



Western energy

The Official Publication of the Western Energy Institute

MEDIA KIT
2011



Delivering Your Message To Energy Professionals That Direct An **\$80 Billion** Market

Western Energy is the voice of the Western Energy Institute and the premier resource for the electric and gas industries serving the Western United States and Canada. Our magazine is distributed to more than 7,000 decision-makers of public and private companies involved in electric generation and transmission, gas and electric distribution, pipeline operations, power marketing and energy related services.

Why You Should Advertise with Western Energy?

- >> The members of the Western Energy Institute serve more than 20 million customers and generated more than \$80 billion in revenue last year. Advertising in **Western Energy** delivers your message directly to the key decision makers in this thriving market. Your advertising serves as the foundation for the Western Energy Institute's communication efforts and works in support of its mission to unify and improve the industry for the Western United States and Canada.
- >> Your company will gain quality access to more than 7,000 key decision makers, including executive management, directors and managers of operations, customer connections and corporate functions. Others who receive our magazine include engineers, economists, business personnel and the frontline trade employees.
- >> Whether you are seeking to obtain new customers or strengthen the relationships you've cultivated with your current customers, **Western Energy** puts you front and center, showcasing your organization's equipment, products and services.
- >> **Western Energy** is a four-color, quarterly magazine distributed to more than 7,000 professionals throughout the Western United States and Canada who are involved in the electric and gas industry.



Message from the President of Western Energy Institute

Dear Product and Service Providers,

If you haven't leveraged your organization's relationship with our industry, then you haven't planted the seeds for success. Becoming a part of the energy industry through **Western Energy** is your company's best opportunity to firmly root your business in one of the fastest growing markets within the U.S. With your participation as an advertiser, you'll reach more than 7,000 key decision makers involved in the energy industry that serves the Western United States and Canada.

Western Energy will allow you to engage our members and the energy industry through high-impact advertising. Apogee Media Group, our publishing partner, is working with us to help you create a best-in-class market reach program.

We thank you in advance for participating in our industry magazine. **Western Energy** is a useful and influential communications tool and we look forward to your involvement. When a representative from Apogee Media Group contacts you, please take that opportunity to consider all the available options to showcase your company in our magazine.

Sincerely,

Chuck Meyer
President
Western Energy Institute

Editorial Content

Over **7,000** industry professionals receive **Western Energy** quarterly for the latest in-depth news and information regarding the gas and electric utility industry. As a comprehensive industry publication **Western Energy** covers many important topics to include:

- Electric Generation and Transmission
- Gas Distribution and Transmission
- Executive Management
- Legislative and Regulatory
- Information Systems and Technology
- Customer and Utility Communications
- Safety and Security
- Engineering and Construction
- Renewable Energy
- Finance and Legal
- Gas and Electric Operations
- Industry Services and Products
- Hot Industry Trends
- Economic Forecasting
- Human Resources



ADVERTISING CONTACT

Mike Holley 916-378-5014 mike@apogee-mg.com



Rates/Advertising Order

Premium Position Rates (Full-Color Only)

	1x	2-4x
Center Spread	<input type="checkbox"/> \$3,600	<input type="checkbox"/> \$3,400
OBC	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$2,400
IFC	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,200
IBC	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,200
Opp. IFC	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,000
Opp. TOC	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,000
Guaranteed Pos.	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,000

Interior Rates (Full-Color)

Full Page	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$1,850
1/2 Page	<input type="checkbox"/> \$1,450	<input type="checkbox"/> \$1,300
1/3 Page	<input type="checkbox"/> \$1,150	<input type="checkbox"/> \$1,000
1/4 Page	<input type="checkbox"/> \$900	<input type="checkbox"/> \$850

Interior Rates (Black & White)

Full Page	<input type="checkbox"/> \$1,725	<input type="checkbox"/> \$1,600
1/2 Page	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$950
1/3 Page	<input type="checkbox"/> \$800	<input type="checkbox"/> \$725
1/4 Page	<input type="checkbox"/> \$625	<input type="checkbox"/> \$550

Spring '11 Summer '11 Fall '11 Winter '12

Advertiser Information

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____

Fax _____

Email _____

Website _____

Advertising Agency _____

Agency Phone _____

Agency Fax _____

Payment & Agreement Information

Payment

Credit Card (Circle one: VISA, MC, AMEX, DISCOVER)

Card # _____

Expiration Date _____

Company Check (please note arrival date: _____)

I agree that this form constitutes the acknowledgement of my order, and I agree to submit any cancellation prior to the closing date.

Signature of Card Holder _____

Advertising Cost

Total Cost per issue _____

All ads must be prepaid. Payment is due with insertion order.

Advertising Copy

Materials to be delivered on _____

Design services requested Yes No

Please return via toll-free fax: 888-218-5331

Attention: Mike Holley

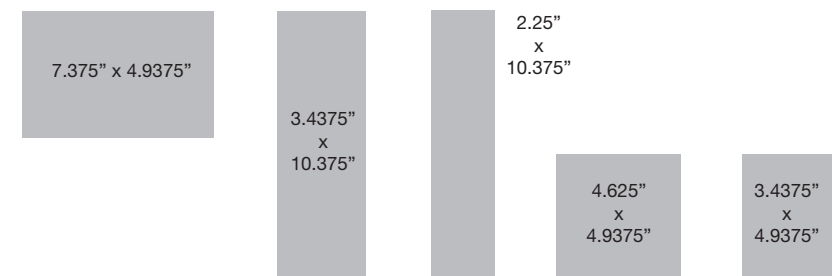
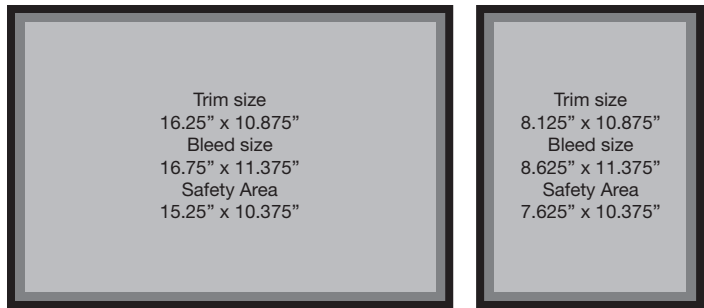


Mechanical Ad Specifications

Full Page trim size	8.125" x 10.875"
Full Page w/no bleed.....	7.625" x 10.375"
Full Page with .25" bleed	8.625" x 11.375"
2-Page Spread with .25" bleed	16.5" x 11.375"
1/2 Horizontal.....	7.375" x 4.9375"
1/2 Vertical.....	3.4375" x 10.375"
1/3 Vertical.....	2.25" x 10.375"
1/3 Block	4.625" x 4.9375"
1/4 Vertical.....	3.4375" x 4.9375"

Submission Guidelines

Trim size of publication is 8.125" x 10.875". All full page ads that bleed must have a .25" bleed beyond the trim size.



Color Format

This publication will be printed using CMYK color. If you have specific spot color every attempt will be made to match this color using a CMYK ink mix. Color exactness is not guaranteed.

Preferred Format

A high resolution press optimized PDF with all fonts and graphics embedded.

A high resolution 300 ppi JPEG, TIFF or PSD file with all layers flattened.

If you are building your ad in Adobe Illustrator please convert to a high resolution press optimized PDF.

Media Accepted

Files must be submitted digitally via email or FTP client software. If you are submitting through FTP please send an email alerting us that when the file has finished uploading.

FTP login information:

Host: 65.74.155.220

Port: 31

Username: westernenergy

Password: weclient1

Please email all files to: gary@apogee-mg.com

If you are submitting a CDR or DVDR please contact your sales representative on where to send.