

# POWERLINEMAN<sup>®</sup> MAGAZINE

THE ONLY MAGAZINE FOR LINEMEN

## 2011 Media Kit



*POWERLINEMAN*<sup>®</sup> Magazine is a quarterly publication created by *POWERLINEMAN* Publishing, LLC. The first issue was distributed in the Winter of 2002. *POWERLINEMAN* Magazine is the only one of its kind, exclusively dedicating itself to one of the most dangerous, prestigious, rewarding, and challenging professions in the world, the journeyman lineman.

### Content

All content of the magazine is directed to the interest of the linemen. The article ideas are created by linemen and currently include safety topics, linemen personal experiences, linemen profiles, and company profiles. *POWERLINEMAN* Magazine has visited entities across the Nation to personally interview them for the article content. Featured Utility Companies have a chance to tell their story about their systems they build and maintain, the equipment they use, and whatever they would like to spotlight in the article. *POWERLINEMAN* Magazine continues to travel throughout the country to obtain magazine content.

### Circulation

*POWERLINEMAN* Magazine was created by linemen for linemen. The goal is to deliver *POWERLINEMAN* Magazine directly to the homes of linemen. It is emphasized to the readers that it is our preference to deliver the publication to their homes rather than their place of business. Readers are not only powerlinemen from Rural Electrical Associations, Investor Owned Utilities, Municipal Utilities, but also Equipment

Manufacturers, Advertising Vendors, International Brotherhood of Electrical Worker Unions, and purchasing executives. Our quarterly publication is a forum for the thousands of journeyman linemen that influences purchases for the industry. Your advertisement will be in a circulation of more than 19,000 with an even greater readership. As the only industry magazine devoted to the powerlineman, it serves as an important vehicle to present the newest products and innovations in our industry.

### Visibility

Premium positions available. Special marketplace sections offered within our featured article – available on a first come, first serve basis. Advertisers will be listed alphabetically in the advertiser's index, along with their website and page number for additional exposure

### Publication

An 8-1/2" x 11" saddle-stitched glossy publication featuring utility companies throughout North America, insightful Safety Meeting section, and regulatory news affecting our industry.

### Advertising Contact

Kathleen Pishotta at (352) 371-4933, fax (866) 855-9554, or e-mail at: [Kathleen@powerlineman.com](mailto:Kathleen@powerlineman.com)

## 2011 Ad Rates & Agreement

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

Issue:       March \_\_\_\_\_       June \_\_\_\_\_       September \_\_\_\_\_       December \_\_\_\_\_

### Indicate Ad for Purchase

(check both frequency and size)

<b>Premium</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>
2-Page Center Spread	<input type="checkbox"/> \$4900	<input type="checkbox"/> \$4600	<input type="checkbox"/> \$4300
Outside Back Cover	<input type="checkbox"/> \$3300	<input type="checkbox"/> \$3150	<input type="checkbox"/> \$3000
Inside Front Cover	<input type="checkbox"/> \$2900	<input type="checkbox"/> \$2800	<input type="checkbox"/> \$2600
Inside Back Cover	<input type="checkbox"/> \$2900	<input type="checkbox"/> \$2800	<input type="checkbox"/> \$2600
Guaranteed FP	<input type="checkbox"/> \$2700	<input type="checkbox"/> \$2550	<input type="checkbox"/> \$2300

<b>Internal Ads</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>
Full Page	<input type="checkbox"/> \$2300	<input type="checkbox"/> \$2100	<input type="checkbox"/> \$2000
1/2 Page	<input type="checkbox"/> \$1400	<input type="checkbox"/> \$1300	<input type="checkbox"/> \$1200
1/3 Page	<input type="checkbox"/> \$900	<input type="checkbox"/> \$850	<input type="checkbox"/> \$800
1/4 Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$700	<input type="checkbox"/> \$650

All ads are priced per issue.

Advertising agencies, please note rates are net.

### Specifications (publication size; 8.375" x 10.875")

Full Page, + 5/16" bleeds (include trim marks)	<input type="checkbox"/> 9" x 11.5"
Full Page, no bleeds	<input type="checkbox"/> 7.5" x 10"
1/2 Page Horizontal	<input type="checkbox"/> 7.25" x 4.5"
1/2 Page Vertical	<input type="checkbox"/> 3.5" x 9.5"
1/3 Page Horizontal	<input type="checkbox"/> 7.25" x 3"
1/3 Page Vertical	<input type="checkbox"/> 2.25" x 9.5"
1/4 Page Vertical	<input type="checkbox"/> 3.5" x 4.5"

### Advertising Instructions

#### Preferred Format

- High-resolution, press-optimized PDF
- All fonts & graphics embedded
- Please include trim marks for bleed ads

#### Other Acceptable Formats

- Mac InDesign 2.0 files: postscript fonts must be enclosed; no TrueType fonts; high-resolution, 300 dpi images at 100% size, no local rotation or flipping in InDesign.
- TIFF, EPS or Photoshop files. Must be able to open in software listed above.
- EPS file format for vector images: fonts should be converted to paths/outlines.
- Illustrator file formats: fonts & images must be converted to paths/outlines and embedded.

#### Submitting Art

Ads may be submitted to our FTP site or: Email: Kathleen@powerlinemanpublishing.com. Mail: Powerlineman Magazine, P.O. Box 360, Hygiene, CO 80533.

If you have any questions, please contact our advertising sales representative Kathleen Pishotta at (352) 371-4933 or email: Kathleen@powerlineman.com. Fax: (866) 855-9554.

I agree and abide by this rate card: \_\_\_\_\_

**Please sign here and fax to 866-855-9554**

Date

#### Send checks payable to Powerlineman Publishing, LLC to:

Powerlineman Magazine, P.O. Box 360, Hygiene, CO 80533

Credit Card Payment:    VISA    Mastercard    American Express    Discover

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Total: \$ \_\_\_\_\_