each month *Utility Products* features articles written to address specific industry concerns. The editorial calendar shows a complete schedule of our planned feature articles for 2011. In addition, we include articles covering current industry news and events. *Utility Products* welcomes your article ideas or unpublished articles for possible publication.

PRODUCT FOCUS

By offering more product information than any magazine in the industry, *Utility Products* has become the purchasing research resource for industry decision-makers. Product Focus articles are designed to explain the what, why and how of products and equipment used in the industry. Product Focus articles are typically written by product manufacturers, giving them a platform to explain features of their products in detail. This gives buyers an opportunity to compare different products and learn crucial details they can use prior to purchasing new equipment.

NEW PRODUCTS SPOTLIGHT

This section of the magazine is reserved for announcing new products, product updates, literature, catalogs or special services. The announcements range from 100 to 175 words and always include a color photograph.

WHAT OUR READERS ARE SAYING:

"I find *Utility Products* magazine helpful to get different tips and ideas that I can bring to my group."

- a *Utility Products* reader

EDITORIAL BIOS



TERESA HANSEN, EDITOR IN CHIEF

Teresa Hansen is editor in chief of *POWERGRID International*, *Electric Light & Power* and *Utility Products* magazines. She is responsible for all print and digital content for the three publications. She is also the anchor of the weekly website video, *Energy News Wrap Up*, and the conference committee chairperson

for DistribuTECH and the Electric Light & Power Executive Conference. During her career at PennWell, Teresa has worked as an associate and then senior editor on *Power Engineering* and *Electric Light & Power* magazines and was managing editor of PennWell's *Utility Automation* magazine. She has more than 15 years experience as a technical magazine editor, with 12 years at PennWell. Teresa's previous energy-related experience includes 13 years of service at a nuclear power plant working in technical, engineering and middle management positions. She also has experience working as a senior research analyst for an energy marketing and trading company.



JOHN TABOR, ASSOCIATE EDITOR

John Tabor is the associate editor for *Utility Products* magazine. Before joining *Utility Products*, John was associate editor for *Oil, Gas & Petrochem Equipment (OG&PE)* magazine for 18 years. As *OG&PE*'s associate editor, he wrote and edited new product/service content, prepared presentation

layout and was responsible for various other duties. Prior to joining PennWell, he worked for four years as a technical editor for Chrysler Technologies Airborne Systems, a government defense company.

UTILITY PRODUCTS 2011 EDITORIAL CALENDAR

| Issue | Ad Deadline | Product Focus | Editorial Feature | Bonus Distribution | Value-Added Opportunities for Advertisers |
|----------|--|---|---|---|---|
| Dec 2010 | 11/19/10 | Safety Products Vehicles and Accessories Line Construction Power Monitoring | The Wish List Renting vs. Buying | POWERGEN International <i>Dec. 14-16, 2010</i> | Baxter Ad Effectiveness Study |
| Jan | UTILITY PRODUCTS CONFERENCE AND EXPO SHOW ISSUE | | | | |
| | 12/14 | Transmission and Distribution Test and Measurement Substation Management and Maintenance Metering and Metering Devices | Utility Products Conference & Expo Show-in-Print 2010 Products of the Year | <i>Official Print Publication of Utility Products Conference and Expo</i> UCT <i>Jan. 25-27</i> EL&P Executive Conf. <i>Jan. 30-31</i> DistribUTECH <i>Feb. 1-3</i> Utility Products Conference & Expo <i>Feb. 1-3</i> | |
| Feb | 1/19 | 2011 Buyers' Guide | Readers' Choice Awards Utility Products Conference & Expo Post Show | NETA Power Test <i>Feb. 21-24</i> Electric West <i>Feb. 22-24</i> NTEA Truck Show <i>March 7-10</i> TechAdvantage <i>March 8-11</i> | Extra Buyers Guide Listings for Advertisers |
| Mar | 2/18 | Vehicles and Accessories Line Construction and Maintenance Safety Products Tools and Supplies | GIS/Mobile Computing Latest in Construction Equipment | CONEXPO-CON/AGG 2011 <i>March 22-26</i> Intl. Conf. of Doble Clients <i>March 27-Apr 1</i> GITA <i>April 10-14</i> | |
| Apr | 3/18 | Test and Measurement Wire, Cable and Fiber Optics Substation Management and Maintenance Metering and Metering Devices | Communications Technologies for Field Workers Right-of-Way Maintenance | UTC <i>May 10-13</i> | Baxter Ad Effectiveness Study |
| May | 4/14 | Transmission and Distribution Overhead and Underground Wind Farm Construction and Maintenance Computers and Software | Wind Power Update Customer Service and Outage Response | AWEA Windpower <i>May 22-25</i> CS Week <i>May 23-26</i> | UtiliLeads Bonus Lead Generation |
| June | 5/19 | Vehicles and Accessories Line Construction and Maintenance Tools and Supplies Safety Products | EUFMC Preview Fleet Efficiency | EUFMC Fleet Mgr <i>June 19-22</i> | |
| July/Aug | 7/15 | Substation Management and Maintenance Test and Measurement Metering and Metering Devices Power Monitoring | 2011 New Products Guide ICUEE Preview | Utilimetrics Autovation <i>Sept. 25-28</i> | UtiliLeads Bonus Lead Generation |
| Sept | 8/18 | Vehicles and Accessories Line Construction and Maintenance Wire, Cable and Fiber Optics Transmission and Distribution | Theft Protection and Security Meter Installation ICUEE Show-in-Print | ICUEE <i>Oct. 4-6</i> SCTE Cable-Tec Expo | |
| Oct | 9/16 | Tools and Supplies Safety Products Overhead and Underground Computers and Software | Safe Work Practices Field Force Automation | Lineman's Rodeo <i>Oct. 13-15</i> NECA <i>Oct. 22-25</i> | UtiliLeads Bonus Lead Generation |
| Nov/Dec | 11/9 | Vehicles and Accessories Transmission and Distribution Substation Management and Maintenance Test and Measurement | Update on Renewable Energy Storm Restoration | POWERGEN International <i>Dec. 13-15</i> | Baxter Ad Effectiveness Study |

MARKETING OPPORTUNITIES

PennWell offers a variety of ways to get your marketing message out in creative forms that add value to your monthly ads.

- * **Tip-in Inserts** - Inserts attached to signatures with a thin line of removable glue
- * **Magna-stripped Inserts** - Insert attached to a narrow strip of paper before binding
- * **Polybag Inserts** - Magazine is sealed in a plastic bag, inserts are placed in the bag and not attached to the magazine
- * **Belly Bands** - Paper strips that wrap around the middle section of the magazine; can be printed on front and back
- * **BRC & Postcards** - Reply cards bound or blown into the magazine
- * **Bound-in Inserts** - Bound into the magazine just as a page of the magazine and is nonremovable
- * **4-page Gatefold Insert** - Folded insert bound into the magazine that can be opened but not removed

For samples, size specifications and pricing contact your sales representative.

Lead Generation and Market Feedback Opportunities

READER SERVICE CARD PROGRAM

Utility Products' Reader Service Card Program has been praised by advertisers over the years. It's a free service for you as an advertiser. Perhaps its greatest value is that we send you only those leads that come from your advertisements and articles; we do not send you the names of readers who have not asked for your information. No competitors or other companies reap the benefits of your advertising.

UTILILEAD BONUS LEAD GENERATION

UtiliLead is your direct connection to our audience of key industry decision-makers. We canvas *Utility Products* subscribers with respect to their upcoming purchasing plans for various products and services. This comprehensive tele-research survey is shared with you within 14 days of the conversation. With each lead, you will receive a detailed demographic summary of UtiliLead tele-survey respondents, which includes the respondent's name, job title, business type, purchasing authority and the specific products they are considering for purchase within the next six to 12 months.

BAXTER READER AD STUDY

Baxter Research reports on your advertising's readership and effectiveness. These third-party surveys offer you objective research on the power of your advertising message. *Utility Products* subscribers will view and report their recall of each ad by completing an interactive, online survey developed specifically for *Utility Products*. Your report will be available online and in print approximately one business day after the survey closes for tabulation. This is your opportunity to measure how well your ad communicates with buyers in your market.

eRESPONSE

A proactive e-mail program that helps increase lead volumes for advertisers, eResponse is an innovative product that finds new methods of reaching subscribers and increasing sales leads for advertisers. It is an e-mail delivery of the latest issue's reader service offerings. An electronic card is sent to subscribers and subscribers instantly generate direct leads by clicking on the company link, product link or by requesting more information. Leads are then delivered to the advertisers in a single, easy-to-use lead package, either electronically or via printed labels.

CUSTOMIZED ADVERTISING AND MARKETING PACKAGES ARE AVAILABLE.

For more information, contact:

* Candice Doctor
Sales Manager
Ph: +1-918-831-9884
Fax: +1-918-831-9834
E-mail: candiced@pennwell.com

* Chris Long
Senior Regional Sales Manager
Ph: +1-888-985-9229
Fax: +1-205-647-9140
E-mail: clong@pennwell.com

RATES & SPECIFICATIONS

2011 DISPLAY ADVERTISING RATES

| Four-color Process | 1x | 3x | 6x | 9x | 12x | 18x | 24x |
|--------------------|-------------|-------------|-------------|------------|------------|------------|------------|
| Full Page Spread | \$11,116.98 | \$10,860.96 | \$10,308.12 | \$9,833.82 | \$8,412.96 | \$7,102.26 | \$6,009.84 |
| Full Page | 5,736 | 5,463 | 5,245 | 5,027 | 4,770 | 4,534 | 4,316 |
| 2/3 Page | 4,753 | 4,534 | 4,262 | 4,042 | 3,824 | 3,661 | 3,441 |
| 1/2 Page | 3,278 | 3,114 | 3,005 | 2,896 | 2,787 | 2,622 | 2,513 |
| 1/3 Page | 2,622 | 2,421 | 2,349 | 2,185 | 2,076 | 1,967 | 1,857 |
| 1/4 Page | 1,939 | 1,857 | 1,748 | 1,693 | 1,612 | 1,530 | 1,421 |
| 1/6 Page | 1,175 | 1,120 | 1,065 | 1,011 | 956 | 902 | 874 |

Issuance: mails by the 15th of each month

Rate Policy

Earned rate is based on the total number of insertions within a 12-month period in any of PennWell's Global Energy Group publications, including: *Power Engineering*, *Electric Light & Power*, *POWERGRID International*, *Utility Products*, *Middle East Energy*, *Power Engineering International*, *Potencia* and *Global Power Review*. A spread counts as two insertions. Rates include a 15 percent commission to recognized advertising agencies on space, color and position charges unless otherwise noted. Tip-in charges, artwork, printing, mechanical art or other miscellaneous charges are not commissionable. Commission is revoked on unpaid billings after 60 days from billing date. Finance charge of 1 percent per month is levied on balances over 30 days. Advertiser will be responsible for reasonable attorney fees and court costs if litigation is necessary. Notification of cancellation must be given in writing prior to the close date of each issue.

PRIORITY POSITIONS

- * **Inside front cover spread:** Rate plus 15 percent
- * **Inside back cover spread:** Rate plus 10 percent
- * **Back cover:** Rate plus 20 percent
- * **Inside front cover:** Rate plus 15 percent
- * **Inside back cover:** Rate plus 10 percent

ELECTRONIC SUBMISSION REQUIREMENTS

PennWell is primarily Mac-based for graphics. We are trained in Mac and PC, however, for those applications that we support.

ELECTRONIC SUBMISSION

See <http://digitalads.pennwell.com> for complete electronic specs. Upload site instructions: Files must be stuffed or zipped prior to uploading. Files over 250 MB must be shipped on disk to *Utility Products*, Daniel Greene, production manager, 1421 S. Sheridan Road, Tulsa, OK 74112. Log on to <http://digitalads.pennwell.com>. Select *Utility Products* in the magazine scroll-down menu. Then fill in the appropriate information and select upload the ad.

SUPPLYING AD MATERIAL FOR PENNWELL MAGAZINES

- * PennWell prefers ad material to be supplied as PDFs with PDF/X-1a format option. We also accept ads built in these programs: QuarkXPress and Adobe InDesign, PageMaker, Illustrator, FreeHand MX and Photoshop.
- * Please supply all fonts, images and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics.
- * PennWell does not accept ads built in Microsoft Word, Publisher, Power Point or Corel Draw.
- * For complete PennWell specifications, see the spec sheet at ad upload site: <http://digitalads.pennwell.com>.

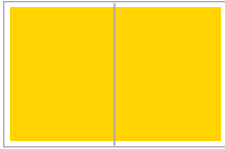


Now Online!

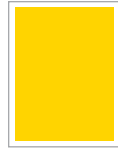
Log on to: <http://utilityproducts.com> for a complete downloadable and printable 2011 media kit.

MECHANICAL DATA

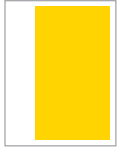
MAGAZINE TRIM SIZE: 8" x 10 1/2" (203mm X 266mm). No charge for bleed.



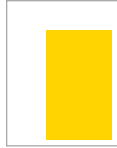
Full-page Spread
 Live Area: 15" x 9.5" (381mm x 241mm)
 Trim: 16" x 10.5" (406mm x 267mm)
 Bleed: 16.25" x 10.75" (413mm x 274mm)



Full Page
 Live Area: 7" x 9.5" (178mm x 241mm)
 Trim: 8" x 10.5" (203mm x 267mm)
 Bleed: 8.25" x 10.75" (210mm x 274mm)



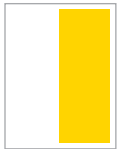
2/3 Page
 Live Area: 4.5" x 9.5" (114mm x 241mm)
 Bleed: 5.25" x 10.75" (133mm x 274mm)



1/2 Page Island
 Live Area: 4.5" x 7.375" (114mm x 187mm)
 Bleed: 5.25" x 8.25" (133mm x 210mm)



1/3 Page Vertical
 Live Area: 2.25" x 9.5" (57mm x 241mm)



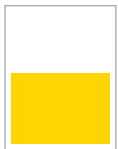
1/2 Page Vertical
 Live Area: 3.375" x 9.5" (86mm x 241mm)
 Bleed: 4.125" x 10.75" (105mm x 274mm)



1/3 Page Square
 Live Area: 4.5" x 4.875" (114mm x 124mm)



1/4 Page
 Live Area: 3.375" x 4.875" (86mm x 124mm)



1/2 Page Horizontal
 Live Area: 7" x 4.875" (178mm x 124mm)
 Bleed: 8.25" x 5.5" (210mm x 140mm)



1/3 Page Horizontal
 Live Area: 7" x 3.3125" (178mm x 84mm)



1/6 Page
 Live Area: 2.25" x 4.875" (57mm x 124mm)

METHOD OF PRINTING

Web Offset coated

BINDING

Saddle Stitched

PAPER

Cover: 80 lb. text weight **Body Pages:** 38 lb. text weight

INSERTS

The maximum stock weight accepted for inserts is 80 lb. book. Standard sizebound in inserts must be furnished at 8 1/4" x 10 3/4" allowing for a 1/4" trim on all sides. Special printing on inserts, such as embossing, where it is impossible to use or sell the other side of the insert, is sold as a complete two-page insert. Consult Daniel Greene, production manager, at +1-918-831-9401 for more information.

STORING OF ADVERTISING MATERIAL

Advertising material will be stored for 12 months and then destroyed unless otherwise advised. For more information on PennWell's electronic ad specs, visit <http://digitalads.pennwell.com> and click on spec sheet.

WHAT OUR READERS ARE SAYING:

"Utility Products magazine keeps me up to date on current products and gives me a look at what new items are hitting the market."

- a Utility Products reader

2011 REPRINT PRICE LIST

| | 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 | 900 | 1,000 | 2,000 | 3,000 | 4,000 | 5,000 | 10,000 |
|---------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| 1 Page | | | | | | | | | | | | | | | |
| BW | \$541 | \$607 | \$659 | \$711 | \$763 | \$817 | \$867 | \$902 | \$954 | \$1,006 | \$1,369 | \$1,717 | \$2,082 | \$2,445 | \$4,214 |
| 2 colors | \$817 | \$867 | \$914 | \$972 | \$1,022 | \$1,074 | \$1,125 | \$1,178 | \$1,212 | \$1,265 | \$1,628 | \$1,975 | \$2,340 | \$2,707 | \$4,475 |
| 4 colors | \$1,941 | \$1,994 | \$2,047 | \$2,097 | \$2,133 | \$2,186 | \$2,237 | \$2,289 | \$2,340 | \$2,394 | \$2,880 | \$3,346 | \$3,833 | \$4,319 | \$6,713 |
| 2 Page | | | | | | | | | | | | | | | |
| BW | \$625 | \$677 | \$728 | \$778 | \$832 | \$885 | \$934 | \$972 | \$1,022 | \$1,074 | \$1,437 | \$1,786 | \$2,150 | \$2,496 | \$4,282 |
| 2 colors | \$1,091 | \$1,145 | \$1,198 | \$1,247 | \$1,299 | \$1,351 | \$1,404 | \$1,437 | \$1,491 | \$1,543 | \$2,029 | \$2,514 | \$2,983 | \$3,468 | \$5,879 |
| 4 colors | \$2,550 | \$2,601 | \$2,654 | \$2,707 | \$2,756 | \$2,810 | \$2,860 | \$2,898 | \$2,949 | \$3,000 | \$3,484 | \$3,973 | \$4,440 | \$4,926 | \$7,336 |
| 4 Page | | | | | | | | | | | | | | | |
| BW | \$1,231 | \$1,319 | \$1,387 | \$1,473 | \$1,543 | \$1,628 | \$1,700 | \$1,785 | \$1,857 | \$1,941 | \$2,532 | \$3,122 | \$3,709 | \$4,285 | \$7,233 |
| 2 colors | \$1,491 | \$1,577 | \$1,646 | \$1,733 | \$1,802 | \$1,890 | \$1,958 | \$2,048 | \$2,116 | \$2,203 | \$2,792 | \$3,380 | \$3,973 | \$4,561 | \$7,492 |
| 4 colors | \$2,601 | \$2,687 | \$2,756 | \$2,844 | \$2,914 | \$3,000 | \$3,070 | \$3,157 | \$3,227 | \$3,313 | \$3,885 | \$4,493 | \$5,064 | \$5,655 | \$8,605 |
| 6 Page | | | | | | | | | | | | | | | |
| BW | \$1,802 | \$1,890 | \$1,975 | \$2,063 | \$2,150 | \$2,237 | \$2,323 | \$2,410 | \$2,497 | \$2,601 | \$3,380 | \$4,179 | \$4,960 | \$5,761 | \$9,714 |
| 2 colors | \$2,669 | \$2,756 | \$2,844 | \$2,931 | \$3,017 | \$3,104 | \$3,189 | \$3,277 | \$3,363 | \$3,468 | \$4,248 | \$5,047 | \$5,828 | \$6,626 | \$10,580 |
| 4 colors | \$5,028 | \$5,115 | \$5,204 | \$5,289 | \$5,378 | \$5,461 | \$5,551 | \$5,634 | \$5,724 | \$5,810 | \$6,607 | \$7,407 | \$8,184 | \$8,986 | \$12,940 |



REPRINT ADDITION

Reprints of articles can be a valuable and cost-effective way to enhance your promotional efforts. Professional reprints are easy to obtain at affordable rates. You can also personalize the blank space at the end of an article at no extra cost by adding company contact information or your ad (space permitting).

* Glenda Harp
Classified/Reprints Account Executive
 Toll-free: +1-800-331-4463 x 6301
 Direct: +1-918-832-9301
 Fax: +1-918-832-9201
 E-mail: glendah@pennwell.com

WHAT OUR READERS ARE SAYING:

"Utility Products magazine is a resource for ideas and trends."

- a Utility Products reader

Utility Products Conference & Exposition



Be in the spotlight

**UTILITY
PRODUCTS**
conference & exposition

February 1 - 3, 2011 | San Diego, Calif.
San Diego Convention Center
www.utilityproductsexpo.com

Host Utility:



A Semptra Energy utility

Water Host Utility:



THE WATER UTILITY DISTRICT
A San Diego Gas & Electric Utility

The Utility Products Conference & Exposition brings the pages of *Utility Products* magazine to life and brings together buyers and sellers of power, telecom, CATV and water equipment, providing them an opportunity to learn firsthand about their industries' latest products.

For exhibiting or sponsorship information contact:

Sandy Norris | Phone: 918-831-9115 | Fax: 918-831-9181 | Email: sandyn@pennwell.com

