

COMBINED CYCLE Journal

2010 Media Kit Rate Card

Display Advertising Rates

(per issue, U.S. dollars)

Ad size	4/c*	2/c*	B/W
Spread8002	7783	6661	
Full page	4885	4518	3907
2/3 page	3662	3402	2922
½ page	3177	2943	2545
1/3 page	2484	2310	1989
¼ page	1994	1846	1596
1/6 page	1489	1377	1193

* Process colors. Matched and metallic colors extra (see Enhancements below).

Inside front cover and back cover:

Add 20% to full-page 4/c rate.

Inside back cover:

Add 10% to full-page 4/c rate.

Center spread:

Add 10% to 4/c spread rate.

Classified Advertising Rates

* *Employment* * *Services* * *Tools* *

* *Parts* * *Pre-Owned Equipment* *

All ads B/W, billed at \$130/column-inch.

Professional Services Card Rates

\$500 per issue, any color

Run card in 4 issues and receive 4th card free

–Total cost \$1500.

Discounts

Frequency. Buy all 4 issues in the calendar year and take six percent (6%) off display and classified rates.

Prepayment. Take 5% off display and classified rates for payment at time of order. Directory listings & Professional Cards excluded.

Enhancements

- Matched color: Add \$500 to 4/c rate if process colors also required; add \$500 to 2/c rate if matched color is the only color other than black.
- Metallic color: Add \$1000 to 4/c rate if process colors also required; add \$1000 to 2/c rate if metallic color is the only color other than black.
- Design classified ad (up to 3 inches): \$50 one-time non-commissionable charge.
- Design classified ad (over 3 inches to 6 inches): \$100 one-time non-commissionable charge.
- Design fractional ad (1/3 or ¼ page): \$150 one-time non-commissionable charge (\$250 with one photo).
- Design fractional ad (1/2 or 2/3 page): \$250 one-time non-commissionable charge (add \$100 for each photo).
- Write/design sponsored statement (advertorial) for full page in lieu of supplied advertisement: Add \$1500 one-time charge to applicable full-page rate (not commissionable).

Terms

Billed immediately if prepayment discount option requested; otherwise, billed upon publication. Net 10 days. Payable to PSI Media Inc. Fifteen percent (15%) commission to recognized AAAA agencies only. No agency commissions paid on invoices aged beyond 30 days.

Advertiser and advertising agency assume liability for the content of their advertisements and assume responsibility for any claims arising therefrom made against the Publisher, and agree to indemnify the Publisher against any expense or loss suffered by reason of such claims.

Positioning of advertising is at the discretion of the Publisher except where positions are covered by contract.

Cancellations or changes in orders are not accepted after the published closing date.

Combined Cycle Journal cannot guarantee client's expected color without accompanying high quality color proof.

COMBINED CYCLE Journal 2010 Media Kit Editorial Highlights

1st Quarter 2010 Best Practices Awards

Producing power at lowest cost in an environmentally sound manner while maintaining high availability and reliability requires that plant personnel do the “little things” better than the competition. This special report will feature a collection of “best practices” gathered from gas-turbine-based plants across North America—the US, Canada, and Mexico. The best of the “best practices,” as judged by a panel of plant executives elected to the Leadership Committee of the Combustion Turbine Operations Task Force, will be formally recognized at the CTOTF Spring Forum.

Two for One advertiser promotion for WTUI and HRSG exhibitors

[Deadline for space reservation and materials: February 15th](#)

2nd Quarter 2010 Pacesetter Plants of 2009/2010

Advancements in state-of-the-art technology applied to gas-turbine-based generating facilities (simple cycle, cogen, combined cycle) will be presented by way of case studies. 2009/2010 pacesetter plants selected for their innovation will be new facilities that have installed equipment and systems to maximize, to the extent possible, efficiency, reliability, and/or availability and to minimize emissions.

[Deadline for space reservation and materials: June 15](#)

3rd Quarter 2010 Spring Users Group Roundup and 2011 Directory of Products and Services

Planned Users Group roundup articles: 501F, 501G, 501D5/D5A, CTOTF, HRSG, Western Turbine, Frame 6, Frame 7F, V users, Southwest Chemistry Workshop

The COMBINED CYCLE Journal's Directory of Products and Services will serve as an invaluable resource for professionals who construct, design, and operate and maintain gas-turbine-based powerplants. It is a comprehensive resource focused on products and services critical to this important segment of the North American powerplant market (simple cycle, cogeneration, combined cycle; with aeroderivative or frame machines rated at 5 MW and above). The 2011 Directory of Products and Services will provide a detailed product and service listing, as well as complete contact information on manufacturers and suppliers.

[Deadline for space reservation and materials: September 15th](#)

4th Quarter 2009 2011 Outage Handbook

The COMBINED CYCLE Journal's 2011 Outage Handbook will be an important asset in planning plant outages. Successful outages are key to high availability, high reliability, and efficient operation necessary to compete in today's competitive generation market. The level of success is impacted dramatically by the amount of time invested in planning. COMBINED CYCLE Journal's 2011 Outage Handbook will be an essential resource for plant managers, serving as a guide for successful planning. This special issue will have wide bonus distribution to user groups and will serve readers all year long.

[Deadline for space and materials November 15th](#)

COMBINED CYCLE Journal

2010 Media Kit Advertising Specifications

Advertising materials must be submitted via digital media according to the guidelines presented below. We offer ad copywriting and preparation services.

Size specifications

(all dimensions in inches)

- Trim size: 8 inches wide x 10 7/8 inches deep. Note that live matter must be kept 1/2 inch from all trim edges.
- Double-page spread:
Specs on request
- Full page: Bleed, 8 1/4 W x 11 1/8; non-bleed, 7W x 10
- Fractional ads:
2/3 vertical, 4 1/2 W x 10
1/2 horizontal, 6 3/4 W x 4 7/8
1/2 vertical, 3 3/8 W x 10
1/2 island, 4 1/2 W x 7 1/2
1/3 vertical, 2 1/4 W x 10
1/3 square, 4 1/2 W x 4 7/8
1/3 horizontal, 6 3/4 W x 3 1/4
1/4 vertical, 3 3/8 W x 4 7/8
1/4 horizontal, 6 3/4 W x 2 3/8
1/6 vertical, 2 1/4 W x 4 7/8
1/6 horizontal, 3 3/8 W x 3 1/4

Media

- We accept CD-ROMs
- Digitally supplied color ads require a color-accurate proof (e.g., Iris, Kodak Approval, etc.) made from the supplied file—this for color-matching. **We can not guarantee your expected color without a proof.**
- Laser proofs are only acceptable for gray-scale ads.

File format

- Preferred: PDF/X-1A and TIFF/IT-P1
- Additional file formats: TIFF, EPS.
- All fonts in EPS files must be converted to outlines.
- Any art or production work necessary to complete the preparation of an ad is subject to supplemental charges. Please ask us for a quote.

Artwork

- Artwork should be CMYK or gray-scale.
- Artwork should be at least 300 dpi at 100% size.
- Line art should be 1200 dpi at 100% size.

Fonts

- Type 1 PostScript fonts. Include all fonts (printer and screen).
- Please use specific fonts for italic and bold (e.g., if using Times, use Times Italic and/or Times Bold fonts, rather than choosing “italic” or “bold” from the style palette).

Final Dates for space reservation and materials

Quarter 1 2010.....	February 15
Quarter 2 2010.....	June 15
Quarter 3 2010.....	September 15
Quarter 4 2010.....	November 15

Send materials to:

Susie Carahalios
Carahalios Media,
5921 Crestbrook Dr.,
Morrison, CO 80465,
P: 303-697-5009, F: 303-697-5709
susie@carahaliosmedia.com

COMBINED CYCLE Journal **2010 Media Kit Circulation Demographics**

Total Circulation: 7946

US: 7555
Canada: 295
Mexico: 96

Circulation Breakout:

Generators: Utilities and Merchant Power Plants: 70.5%

Within this group, 80% are directly responsible for plant management and plant supervision.

Design/construct, Engineering and Consulting Firms: 12.9%

Service and Equipment Providers: 14.9%

Other, including Government and Regulatory: 1.7%



Robert Schwieger, Publisher and Editor-in-Chief, COMBINED CYCLE Journal, a publication of PSI Media

*** Publisher's Sworn Statement**

COMBINED CYCLE Journal

2010 Media Kit

Why CCJ

Market served: The COMBINED CYCLE Journal (CCJ) serves key personnel at gas-turbine-based combined-cycle, simple-cycle, and cogeneration facilities in North America with its print edition. In addition, our online edition serves electric-generation professionals who design, construct, manage, operate, and maintain these types of powerplants in South America, Europe, and in key Asian and Middle Eastern nations.

Market Size: U.S. gas-turbine-based powerplants alone had an aggregate capability of nearly 360,000 MW at the end of June 2009. They comprise the world's third largest generation market. Only two countries—the U.S., of course, and China—have more total generating capacity than we have at gas-turbine-based plants.

Combined-cycle plants represent 55% of the U.S. fleet's gas-turbine-based capacity—simple-cycle and cogeneration plants the remainder. Approximately 70,000 MW of additional gas-turbine-based generating capability is under construction or planned, about three-quarters of that designed into combined-cycle facilities. In addition to business associated with new-plant construction, equipment and services providers have a reservoir of opportunities at operating plants. Consider that over the expected 20-year life of a typical combined-cycle facility, plant managers will spend as much as the original cost of the unit on O&M and equipment upgrades (not including fuel and personnel costs). For a 500-MW plant, that amounts to about \$16-million annually. Thus, the 500 combined-cycle units already operating in North America alone represent more than \$8-billion in annual business.

User Groups: The COMBINED CYCLE Journal has strong ties to the community of engineers and managers working at gas-turbine-based generating facilities. Our reach into the plant is facilitated by the CCJ's close association with key industry user groups—the plant manager's lifeline to timely solutions to plant problems. We regularly participate in meetings of the HRSG User's Group, 501D5/D5A Users, 7F Users, Frame 6 Users, 7EA Users, 251 Users, Western Turbine Users, Combustion Turbine Operations Task Force (CTOTF), 501F Users, and others.

Members of our Editorial Advisory Board have years of plant management experience and/or consulting experience focused on plant O&M problem-solving. The board includes: Robert W. Anderson, formerly Manager of Combined Cycle Services-CT Operations, Progress Energy and now in private practice; Robert D. Threlkeld, Plant Manager, Tenaska Lindsay Hill and Central Alabama Plants; J. Edward Barndt, former Managing Director of Meghnaghat Power Ltd., Haripur Power Ltd., and NEPC Consortium Power Ltd. (all located in South Asia) and now in private practice; Gabriel Fleck, chairman 501D5-D5A Users and electrical engineer, Associated Electric Cooperative Inc; John Lovelace, former chairman of the CTOTF and consulting engineer for Airzona Public Service Co and now in private practice; Dr. Barry Dooley, Structural Integrity Associates Inc.

COMBINED CYCLE Journal Subscribers: COMBINED CYCLE Journal provides an opportunity for you to address this market in a highly focused manner. The overwhelming majority of subscribers to the CCJ print edition are technicians, engineers, and engineering managers who focus exclusively on gas-turbine-based powerplants.