

2013 MEDIA PLANNING GUIDE



*The utility publication
that reaches the
corner office.*

Display Rates (gross)
4-Color Process

	1x	4x	8x	12x	16x	24x
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
Site Sponsor 180x180 static gif or jpeg	2500	2400	2300	2200	2100	2000
Content Channel Ad 300x250 static gif or jpeg	2500	2400	2300	2200	2100	2000
Leaderboard 728x90 animated	4000	3800	3600	3400	3200	3000
Site Intro Ad (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
(issue/date) _____ |
| <input type="checkbox"/> Production material enclosed |
| <input type="checkbox"/> Please typeset enclosed copy |
| <input type="checkbox"/> Production materials will be delivered by
(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 _____

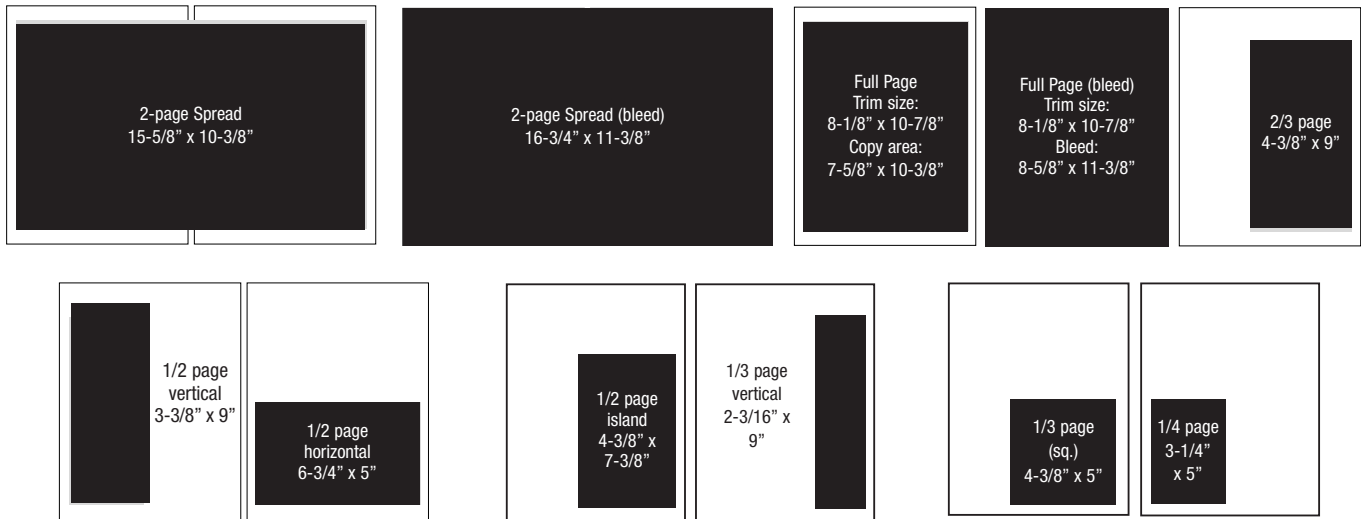
E-mail _____

Please sign below to authorize

(only signature ensures reservation)

Authorizing Signature _____ Date _____

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