

# POWERLINE

## Directory and Year Book 2010

### Contents

The Year Book section will present the latest information on the Indian power sector – on generation, transmission, distribution and trading. This section, rich with data and statistics, will consist of at least 50 pages and will appear in the front.

The Directory will provide key up-to-date information on all leading power sector organisations – their areas of business, key operating units, subsidiaries and joint ventures. It will also list top managers and officials. This information will be classified in distinct sections like:

- ❖ Ministries (central/state)
- ❖ Other key government agencies (central/state)
- ❖ Regulatory institutions (central/state)
- ❖ Generation companies (public/private)
- ❖ Transmission companies (central/state)
- ❖ Distribution companies (public/private)
- ❖ Other utilities (SEBs/EDs)
- ❖ Equipment manufacturers
- ❖ EPC firms
- ❖ Fuel suppliers (coal/gas/oil)
- ❖ Financial institutions
- ❖ Consultancy organisations
- ❖ IT solution providers
- ❖ Industry associations
- ❖ Research and development organisations
- ❖ Training institutions
- ❖ Multilateral and international agencies
- ❖ Etc.

There will be a separate "Green Pages" section which will have the latest data/statistics and directory information for concerned ministries, government agencies, project developers, technology providers, financial institutions, facilitating organisations, etc. This section will cover all forms of renewable power including wind, solar, biomass, and small hydro.

There will also be a separate section on "Nuclear Power" which will again have the latest data and statistics (Indian and global) and also have directory information for concerned government agencies, current generators, technology providers, fuel suppliers, equipment manufacturers, EPC firms, key international agencies, etc.

### Circulation and Readership

The circulation will exceed 5000, with total readership of over 50,000. In addition to paid subscriptions, the directory will be mailed with the compliments of *Power Line* to the top decision-makers and influencers in the Indian power sector – in the government, public sector units, private sector organisations, state utilities, regulatory agencies, industry associations, development institutions, leading captive plant operators, etc. A special effort will be made to market the directory to leading equipment manufacturers, technology providers, EPC firms, financial institutions, fuel suppliers, etc. The publication will be heavily promoted in *Power Line* magazine and at important industry events.

The directory will be of tremendous reference value and have shelf-life of at least one year. The printing, production and paper quality will be of the highest standard. It will provide an excellent environment for power sector organisations to showcase their products and services or to highlight their achievements and contribution to the sector.

### Advertising Rates

The key ad rates are as follows:

Ad position	Rate
Full page	1,00,000
Right side page	1,10,000
Back cover	2,00,000
Inside front/back covers	1,50,000
Double spread	2,00,000
Special positions (First 50 pages)	1,20,000
Book mark including full page (2 positions)	1,50,000

The positions will be offered on a first-come, first-served basis.

### Technical Specifications for Advertisements

Final size of the directory (finished size) : 210mm x 273mm

Non-bleed ad size (within the print area) : 190mm x 253mm

Bleed size (3mm extra from all sides over and above finished size) : 216mm x 279mm

Artwork preference:

Print-ready .pdf format – "CMYK", or Tiff file minimum 350 dpi, .eps/vector/.cdr (version 12.0), closed files with all fonts embedded, colour proofs of the artwork and progressives needed for print reference.

#### Contact:

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