

## POWER INDUSTRY DECISION MAKERS' DATABASE

Drawing from more than 300,000 contacts, PennWell's Power Industry Decision Makers' Database empowers you to decide which power pros to target. Blanket the market or zero in on a niche segment with your direct response materials. Go international or keep it regional. With our Power Industry Decision Makers' Database™, you decide what level of distribution and results you're after.

Our database is made up of active and recent subscribers to *Power Engineering*, *Power Engineering International*, *Electric Light & Power*, *Utility Automation & Engineering/T&D*, *Utility Products*, *Cogeneration & Onsite Power Production* and *Renewable Energy World* magazines along with attendees from PennWell's energy related conferences.

The list can be segmented by industry sector, job function and form of energy used. *Email lists also available.*

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Domestic: \$150/M, Minimum order 5,000 names  
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### SELECTIONS

By Industry, Title, Type of Energy Used,  
+\$10/M, State/SCF/Zip/Country +\$10/M,  
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## REPRINT RATES

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|---------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| <b>1-PAGE</b> |         |         |         |         |         |         |         |         |         |         |         |         |         |         |          |
| BW            | \$476   | \$534   | \$581   | \$626   | \$672   | \$719   | \$764   | \$794   | \$840   | \$887   | \$1,206 | \$1,512 | \$1,833 | \$2,153 | \$3,771  |
| 2-color       | \$719   | \$764   | \$805   | \$856   | \$900   | \$946   | \$991   | \$1,038 | \$1,068 | \$1,114 | \$1,434 | \$1,740 | \$2,061 | \$2,384 | \$3,941  |
| 4color        | \$1,710 | \$1,756 | \$1,803 | \$1,847 | \$1,878 | \$1,925 | \$1,971 | \$2,015 | \$2,061 | \$2,108 | \$2,536 | \$2,947 | \$3,375 | \$3,803 | \$5,912  |
| <b>2-PAGE</b> |         |         |         |         |         |         |         |         |         |         |         |         |         |         |          |
| BW            | \$551   | \$596   | \$641   | \$685   | \$733   | \$779   | \$823   | \$856   | \$900   | \$946   | \$1,266 | \$1,572 | \$1,893 | \$2,199 | \$3,771  |
| 2-color       | \$961   | \$1,009 | \$1,055 | \$1,098 | \$1,144 | \$1,191 | \$1,236 | \$1,266 | \$1,313 | \$1,359 | \$1,787 | \$2,214 | \$2,627 | \$3,054 | \$5,177  |
| 4-color       | \$2,246 | \$2,291 | \$2,337 | \$2,384 | \$2,428 | \$2,474 | \$2,519 | \$2,552 | \$2,596 | \$2,642 | \$3,069 | \$3,498 | \$3,911 | \$4,338 | \$6,460  |
| <b>4-PAGE</b> |         |         |         |         |         |         |         |         |         |         |         |         |         |         |          |
| BW            | \$1,084 | \$1,162 | \$1,222 | \$1,297 | \$1,359 | \$1,434 | \$1,497 | \$1,572 | \$1,635 | \$1,710 | \$2,230 | \$2,750 | \$3,267 | \$3,773 | \$6,370  |
| 2-color       | \$1,313 | \$1,389 | \$1,450 | \$1,527 | \$1,588 | \$1,665 | \$1,725 | \$1,803 | \$1,863 | \$1,940 | \$2,459 | \$2,977 | \$3,498 | \$4,016 | \$6,598  |
| 4-color       | \$2,291 | \$2,367 | \$2,428 | \$2,505 | \$2,566 | \$2,642 | \$2,704 | \$2,780 | \$2,842 | \$2,918 | \$3,421 | \$3,956 | \$4,460 | \$4,980 | \$7,577  |
| <b>6-PAGE</b> |         |         |         |         |         |         |         |         |         |         |         |         |         |         |          |
| BW            | \$1,588 | \$1,665 | \$1,740 | \$1,817 | \$1,893 | \$1,971 | \$2,046 | \$2,123 | \$2,199 | \$2,291 | \$2,977 | \$3,680 | \$4,369 | \$5,073 | \$8,554  |
| 2-color       | \$2,351 | \$2,428 | \$2,505 | \$2,582 | \$2,657 | \$2,734 | \$2,809 | \$2,887 | \$2,962 | \$3,054 | \$3,741 | \$4,445 | \$5,132 | \$5,835 | \$9,317  |
| 4-color       | \$4,429 | \$4,505 | \$4,583 | \$4,658 | \$4,735 | \$4,810 | \$4,888 | \$4,962 | \$5,040 | \$5,116 | \$5,819 | \$6,523 | \$7,208 | \$7,913 | \$11,395 |