

# 2013 MEDIA PLANNING GUIDE



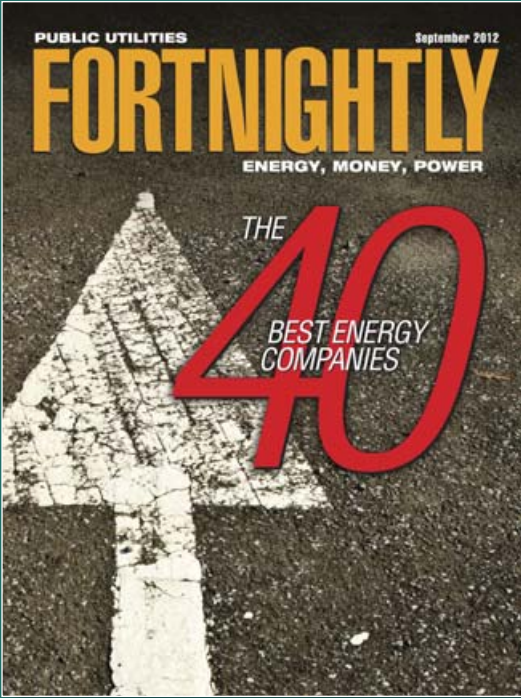
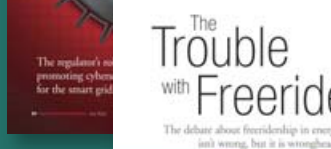
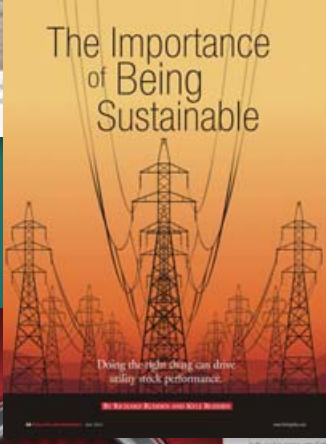
*The utility publication  
that reaches the  
corner office.*

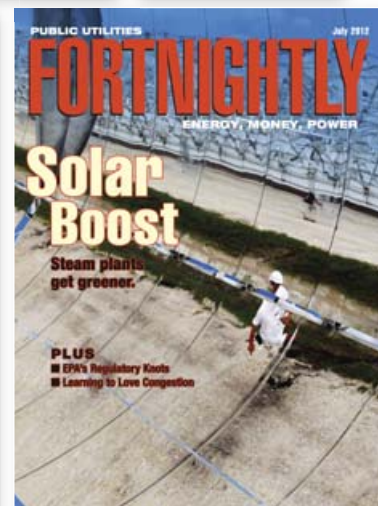
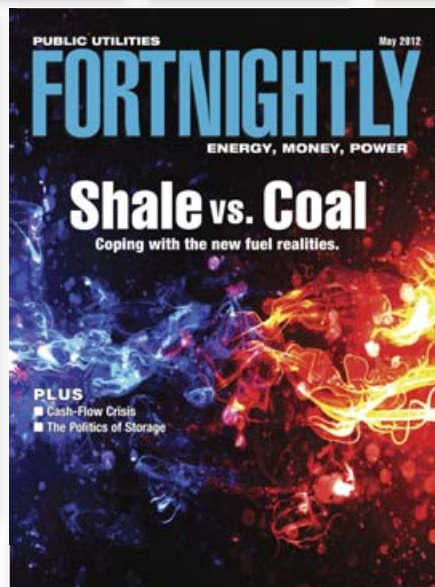
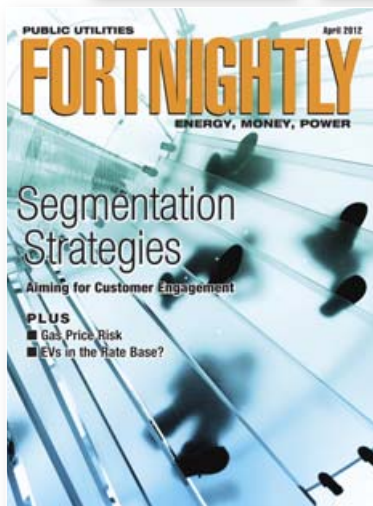
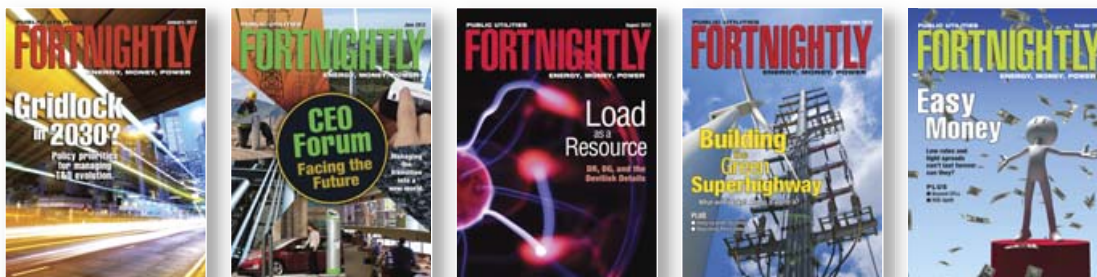
# Exclusive reach to the executive suite

*Public Utilities Fortnightly* magazine sets itself apart by delivering on one clear objective: to satisfy the editorial needs of our core readers – utility decision makers. Utility management, regulatory leaders, and finance executives have relied on *Fortnightly's* unbiased and insightful coverage of critical issues for more than 80 years.

Several other publications claim to reach our target market. Yet our subscribers continue to pay for their *Fortnightly* subscriptions, because they value *Fortnightly's* unique blend of commentary and analysis. In fact, while other publishers give away their content, *Fortnightly* recently raised its subscription prices. Even at double our previous rates, our content is an incredible value.

As you page through this year's media kit, you will notice several new opportunities to reach *Fortnightly* subscribers in new and exciting ways. We have a full range of programs, from introductory ones for small first-time advertisers, to complete multimedia marketing programs for our Fortune 500 sponsors. Take some time to get to know today's *Fortnightly*. And let us help you reach your most important prospects.





## Highlights for 2013

**Brand New Fortnightly.com** – To meet the needs of our online readers and marketers alike, we spent the past 18 months completely redeveloping our online presence. It went live June 2012 and allows readers to easily search our vast database of online content. More readers, spending more time on the site, mean more activity for our marketers' online assets.

**Sponsored Multimedia Topic Centers** – Do you have white papers, videos or webcasts that need the attention of utility executives? Showcase these assets by including them alongside *Fortnightly's* exclusive multimedia content. Our sponsored topic centers allow markets to directly interact with readers in a very personal way on the subject matter of their choice.

**Directory of Service Providers** – This annual staple of *Public Utilities Fortnightly* becomes a dynamic online resource in 2013. This special feature will continue to be published in our July issue, but those who choose enhanced listings also will appear in our exclusive online directory on *Fortnightly.com*.

**Package Discounts** – Fortnightly continues to add new and exciting marketing opportunities to its offerings. Packages that combine our most desired offerings allow our sponsors to reach prospects with a customized, high-value marketing effort. See the rate card section of the media kit for details on available packages.

# Experience, Knowledge, Insight & Journalistic Excellence: A unique editorial staff

A few key characteristics distinguish *Public Utilities Fortnightly's* editorial staff from those of all other industry publications. The secret to our success is that we've assembled a veritable Dream Team of experienced journalists and experts in energy policy and regulation.

Our staff brings expertise in economics, finance and law. Two of our editors have law degrees and one was a senior official at a state regulatory agency. Two have in-depth financial reporting and analysis experience.

Most importantly, our editorial staff has been covering the industry for decades. It takes quality people to make a quality magazine. After you read *Public Utilities Fortnightly*, we think you'll agree.



The *Fortnightly 40* report tells us nothing else about the U.S. utility industry, it reminds us about two immutable facts. First, after all is said and done—after all the strategic positioning and planning, after all the talk of transformation and customer engagement—utility financial performance comes down to customer demand for energy. If demand is flat, then utility performance will be flat.

Second, it reminds us that utilities are the quintessential asset business. Power and gas companies really have only one way to deliver greater value for shareholders, and that's by growing the asset base—either through expansions or acquisitions. If these facts sometimes get lost in the haze, this year's *Fortnightly 40* brings them into stark relief. In 2011, meager economic growth combined with a warm winter to yield flat demand in many parts of the country. Accordingly, the industry's production levels sank, and returns suffered. Specifically, U.S. electric output fell by 0.6 percent overall, compared to 2010 production. And the industry's average return on assets (ROA) dipped to its lowest level—2.4 percent—since *Fortnightly* began keeping track in 2006 (see Figure 6). Trends in return on equity (ROE) (see Figure 7) and first look three tell similar stories.

In the same time, however, companies have pumped up their capital spending programs—perhaps in a bid to meet their own set of obligations. The industry spent \$97 billion in 2011—54 percent more than in 2010, and the previous year's spending was up 10 percent in 2008. The 2011 investment totaled \$49 billion—\$16 billion more, and \$2 billion more than they ever have before. Some of these assets are slated to come on line by the late '20s, and others other plant investments are already up and running. The industry's investment in utility capital spending, more readily with new transmission lines, has put more capacity into the ground," says Jack Runkle, managing director of the U.S. Energy Group in Atlanta, which developed the *Fortnightly 40* model and provides financial analysis for each year's report. "It's a huge push to build electric transmission capacity, and that's not surprising given the pipeline expansion programs, especially in other energy areas. In the next two years, transmission lines could flow in to the long-term pipeline market."

And then fact, however, the industry's financial books also demonstrate the importance of effective operational execution—well and true. "The industry's financial performance and the industry's financial performance is a reflection of the industry's operational performance," says Jack Runkle, managing director of the U.S. Energy Group in Atlanta, which developed the *Fortnightly 40* model and provides financial analysis for each year's report. "It's a huge push to build electric transmission capacity, and that's not surprising given the pipeline expansion programs, especially in other energy areas. In the next two years, transmission lines could flow in to the long-term pipeline market."

Michael T. Ruck is *Fortnightly's* editor-in-chief. He also chairs the editorial committee of the U.S. Energy Group and Associates.

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By NICHOLAS M. GREEN

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**Bruce W. Radford, Publisher**

Bruce W. Radford is Publisher of *Public Utilities Reports, Inc.* He received his B.A. in Economics from the University of Virginia, a J.D. from Wake Forest University and his Master of Laws, Taxation from Georgetown University Law Center. Radford has been on the staff since 1981 and has contributed to *Public Utilities Reports'* case reporter service, CD-ROM legal products and news letters. A noted commentator on regulatory and business issues, Radford is a sought-after moderator and panelist at industry conferences. Radford's insights into utility deregulation have been quoted in the *Wall Street Journal*, *Los Angeles Times* and in *Newsweek*. [radford@pur.com](mailto:radford@pur.com)



**Michael T. Burr, Editor-in-Chief**

Michael T. Burr is Editor-in-Chief for *Public Utilities Fortnightly*, and has been covering utility trends since 1989. Before joining *Fortnightly's* editorial staff in 2001, Burr was the editor of *Telecom Business* magazine, *Electric Light & Power* magazine and *Independent Energy* magazine. He is a frequent public speaker, and has been interviewed by such media as CNBC, the *Wall Street Journal* and the *New York Times*. Burr's analysis has covered many subjects — from smart-grid development to ratemaking trends. His journalism work has appeared in numerous business and consumer publications, including *Scientific American*, *Oil & Gas Journal*, *Inside Counsel* and *Motorcyclist*. [burr@pur.com](mailto:burr@pur.com)



**Phillip S. Cross, Legal Editor**

Phillip Cross, legal editor for *Public Utilities Fortnightly*, also edits *PUR Utility Regulatory News* and *PUR Database*, a compilation of leading state public utility commission (PUC) decisions. He holds a J.D. and a B.S. in Political Science. Cross specializes in state PUC decisions, FERC and FCC rulings, and state and federal court rulings regarding regulated utilities. He has been on staff since 1984. [pcross@pur.com](mailto:pcross@pur.com)

**Contributing Editors**



Scott M. Gawlicki has worked for more than 20 years as a freelance business journalist specializing in energy, in-

vestment banking, technology and law. His work has appeared in such publications as *Electric Light & Power*, *Investment Dealer's Digest* and *Inside Counsel* magazines.

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John A. Bewick, former environmental secretary for the Commonwealth of Massachusetts, has

more than 35 years of experience specializing in environmental compliance and nuclear policy issues. He holds a degree in physics from Cornell, a Masters in nuclear science from the University of Michigan, and MBA and PhD degrees from Harvard University. [jbewick@verizon.net](mailto:jbewick@verizon.net)



Alyssa Danigelis is *Fortnightly's* contributing editor based in Denver. She graduated from Mount Holyoke

College and Columbia University's journalism school. Her writing about technology, sustainability, and entrepreneurship has been featured in *Fast Company, Inc.*, *Technology Review*, *GOOD Magazine*, and *Discovery News*. Alyssa has been covering distribution automation and data analytics trends for *Fortnightly* since 2010.

# Tips for Contributors

- **Start with a question, not a conclusion.** Readers like articles that explore a controversial issue — a strategic question with two or more sides. Look at all sides of the question. Analyze the question using the framework of a recognized discipline, such as economics, law, regulation, engineering or finance.
- **Share war stories.** Readers love articles with gossip, especially those that give a personal point of view based on the author's experiences and show that the author has served on the front lines. Experiences offer perspectives others often find compelling. Be sure to recount real events and happenings, with quotes from real people and companies identified by name, if possible.
- **Report concrete facts.** Put on a journalist's hat. Identify concrete facts and answer the questions: who, what, when, where, why and how? If you wish to write about business services and practices, then please list and identify real companies by name. Explain and list who's doing it, who isn't and why.
- **Shy away from committee opinions.** We believe in making space available for real people to express real opinions. We publish op-ed pieces, but usually only those with a single author — not a committee or group of authors. When a company, industry or institution gives an opinion, it becomes a lobbying effort that demands equal time from opponents.
- **No "win-win" solutions.** We like controversy and ambiguity. There are no clearcut answers; not everything works for every company. Readers want to know about winners and losers.
- **Let the reader decide.** We prefer not to publish articles that purport to tell utilities "what they need to do," especially when the author has no direct experience. Also, advice must come early or the moment is lost. For example, we see no value in an advice column that tells utilities to get into the appliance sales and repair business, because some utilities are already doing that in the real world.
- **Learn from Dilbert.** Recall the Dilbert cartoon where the boss forces an errant worker to go to the blackboard and write 100 times: "We will leverage our synergies." Simple English works 100 times better than jargon.

## Technology Corridor

### Tools, Platforms and Ecosystems

Can a disruptive technology change the electric customer experience?

By THOMAS BRUNETTO

North American energy utilities are investing billions to create a smart grid to enhance service for retail electric customers. The smart grid, a disruptive technology, will provide utilities and customers with access to information about how electricity is used that they've never had in the past. More importantly this information can empower customers to take ownership of their consumption profile and demand different products and services.

Access to the information collected from the smart grid will be a game changer for utilities. The utilities that master information about their markets and customers will gain insight into new product designs and pricing approaches. This insight, coupled with new systems, can foster a dialogue between a utility and its customers about how they use energy and change the customer experience.

As utilities venture into this information-rich environment, they're asking: What information to collect? What analytics are required to extract intelligence from the data? How will it transform the customer experience?

DETech, the Demand and Energy Technology Research Consortium,<sup>1</sup>

Most utilities are focused on deploying the smart grid: assuring it works, and meeting

## Business & Money

### Green Dealing

Renewable M&A lives on despite death of Treasury cash grants.

By BRIAN BOUBARAH AND MARLENE MOTYKA

The U.S. Treasury cash grants for new renewable power projects expired at the end of 2011. These incentives, which were implemented under Section 1603 of the American Recovery and Reinvestment Act of 2009, helped to support continued capacity additions throughout the recession. The impending expiration of those grants caused a wave of merger and acquisition (M&A) activity during 2011 as developers and financiers rushed to get deals done and to begin construction in order to meet the Section 1603, 5-percent safe harbor threshold by the Dec. 31, 2011 deadline.

With a history of fluctuating tax policy, the renewable power sector is accustomed to moving swiftly to take advantage of incentives. But even before this recent dash to the latest finish line, M&A activity in the renewables industry had been gaining momentum. Renewable deal activity strengthened in the five-year period from 2007 through 2011, with a notable exception. Activity dipped in the second half of 2008 because of the economic slowdown; however, it rebounded about

In some cases, tax policy is creating an environment that fosters deal activity, while in others it's the opposite.

to feedstock supply and transportation constraints, but the adverse effect

## Op Ed

### The Methane Myth

Incompetence and overreach at the EPA.

By E. SCOTT PHUITT



“A wayward federal agency is arbitrarily using unsubstantiated, inaccurate, and flawed data to achieve a specific policy objective.”

As a Republican attorney general from a southern state, my views on energy policy might be discounted as a simple ploy to bolster the energy industry at the expense of environmental stewardship and responsibility. That perspective would be misguided. I do strongly support energy producers and their role in the nation's economic sustainability, but this issue isn't about oil. Nor is it about natural gas or hydraulic fracturing. This is about a wayward federal agency arbitrarily using unsubstantiated, inaccurate, and flawed data to achieve a specific policy objective.

data measures methane returned to the surface through drilling or flowback. Most of this methane is captured by the well operator to sell with the rest of the natural gas, or if it isn't marketable, it's burned through approved flaring. The methane isn't vented into the atmosphere as the EPA claims. Dumping that level of greenhouse gas into the air wouldn't make environmental sense—and it wouldn't make much business sense either, since it would lead to annual losses of \$305 million for one energy company alone.

This misstep or deception by the EPA has resulted in new figures that are faulty, unreasonable and based on a distorted understanding of how gas drilling operates.

The authors used the new EPA methodology to measure methane emis-

“Pretty Lousy” Data Unfortunately, the flawed data was further preposterous by authors of a study on methane emissions at unconventional natural gas wells. (See “Methane and the greenhouse-gas footprint of natural gas from shale formations,” Robert W. Howarth, River Santos and Anthony Ingraffea (Cornell University), *Climatic Change Letters*, accepted March 13, 2011).

# Submission Guidelines

*Fortnightly's* editorial staff welcomes article contributions for *Public Utilities Fortnightly* and related publications, *Fortnightly's Spark*, and *Fortnightly.com White Papers*. For our current, detailed submission guidelines, please email the editor at [burr@pur.com](mailto:burr@pur.com).

## General Guidelines

- **Length:** 1,500 to 5,000 words for *Fortnightly* articles, 1,000 to 2,500 words for *Fortnightly's Spark* submissions; 5,000 to 20,000+ words for *Fortnightly.com White Papers*.
- **Figures:** We welcome artwork for all article submissions, including high-resolution photos, charts, tables, etc. All charts must be submitted in native-file format (*i.e.*, XLS or PPT).
- **Deadlines:** *Fortnightly* magazine works about two months ahead of the cover date. For example, we need final abstracts/outlines by October 1 for December issue articles, with a submitted draft deadline of October 15. Deadlines for *Spark* and *Fortnightly.com* content are more flexible. Don't hesitate to contact us at any time with article proposals or submissions.
- **Format:** We prefer articles submitted in Microsoft Word (.docx) format, with minimal formatting – *i.e.*, single column, no header or footer, no bold, italic or underlined typeface.
- **Structure and Style:** Most of our articles are written in a business-feature structural format, in third-person present tense. *Fortnightly* adheres to Associated Press style, with some variation for industry-specific terminology and usage. We apply modern business-feature journalism editorial style, with a preference for simple sentence structure using active verbs and clear, transparent writing.

## Editorial Requirements

- **In-Depth Analysis:** *Fortnightly's* readers are experts in the U.S. electric and gas utility industry, and that means our authors and editors also must be experts in the industry. The most successful article submissions provide in-depth, expert analysis into current trends in investor-owned utility regulation, finance, business strategy and/or operational technology.
- **Strong Point of View:** Our readers appreciate the thought leadership and perspectives of individual authors who write for *Fortnightly*. Our most popular articles address difficult controversies, directly and succinctly, and are written by authors who have a strong and well-informed point of view.
- **Exclusive Content:** As a paid-subscription publication, *Fortnightly* only publishes original, exclusive content. Exception: occasionally we'll publish an exclusive excerpt or adaptation of another work. We usually reject simultaneous submissions and offers to re-publish articles already published elsewhere.
- **Editorial Integrity:** We seek articles that provide objective and thoughtful analysis of industry issues and trends. We avoid articles written to promote the author's company, products or services. We usually avoid company or association position papers.

## Process

- **Query:** Most articles start with an idea, abstract or outline emailed to the editor ([burr@pur.com](mailto:burr@pur.com)). *Fortnightly's* staff considers each proposal based on our editorial needs and the interests of readers, and offers guidance and suggestions to help ensure final submissions will work for the magazine.
- **Follow Up:** Email queries and submissions are strongly preferred. But because *Fortnightly* receives a high volume of submissions, we might not respond to your first inquiry immediately. Feel free to follow up via email and also by telephone to make sure your inquiry isn't lost in the pile. Be persistent.
- **Editing Policy:** Once an article is finalized by the author and accepted for publication, our editors edit for length and style, and provide the author with an opportunity to review and correct our markup.
- **Letters, People and Products:** Email letters, comments and personnel announcements to [burr@pur.com](mailto:burr@pur.com) and product and contract announcements to [neutral@pur.com](mailto:neutral@pur.com) for possible publication in our People, Letters and Vendor Neutral departments.

Issue	Special Report	Supporting Features	Hot Topics	Bonus Distribution	Advertising Deadlines	
					Space Reservation	Production Materials
January	<b>Making the Case for Advanced Distribution Investments:</b> Using the latest technologies to produce clear benefits for customers — and returns for shareholders.	<ul style="list-style-type: none"> <li>M&amp;A Integration</li> <li>Customer Engagement Case Studies</li> </ul>	Finance; Distributed Generation; Security, Reliability & CIP	<b>Exnet M&amp;A Conference</b> (1/29-30, NYC); <b>DistribuTech</b> (1/29-31, San Diego)	Nov. 28 (2012)	Dec. 6 (2012)
February	<b>Transmission Development Report:</b> Status update on current and planned transmission projects. PLUS High-voltage direct current (HVDC) case studies.	<ul style="list-style-type: none"> <li>Project Siting and Permitting Strategies</li> <li>FERC Policy Update</li> </ul>	Permitting & Siting; Demand Response & Conservation; Environmental Regulation	<b>NARUC Winter Meeting</b> (2/3-6, Washington, D.C.); <b>DOE-NARUC Electricity Forum</b> (TBD, Washington, D.C.)	Dec. 28	Jan. 4
March	<b>EPC Contracting Strategies:</b> Trends in engineering, construction, and project advisory services for utility capex and maintenance programs.	<ul style="list-style-type: none"> <li>Outsourcing Trends</li> <li>Grid Modernization and Upgrades</li> </ul>	Energy Policy; Strategy & Planning; Talent & Succession Planning	<b>EI International Utility Conference</b> (3/10-12, London); <b>CERA Week</b> (3/4-8, Houston)	Jan. 30	Feb. 5
April	<b>Customer Engagement Report:</b> How effective are utilities' customer engagement strategies? Research shows the strengths and weaknesses of various approaches and customer-contact channels.	<ul style="list-style-type: none"> <li>Smart Grid Communications Strategies</li> <li>Customer Information Systems (CIS) Update</li> </ul>	AMI; Energy Trading and Risk Management (ETRM); Pricing & Billing	<b>Metering Americas</b> (4/15-17, Dallas); <b>AGA/EI Customer Service Conference;</b> <b>LDC Gas Forum SE</b> (4/15-17, Atlanta); <b>CS Week</b> (4/29-5/3)	Feb. 28	Mar. 5
May	<b>Generation Markets &amp; Projects:</b> Where will new power capacity be needed first — and when?	<ul style="list-style-type: none"> <li>Transmission Automation Case Studies</li> <li>RPS and Renewable Incentives</li> </ul>	Wind; Natural Gas; Generation Technology	<b>GasMart 2013, Electric Power 2013</b> (5/14-16, Rosemont, IL); <b>WindPower 2013</b> (5/5-8, Chicago)	Mar. 29	Apr. 5
June	<b>CEO Forum:</b> Leading utility executives discuss industry trends and regulation, opportunities and threats.	<ul style="list-style-type: none"> <li>Finance Trends</li> <li>Executive Compensation Report</li> </ul>	Renewables; Accounting & Depreciation; Strategy & Planning	<b>EI Annual Convention</b> (6/9-12, San Francisco); <b>REFF Wall Street</b> (TBD, NYC); <b>LDC Gas Forum NE</b> (6/10-12, Boston)	Apr. 30	May 6

• Subject to change

*Public Utilities Fortnightly will be distributed at various events throughout the year, in addition to the conferences noted above. Contact your account executive for more details.*

Issue	Special Report	Supporting Features	Hot Topics	Bonus Distribution	Advertising Deadlines	
					Space Reservation	Production Materials
July	<b>Utility Solar Investment:</b> What technologies and engineering approaches make the most sense for utility solar programs — and not just in the desert Southwest?	<ul style="list-style-type: none"> <li>• DG &amp; Storage Business Case</li> <li>• Hedging &amp; Risk Management Strategies</li> </ul>	Solar; State Regulation; Strategy & Planning	<b>InterSolar</b> (7/9-11, San Francisco); <b>NARUC Summer Meeting</b> (7/13-17, Denver)	May 31	June 5
August	<b>Data Analytics:</b> Saving money and improving performance with advanced information processing. PLUS Middleware solutions for legacy systems.	<ul style="list-style-type: none"> <li>• Advanced Distribution Management Projects</li> <li>• Small Modular Reactor Technology</li> </ul>	Regulation; Talent & Succession Planning; Generation Technology	<b>GovEnergy</b>	June 28	July 5
September	<b>Fortnightly 40 Report:</b> Our annual ranking of shareholder value performance.	<ul style="list-style-type: none"> <li>• Smart Metering Business Case</li> <li>• Dynamic Pricing Programs</li> </ul>	AMI; Advanced Distribution Management; CIS & Billing	<b>Autovation</b> (9/8-11, New Orleans); <b>GridWeek 2013</b> (10/1-3)	July 31	Aug. 5
October	<b>Utility Finance Trends:</b> Insights and advice from Wall Street's leading bankers and analysts.	<ul style="list-style-type: none"> <li>• Social Media Strategies</li> <li>• Power Fleet Optimization</li> </ul>	Solar; Finance; Strategy & Planning	<b>EI Financial Conference</b> (11/10-13, Orlando); <b>Solar Power International</b> (10/20-24, Chicago); <b>EMACS</b>	Aug. 30	Sept. 5
November	<b>Top Power Projects:</b> Recognizing generation investments that deliver industry-leading value to customers and shareholders.	<ul style="list-style-type: none"> <li>• Rate Case Survey</li> <li>• Top Lawyers Survey</li> </ul>	State & Federal Regulation; Energy Policy & Legislation; Generation Technology	<b>NARUC Annual Meeting</b> (11/17-20, Orlando); <b>Power-Gen International</b> (11/12-14, Orlando); <b>APPRO Annual Conference</b>	Sept. 30	Oct. 4
December	<b>EV &amp; CNG Infrastructure:</b> Utility investments and developments in the growing market for alternative transportation fuels.	<ul style="list-style-type: none"> <li>• 2013 Year in Review</li> <li>• Utility Capex Spending Report</li> </ul>	T&D; Strategy & Planning; Contracting & Outsourcing		Oct. 31	Nov. 5

• Subject to change

Public Utilities Fortnightly will be distributed at various events throughout the year, in addition to the conferences noted above. Contact your account executive for more details.

# Are you reaching the right people?

**Proven quality readership beats  
theoretical circulation numbers every time!**



## ***Public Utilities Fortnightly* delivers information that best meets the needs of utility professionals, ensuring we reach the most important readers.**

*Public Utilities Fortnightly* is your magazine of choice for building brand awareness and preference, demonstrating your commitment to the utilities industry, communicating your leadership position and forging industry partnerships.

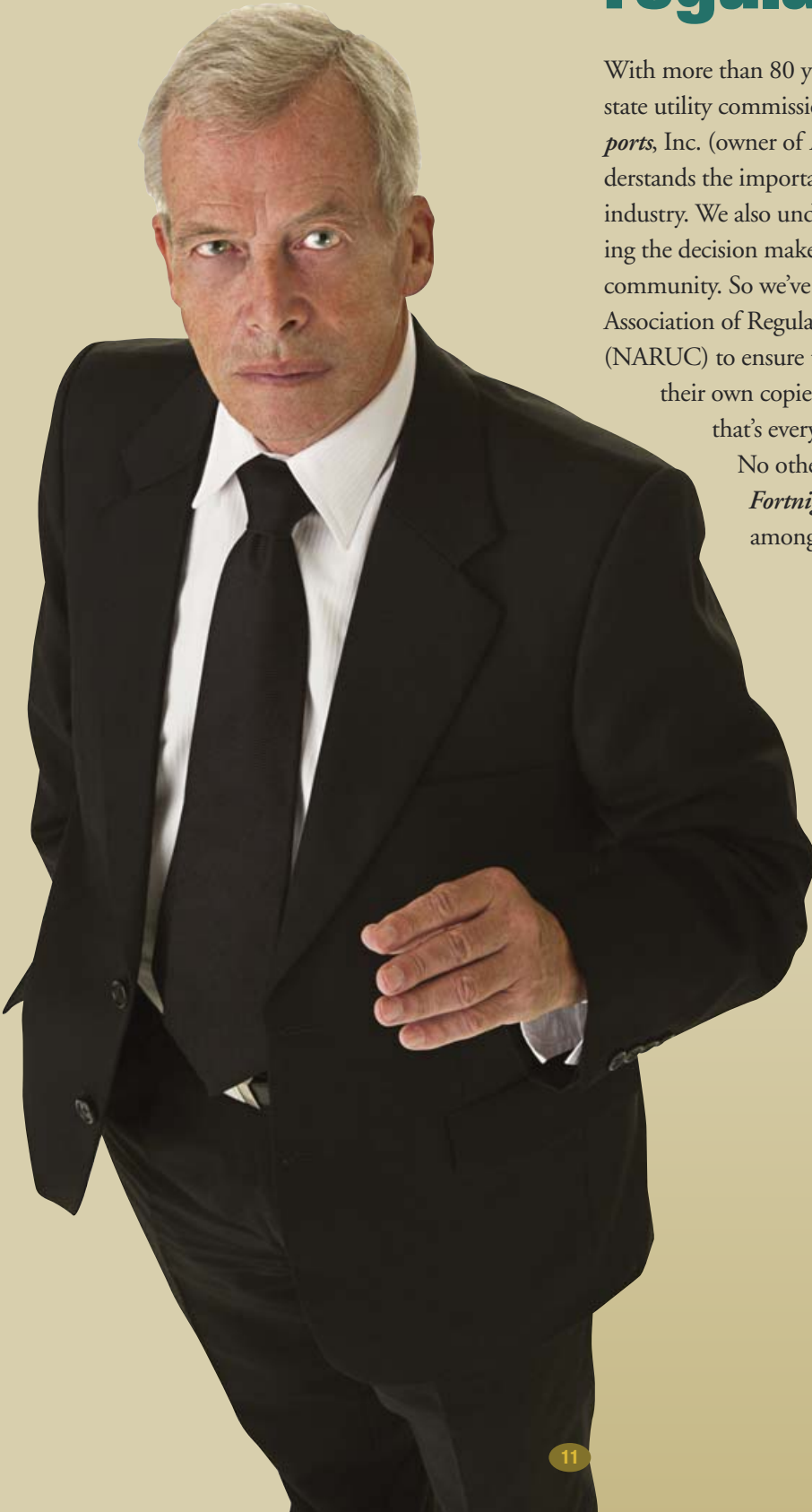
When you advertise in *Fortnightly*, you capture the attention of sophisticated, well-informed and loyal subscribers who have the authority to make purchasing decisions. No other industry publication enables you to cut through the clutter to reach the readers that really matter. We're talking about senior-level executives charged with making strategic decisions that will determine the success of their companies.

In addition to our regular delivery to paid subscribers, thousands of copies of *Fortnightly* are generously distributed at high-volume conferences and tradeshows around the country. In 2013, all 12 issues will receive bonus distribution to attendees at national conferences and tradeshows. Please see the editorial calendar section of this media kit for planned distribution for each issue.

# Reach the regulators.

With more than 80 years of expertise reporting all state utility commission decisions, *Public Utilities Reports*, Inc. (owner of *Public Utilities Fortnightly*) understands the importance of regulation in our industry. We also understand the importance of serving the decision makers in America's utility regulatory community. So we've teamed up with the National Association of Regulatory Utility Commissioners (NARUC) to ensure that all commission members get their own copies of *Fortnightly* every month – that's every commission in all 50 states. No other publication can rival *Fortnightly's* visibility and credibility among America's regulators.

**Convincing this critical group can mean the difference between making and losing a sale to a regulated company.**



# Reach Utility Executives Electronically

## ***Public Utilities Fortnightly* continues to develop online content and tools targeting utility professionals**

*Public Utilities Fortnightly* continues developing online content and tools only available on *Fortnightly.com*. These online assets are created with the same integrity and authority for which *Fortnightly* is known. Users will find commentary and analysis of important issues, exclusive databases, and unique multimedia offerings. Learn how these valuable online assets can help raise your company's profile and reach among thousands of industry decision makers.

### **What's on *Fortnightly.com***

#### **Database of Articles**

*Fortnightly.com* contains the most valuable collection of articles focused on the utility marketplace. Created as a searchable database, this archive contains all *Public Utilities Fortnightly* articles that have been published during the past 15 years. It is a must for those doing research on the industry or those looking for industry trends.



#### **Interactive Databases**

Several interactive databases are found on the site. Our *ROE Database* provides more than a dozen years of ratecase and return-on-equity decision data, and our easy-to-use *Utility Finance database* delivers detailed information about individual capital market issues and M&A transactions.

*Fortnightly.com* delivers these resources for free, attracting high-value readers who return frequently to use our exclusive tools. Please contact your account executive for details about database sponsorships that promote your products and services to this discriminating audience.



## Fortnightly's Spark

Now in its 10th year of publication, *Fortnightly's Spark*, is a monthly e-newsletter for *Fortnightly* subscribers and others who have requested this valuable publication. *Fortnightly's Spark* complements the coverage in *Public Utilities Fortnightly* by addressing ideas, topics, people and companies from additional angles. *Fortnightly's Spark* is written and edited with utility managers in mind. **PLUS** *Spark's* new social network-optimized Web 2.0 format and dynamic page design will provide new and exciting opportunities for sponsors to reach *Spark's* large online readership.

## Fortnightly's Leadership Resource Sponsorships

### Fortnightly's GreenUtility & Fortnightly's SmartGrid

*Fortnightly's GreenUtility* and *Fortnightly's SmartGrid* are two of our most recent additions under the *Fortnightly.com* umbrella. These resources offer dedicated multimedia coverage to topics of particular interest to our readers — alternative generation and smart grid initiatives.

The main features of these resources will be content developed by *Public Utilities Fortnightly* editors focusing on technology strategies, plans and projects at investor-owned electric and gas T&D companies in the United States and Canada. Sponsor's online assets, including thought leadership and promotional materials, will be delivered throughout the site and via our reader-outreach efforts, multiplying the value of this unique sponsorship opportunity. Contact your account representative for complete details.



# More online options...

**Banner/e-newsletter ads:** Traditional banner ads on *Fortnightly.com* continue to work well as a branding tool and to drive traffic to our online advertisers' websites. Companies who advertise on *Fortnightly.com* receive added exposure by being included in the *Fortnightly's Spark* e-newsletter. We have four online units to choose from and space is limited, so reserve your positions soon!



**Leaderboard Ad** – One Leaderboard ad position is available on *Fortnightly.com* each month. This unit is 728 x 90 and can be animated. This desirable unit is located in the upper, right-hand corner of the page frame and runs on all *Fortnightly.com* standard content pages.

**Site Sponsor Ad** – Six site sponsor ads run each month, appearing on the right-hand column of the *Fortnightly.com* page frame. These 180x180 units are static units on all *Fortnightly.com* standard content pages and also appear in that month's issues of *Fortnightly's Spark*.

**Content Channel Ad** – One 300 x 250 slot is available each month under each topical section. This static ad will appear within each article under the sponsored topical section of *Fortnightly.com*. Use this option to target specific readers with a high-visibility ad.

**Site Intro Ad** – One site intro ad is available each month on *Fortnightly.com*. This is a special popup ad runs when the user enters any *Fortnightly.com* page. It is the most prominent ad as it forces action by the user to dismiss it. It has a variable size from 250 x 250 to 500 x 500 and can be animated.

**White Papers:** Demonstrate thought leadership and make the business case for your product or service. *Fortnightly.com White Papers* position your company's

marketing copy within our premier content environment. This is a great way to educate *Fortnightly* readers about your company's offerings.

**Multimedia Webcasts:** Our premium-level sponsors will have the opportunity to partner with *Fortnightly's* editorial and marketing staff to develop topic-specific webcasts and multimedia projects. Please contact your advertising contact at *Fortnightly* to discuss these opportunities in detail.

**Display Rates (gross)**

**4-Color Process**

	<b>1x</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>	<b>16x</b>	<b>24x</b>
Spread	8300	8000	7500	7000	6800	6500
Full Page	5500	5300	5000	4700	4500	4300
2/3 page	4500	4300	4000	3700	3500	3300
1/2 page	4000	3800	3600	3400	3200	3000
1/3 page	3500	3300	3200	3100	3000	2900
1/4 page	3200	3100	3100	3000	2900	2800

**2-Color**

Spread	7800	7500	7000	6500	6300	6000
Full Page	5000	4800	4500	4200	4000	3800
2/3 page	4000	3800	3500	3200	3000	2800
1/2 page	3500	3300	3100	2900	2700	2500
1/3 page	3000	2800	2700	2600	2500	2400
1/4 page	2700	2600	2600	2500	2400	2300

**Black & White**

Spread	7300	7000	6500	6000	5800	5500
Full Page	4500	4300	4000	3700	3500	3300
2/3 page	3500	3300	3000	2700	2500	2300
1/2 page	3000	2800	2600	2400	2200	2000
1/3 page	2500	2300	2200	2100	2000	1900
1/4 page	2200	2100	2100	2000	1900	1800

**Preferred Premium Positions**

Inside Front Cover	\$1,500
Center Spread	\$1,000
Inside Back Cover	\$1,000
Back Cover	\$1,500

**High Impact Options**

- Belly Bands
- Gatefolds
- Polybagged Inserts

\*Covers available on first-come, first-served basis.

\*For pricing and details on high impact units, please call your Fortnightly account representative.

## Banner ad and Fortnightly's Spark Ad Rates (Monthly)

	1x	4x	8x	12x	16x	24x
<b>Site Sponsor</b> 180x180 static gif or jpeg	2500	2400	2300	2200	2100	2000
<b>Content Channel Ad</b> 300x250 static gif or jpeg	2500	2400	2300	2200	2100	2000
<b>Leaderboard</b> 728x90 animated	4000	3800	3600	3400	3200	3000
<b>Site Intro Ad</b> (Up to 500x500)	5500	5300	5100	4900	4700	4500

Each of the above ad units on *Fortnightly.com* includes a 180x180 ad unit in the email for the *Fortnightly's Spark* e-newsletter. *Fortnightly's Spark* is sent to subscribers 2x per month.

Combined frequency discounts apply for insertions in *Public Utilities Fortnightly* magazine and *Fortnightly.com/ Fortnightly's Spark*.

Online ad units begin on the 1st of each month and end on the last day of the month.

White Paper rate: \$1000 per paper per quarter

## Materials due dates for online advertising

January . . . . .	Dec. 26, 2012	July . . . . .	June 21
February . . . . .	Jan. 25	August . . . . .	July 25
March . . . . .	Feb. 22	September . . . . .	Aug. 23
April . . . . .	Mar. 22	October . . . . .	Sept. 25
May . . . . .	Apr. 25	November . . . . .	Oct. 24
June . . . . .	May 24	December . . . . .	Nov. 22

## Fortnightly Packaged Programs

Fortnightly offers special discounted marketing programs for 2013. These packages offer special rates by packaging the some of the most desired advertising options Fortnightly offers.

### GOLD PACKAGE: \$60,000, a savings of more than \$25,000



- 12 full-page, color ads in *Public Utilities Fortnightly* magazine
- 12 months of online advertising as a site sponsor
- 52 weeks of online advertising in *Fortnightly's Spark* online newsletter
- 4 cover positions in issues of sponsor's choosing based on availability
- 6 White Papers posted to *Fortnightly.com*
- 1 Enhanced listing in *Fortnightly's Directory of Service Providers*, both print and online
- 1 Audio Q&A between a *Fortnightly* editor and an executive from sponsor's company to be posted on *Fortnightly.com* for 6 months.

### SILVER PACKAGE: \$45,000, a savings of \$15,000



- 8 full-page, color ads in *Public Utilities Fortnightly*
- 8 months of online advertising as a site sponsor
- 32 weeks of online advertising in *Fortnightly's Spark* online newsletter
- 2 cover positions in issues of sponsor's choosing based on availability
- 4 White Papers posted to *Fortnightly.com*
- 1 audio Q&A between a *Fortnightly* editor and an executive from advertising company to be posted on *Fortnightly.com* for 6 months.

### BRONZE PACKAGE: \$37,000, a savings of \$10,000



- 6 full-page, color ads in *Public Utilities Fortnightly*
- 6 months of online advertising as a site sponsor
- 24 weeks of online advertising in *Fortnightly's Spark* online newsletter
- 1 cover position in the issue of sponsor's choosing based on availability
- 3 White Papers posted to *Fortnightly.com*
- 1 advertiser supplied multimedia file posted on *Fortnightly.com* for six months. 5 minute maximum file size.

\* Webinars and Webcasts are available only to those companies who take advantage of one of our packages above.  
Call your account representative for details and pricing.

# 2013 INSERTION ORDER



Fax or e-mail to: **Public Utilities Reports, Inc.**  
Fax: 703-847-0683  
*paparello@pur.com*

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## INSERTION SPECIFICATIONS:

### *Public Utilities Fortnightly Issue Date(s):*

- |                                  |                                   |                                    |                                  |                                   |                                   |
|----------------------------------|-----------------------------------|------------------------------------|----------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> February | <input type="checkbox"/> March     | <input type="checkbox"/> April   | <input type="checkbox"/> May      | <input type="checkbox"/> June     |
| <input type="checkbox"/> July    | <input type="checkbox"/> August   | <input type="checkbox"/> September | <input type="checkbox"/> October | <input type="checkbox"/> November | <input type="checkbox"/> December |

### **Ad Size:**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> 2-page Spread       | <input type="checkbox"/> Full Page             | <input type="checkbox"/> 2/3 Page            |
| <input type="checkbox"/> 1/2 Page (island)   | <input type="checkbox"/> 1/2 Page (horizontal) | <input type="checkbox"/> 1/2 Page (vertical) |
| <input type="checkbox"/> 1/3 Page (vertical) | <input type="checkbox"/> 1/3 Page (square)     | <input type="checkbox"/> 1/4 Page            |

### **Color:**

- |  |
|--|
| <input type="checkbox"/> 4 color       |
| <input type="checkbox"/> Matched color |
| <input type="checkbox"/> Black & White |

Position Requested: \_\_\_\_\_

Frequency Rate: \_\_\_\_\_

Cost per insertion: \$ \_\_\_\_\_

Number of Issues x \_\_\_\_\_

Total Cost \$: \_\_\_\_\_

### **Ad Copy:**

- |  |
|--|
| <input type="checkbox"/> Advertisement will be a repeat of<br>(issue/date) _____   |
| <input type="checkbox"/> Production material enclosed                              |
| <input type="checkbox"/> Please typeset enclosed copy                              |
| <input type="checkbox"/> Production materials will be delivered by<br>(date) _____ |

### **Invoices should be sent to (if different from above):**

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

### **Please sign below to authorize**

(only signature ensures reservation)

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

# 2013 INSERTION ORDER



Fax or e-mail to: Public Utilities Reports, Inc.  
Fax: 703-847-0683  
paparello@pur.com

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## INSERTION SPECIFICATIONS:

### Sponsorship Dates:

- |                                  |                                   |                                    |                                  |                                   |                                   |
|----------------------------------|-----------------------------------|------------------------------------|----------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> February | <input type="checkbox"/> March     | <input type="checkbox"/> April   | <input type="checkbox"/> May      | <input type="checkbox"/> June     |
| <input type="checkbox"/> July    | <input type="checkbox"/> August   | <input type="checkbox"/> September | <input type="checkbox"/> October | <input type="checkbox"/> November | <input type="checkbox"/> December |

### Ad Unit:

- |                              |   |
|------------------------------|---|
| Frequency Rate: _____        | <input type="checkbox"/> Site Sponsor: _____ 180x180        |
| Cost per insertion: \$ _____ | <input type="checkbox"/> Leaderboard: _____ 728x90          |
| Number of Months x _____     | <input type="checkbox"/> Content Channel Ad: _____ 300x250  |
| Total Cost \$: _____         | <input type="checkbox"/> Site Intro Ad: _____ Up to 500x500 |

### Invoices should be sent to (if different from above):

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

### Please sign below to authorize

(only signature ensures reservation)

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

Editorial Staff/  
Article Submissions

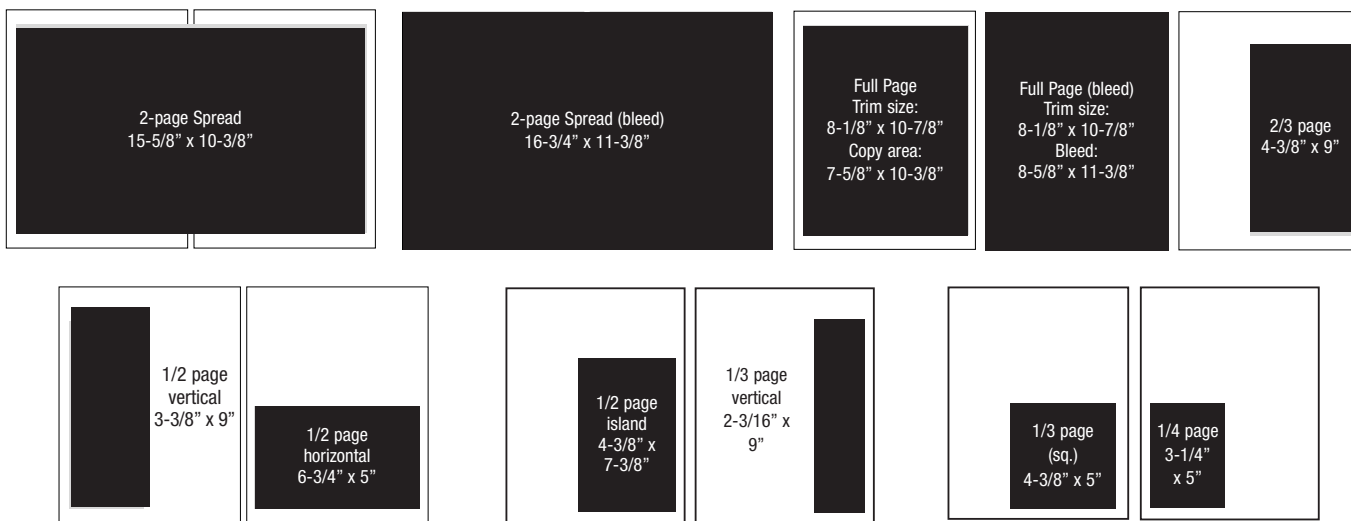
2013 Editorial  
Calendar

Circulation/  
Readership

Electronic Advertising  
Opportunities

Ad Rates, Sponsorships  
and Insertion Orders

## Standard Unit Sizes



### Classified/Recruitment Rates

\$150 per column inch (2-1/8" wide). Display ad also may be used for classified ads. Classified ad rate limited to maximum 7-1/2 column inches (1/4 page). Production charges apply.

### Production Charges

Any typesetting, design, photography, color separations, stripping or other production charges will be billed at cost.

### Inserts

First page billed at full earned black & white rate; second page billed at 50% of earned black & white rate, plus binding charge. For multiple page inserts, contact publication. Tip-in, BRC Binding: \$665.

### Advertising Art Specifications

Publication Trim: 8-1/8" wide x 10-7/8" high  
 Publication Bleed: 8-5/8" wide x 11-3/8" high  
 Binding: Saddle stitched  
 Paper stock: 60 lb. coated  
 Printing process: Web offset  
 Safety: Live area should be 1/4" from trim.

### Fortnightly Ad Submission

Accepted Software Packages and File Formats:  
**Adobe Acrobat**

File Format: PDF for high-resolution printing. Resolution: 300dpi, Frequency: 150lpi. Embed all used fonts. CMYK.

### QuarkXPress

File Format: Quark. Include all artwork and fonts.  
 Image resolution: 300dpi. CMYK.

### Adobe Photoshop

File Format: Photoshop JPEG or TIFF. Include all artwork and fonts. Image resolution: 300dpi. CMYK.

### Adobe Illustrator

File Format: Illustrator EPS. Include all artwork and fonts.  
 Picture resolution: 300dpi. CMYK.

### Materials Delivery Options

CD ROM, DVD-R, Email, FTP

- PUR, Inc. is Macintosh based, but we also accept PC files.
- Publisher is not responsible for variations in color, if a color proof is not supplied.
- For more detailed specification please contact Jean Cole at 1-800-368-5001 and/or jcole@pur.com.

### Shipping Instructions

Ship all advertising materials to:

Jean Cole, Marketing Manager  
 Public Utilities Reports, Inc.  
 11410 Isaac Newton Square, Ste. 220  
 Reston, VA 20190

Phone: 703-847-7725

Fax: 703-847-0683

jcole@pur.com

## Commission and Terms

- A. Display Advertisements: 15% to accredited agencies.
- B. No commission on production or printer's prep charges.
- C. Payment: Net 30 days from the date of invoice.
- D. If new copy is not furnished by advertiser by closing date of any issue, the publisher may repeat the last inserted advertisement. The publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement.
- E. Written insertion orders and instructions must be supplied for every advertisement. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.
- F. Cancellation or changes in orders must be received in writing prior to published space reservation date.
- G. Position of advertisement is at the discretion of the publisher.

## Rate Policy

- A. Advertising accepted subject to publisher approval. Publisher reserves the right to label any ad as "Advertisement."
- B. Frequency earned is determined by the number of display ad insertions placed during the calendar year or up to 12 months from date of contract. Short rates or rebates applied as earned, at end of year.
- C. Publisher reserves the right to hold the advertiser and or its agency jointly and severally liable for such monies as are due and payable.
- D. Advertiser and advertising agency assume liability for all content (including text, representation, and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher.
- E. The publisher may revise rates on 90 days notice. If such revision is unacceptable to advertisers, they may cancel their contract without short rate.

No cancellations will be accepted after published space closing date.

## Advertising and Editorial Reprints

Reprints are available for both advertising and editorial features. Contact the assistant to the publisher for pricing information.

## Additional Copies

A limited number of additional copies of *Public Utilities Fortnightly* are offered free of charge to display advertisers. Larger quantities may be ordered before the closing date of the special issue for a nominal fee. Contact your Advertising Account Executive for more information.

## Complimentary Subscriptions

Display advertisers are entitled to a complimentary subscription to *Public Utilities Fortnightly*. Additional subscriptions are available for the current price. Please contact your Advertising Account Executive for more information.

## Display Easels

One easel-backed counter card with your advertisement and the *Public Utilities Fortnightly* logo is available at no charge to display advertisers. Additional cards can be purchased with merchandising credit or purchased separately. Please contact your Advertising Account Executive for more information.

## Publishing, Editorial and Advertising Staff

**Bruce W. Radford**, Publisher  
**Michael T. Burr**, Editor-in-Chief  
**Phillip S. Cross**, Legal Editor  
**Scott M. Gawlicki**, Contributing Editor  
**John Bewick**, Contributing Editor  
**Alyssa Danigelis**, Contributing Editor  
**Michael Eacott**, Art Director  
**Joseph D. Paparello**, Director of Sales  
**Jean O. Cole**, Marketing Manager

## What Our Readers Are Saying



*Public Utilities Fortnightly* has been an **indispensable** source of information, analysis and guidance for executives, regulators and financiers over 80 years. In my case, *Fortnightly* has been a valuable resource for almost 40.

– Branko Terzic, PhD, Executive Director, Deloitte Center for Energy Solutions; former commissioner, FERC and Wisconsin PSC; and former CEO, Yankee Energy (now Northeast Utilities)

I read *Fortnightly* to keep up on industry trends and to hear from experts. PUF has been on **the top of my reading list** for over 30 years. If I really want to understand an issue, I turn to *Fortnightly*.

– Ron Binz, Chairman, Colorado Public Utilities Commission

Over my years in the industry, *Public Utilities Fortnightly* has been the constant and main industry publication that I read and study. The balance of business, financial, technical and operational articles and information is **unmatched** by any other publication. The publication has proven to be **invaluable** over the years.

– Michael Valocchi, Vice-President/Partner, IBM Global Business Services

I have a high degree of professional respect for what you're doing at *Fortnightly*, as do most of the **thinkers and doers** in this industry.

– Frank Napolitano, Managing Director RBC Capital Markets



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The *Fortnightly* is **must reading** for anyone with a serious interest in the utility industry, if for no other reason than it is widely read by C-level executives at virtually every investor-owned utility. In addition, *Fortnightly's* content **pushes the envelope. It's top notch.**

— Ahmad Faruqui, PhD, Principal, The Brattle Group

*Fortnightly* is an indispensable source of in-depth information and **insight** about our industry. It's a good barometer of what's **relevant and important** to utilities and their executives.

— Terry Boston, CEO & President, PJM Interconnection

*Public Utilities Fortnightly* has been around for more than 80 years—two-thirds of the entire history of the electric power industry. That alone is an impressive record. Its articles are the most **thorough** in their coverage of the issues and challenges facing the industry. Any subject discussed is given a depth of reporting that, in my opinion, **no other industry publication can match.** There's no agenda other than professionalism. Nor is there any bias in its coverage—the opinions of its authors often differ, but all are given a fair opportunity to present their positions.

— George Loehr, Executive Committee Chairman, New York State Reliability Council; Board Member, Georgia System Operations Corp.; former Executive Director, Northeast Power Coordinating Council (NPCC)

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