



2017 EGSA

Electrical Generating Systems Association

Buying Guide

**Advertise In The 2017 EGSA Buying Guide,
The Ultimate Resource For Power Generation.**

***Reach The Power
Generation Industry –***

Advertising Packages include:

- Ad Space
- Special Advertiser Index
- Company Logo in Directory*
- Shaded Directory Listing*
- Banner in Member Services Table*

*Exclusive for EGSA Members

To Reserve Space Contact:

**Katie Bivens • 262-754-4140
kbivens@dieselpub.com**

**Niki Pokwinski • 262-754-4139
npokwinski@dieselpub.com**

**Maggie Pieper • 262-754-4121
mpieper@dieselpub.com**

Advertising Space Deadline:

NOVEMBER 7

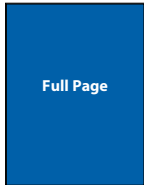


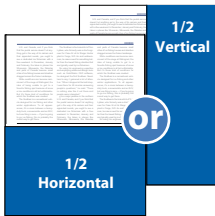
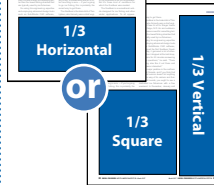


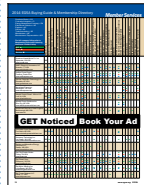
Materials Deadline:

NOVEMBER 18

Created and published by the Electrical Generating Systems Association (EGSA) in cooperation with Diesel & Gas Turbine Publications. **EGSA Members and Nonmembers are invited to advertise in the 2017 EGSA Buying Guide.**

Learn More About EGSA At egsa.org

2017 EGSA ANNUAL BUYING GUIDE RATES & SIZES

FULL PAGE \$6550 	2/3 PAGE \$5610 	1/2 ISLAND \$5045 	1/2 PAGE \$4755 1/2 Horizontal or 1/2 Vertical 	1/3 PAGE \$3170 1/3 Horizontal or 1/3 Vertical 	1/4 PAGE \$2785 1/4 Quarter 	1/6 PAGE \$2080 1/6 Vertical or 1/6 Horizontal 	Member Services BANNER \$900* 
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EGSA BUYING GUIDE

ADVERTISER BONUS

Each advertiser will be listed in the "Index Of Advertisers By Products & Services." For each advertiser *who is a member of EGSA*, their directory listing will include company logo and text shading and will receive a complimentary Member Services Banner.

MEMBER SERVICES BANNER

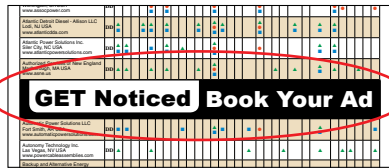
Inserted above company listing in the Member Services Table pages.

See Buying Guide pages 10 to 55 for examples.

Ad size: 7.25 x 0.75 inches, 300 DPI, CMYK

*\$900/flat, no discounts permitted.

Payment in advance by credit card or check.



ADVERTISING RATES

Advertising Rates, based on the *Diesel Progress North American* 12-time discount, have been extended to all *EGSA Buying Guide* advertisers. For companies that regularly advertise in *Diesel & Gas Turbine Publications*, the negotiated rate will apply. Commission – invoiced at 15% below gross rate to recognized agencies and EGSA members on space, color, position and inserts. Commission is not permitted on member services banner, email blasts, reprints and other production charges.

COVER RATES

Covers must be 4-color, full-page ads. Covers are noncancelable.

Second Cover \$8100

Third Cover \$8100

Fourth Cover \$8735

ISSUANCE AND CLOSING DATES

Published annually in January and distributed with the January issue of *Diesel Progress North American* and the January issue of *Diesel & Gas Turbine's Engine Room News* and online at <http://egsa.org>.

PRINTING SPECIFICATIONS

Publication trim size is 8 x 10.5 in. (203 x 267 mm). Live area is 0.25 in. (6.35 mm) away from trim.

See Complete Guidelines At www.dieselpub.com/advertise/

MATERIALS REQUIREMENTS

Include all fonts. Images and graphics, must be CMYK or grayscale, 300 DPI at 100%. The use of ultrathin fonts or type smaller than 5 pt. is not recommended. Density of all colors combined in a single area should not exceed 300%.

Publisher refuses responsibility of printed ad if requirements are not followed. Failure to meet the guidelines may incur production charges. Advertiser is solely responsible for the content of their advertisement.

SUPPORTED PROGRAMS

Acrobat X, InDesign CC, Photoshop CC, Illustrator CC and QuarkXpress 8.5

SHIPPING INSTRUCTIONS

EGSA Advertising Manager
 20855 Watertown Road, Suite 220
 Waukesha, WI 53186-1873 USA
FTP Available — Call (262) 754-4140 for address and current password.

Advertising materials due November 18, 2016.

For more information
 Email: kbivens@dieselpub.com
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 Fax: (262) 754-4175
 Visit: www.dieselpub.com