

# COMBINED CYCLE Journal

# 2011 Media Kit Rate Card

## Display Advertising Rates

(per issue, U.S. dollars)

Ad size	4/c*	2/c*	B/W
Spread	8242	8016	6861
Full page	5032	4654	4024
2/3 page	3772	3504	3010
1/2 page	3272	3031	2621
1/3 page	2558	2379	2049
1/4 page	2054	1901	1644
1/6 page	1534	1418	1229

\* 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 4<sup>th</sup> 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 1/4 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.

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## 2011 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 ½ 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, 4½ W x 10
  - ½ horizontal, 6 3/4 W x 4 7/8
  - ½ vertical, 3 3/8 W x 10
  - ½ island, 4½ W x 7½
  - 1/3 vertical, 2¼ W x 10
  - 1/3 square, 4½ W x 4 7/8
  - 1/3 horizontal, 6 3/4 W x 3¼
  - ¼ vertical, 3 3/8 W x 4 7/8
  - ¼ horizontal, 6 3/4 W x 2 3/8
  - 1/6 vertical, 2¼ W x 4 7/8
  - 1/6 horizontal, 3 3/8 W x 3¼

### 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).

### Send materials to:

**Susie Carahalios**  
**Carahalios Media,**  
**5921 Crestbrook Dr.,**  
**Morrison, CO 80465,**  
**P: 303-697-5009, F: 303-697-5709**  
**[susie@carahaliosmedia.com](mailto:susie@carahaliosmedia.com)**

# COMBINED CYCLE Journal

## 2011 Media Kit Editorial Highlights

### 1<sup>st</sup> Quarter 2011 — 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 the Western Hemisphere. 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.

[> Deadline for space reservation and materials: January 15<sup>th</sup>](#)

### 2<sup>nd</sup> Quarter 2011 — Pacesetter Plants of 2010/2011

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. 2010/2011 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: August 15](#)

### 3<sup>rd</sup> Quarter 2011 — Spring Users Group Roundup — 2012 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 Western Hemisphere powerplant market (simple cycle, cogeneration, combined cycle; with aeroderivative or frame machines rated at 5 MW and above). The 2012 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: October 15<sup>th</sup>](#)

### 4<sup>th</sup> Quarter 2011 - 2012 Outage Handbook

The COMBINED CYCLE Journal's 2012 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 2012 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 December 15<sup>th</sup>](#)

**In Every Issue:** Gas turbines, Heat-recovery steam generators, Steam turbine generators, Auxiliaries, Controls and instrumentation, Plant operation and maintenance, Emissions control, Water treatment, Lubrication, and the latest User group meeting round-up information.

**Total Circulation: 10,106**

**Countries Served:**

ARGENTINA  
ARUBA  
BAHAMAS  
BARBADOS  
BELIZE  
BOLIVIA  
BRAZIL  
CHILE  
COLOMBIA  
COSTA RICA  
CUBA  
DOMINICAN REPUBLIC  
ECUADOR  
EL SALVADOR

FRENCH GUIANA  
GUATEMALA  
HONDURAS  
JAMAICA  
MARTINIQUE  
MEXICO  
NETHERLANDS ANTILLES  
NICARAGUA  
PANAMA  
PERU  
SURINAME  
TRINIDAD & TOBAGO  
URUGUAY  
VENEZUELA

**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

## 2011 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, South, Central America and the Caribbean 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 2010. 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, Southwest Chemistry Workshop 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: 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; and 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.

## Creating Links in Your Ad

### All issues and ads are archived on the Combined Cycle Journal website, [www.combinedcyclejournal.com](http://www.combinedcyclejournal.com)

Help Combined Cycle Journal readers reach your products and services by embedding links directly in your ad. You can make them visible or invisible.

The following directions are from the Adobe 7.0 Help Menu

#### **To create a link using the Link tool:**

1. Go to where you want to create a link from in the document.
2. Choose Tools > Advanced Editing > Link Tool, or select the Link tool on the Advanced Editing toolbar. The pointer becomes a cross hair (+), and any existing links in the document, including invisible links, are temporarily visible.
3. Drag to create a rectangle (marquee). This is the area in which the link is active.
4. In the Create Link dialog box, choose the settings you want for the link appearance.
5. To set the link action, do one of the following:
  - a. Elect Go To A Page View, click Next, set the page number and view magnification you want in the current document or in another document, and then click Set Link.
  - b. Select Open A File, click Browse to select the destination file, and click Select. If the file is an Adobe PDF document, specify how the document should open. Click OK.
- Note:** if the file name is too long in the text box, the middle of the name is truncated.
6. Select Open A Web Page, and provide the URL of the destination web page.
7. Select Custom Link, and click OK to open the Link Properties dialog box. You can set actions associated with the link, such as reading an article, in this dialog box.

#### **To create a link using the Select Tool or the Snapshot tool:**

1. Select the Select tool or the Snapshot tool, and drag to select the text or image from which you want to create a link.
2. Right-click (Windows) or Control-click (Mac OS) the selection, and choose Create Link.
3. Select options in the Create Link dialog box as described in the previous procedure.

**Note:** The Custom Link option is not available for links created from selected text