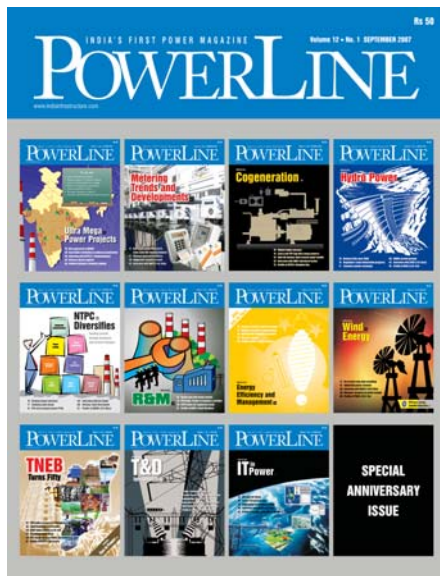


RATE CARD

POWERLINE



>> CIRCULATION INFORMATION

State Electricity Boards (SEBs)	3,100
Public & private sector power developers	2,400
Equipment manufacturers & construction contractors	4,400
Governmental & inter-governmental agencies	1,200
Legislators & other opinion makers	800
Financial community	400
End users (Industrial segment)	2,000
Consulting engineers (across segments & companies)	2,300
Overseas	400 +
Total	17,000 +

>> GENERAL SPECIFICATIONS

Monthly | All color | Glossy paper | Edit ad ratio 60:40 | Number of pages - between 70 to 80

>> TECHNICAL SPECIFICATIONS

Final size of magazine (finished size)	:	209.5mm x 273mm
Non-bleed ad size	:	195mm x 253mm
Bleed Size (3mm bleed on all sides)	:	215.5mm x 279mm
Artwork preference	:	Print-ready (CMYK mode), minimum 300 dpi (.tif, .eps, .pdf or .cdr) files with all fonts (True type and/or ATM fonts) with high quality digital proofs and progressives for color reference.
Resolution (inside pages)	:	Up to 133 lines per inch
Resolution (cover positions)	:	Up to 200 lines per inch

>> KEY AD RATES

Full page color	:	US\$ 1,936
Back cover	:	US\$ 3,872
Inside front / back covers	:	US\$ 2,904
Center spread	:	US\$ 4,840
Special positions (first 20 pages or special requests)	:	US\$ 2,323
Infocus/Special section sole sponsorship	:	US\$ 9,000 (nett)
Company showcase (2 page advertorial) (only one per issue)	:	US\$ 6,000 (nett)

>> PACKAGES

6 Full page color advertisements	:	US\$ 11,035
12 Full page color advertisements	:	US\$ 20,909

POWER LINE

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