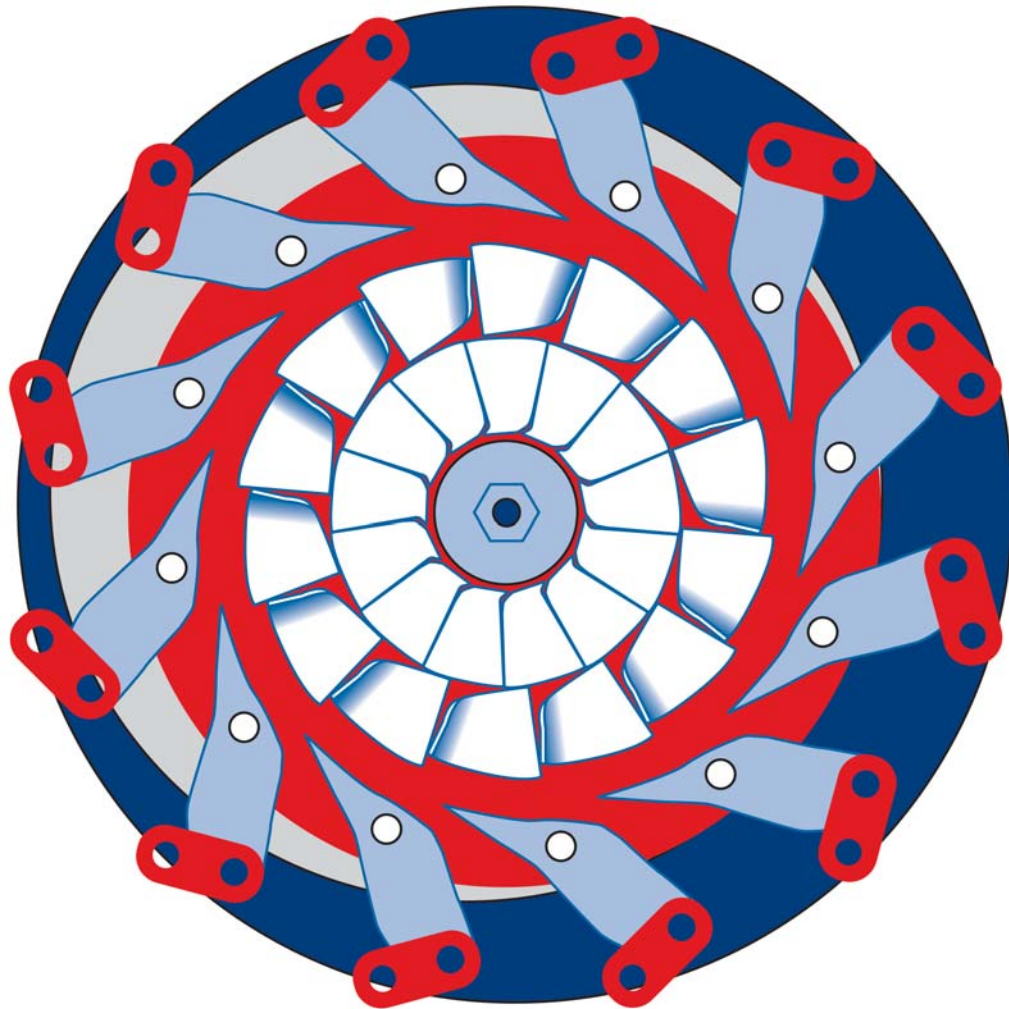


# INTERNATIONAL Turbomachinery

The Global Journal of Energy Equipment



The Industry's  
Leading  
Information Source  
since 1960

Power Generation,  
Oil & Gas and  
Petrochemical Markets

Gas Turbines,  
Steam Turbines,  
Turbocompressors  
& More

[TurbomachineryMag.com](http://TurbomachineryMag.com)

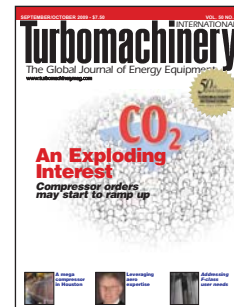
# Turbomachinery International

## The Global Journal of Energy Equipment

For over 50 years, Turbomachinery International Magazine has kept its readers up to date on every event and challenge facing their respective businesses. Turbomachinery International covers global industry news and technical breakthroughs in gas and steam turbines, compressors, expanders, pumps, and all associated equipment and services in land- and marine-based applications. It reports on the electric supply industry, cogeneration, oil & gas production and pipelines, and renewable energy technologies.

Complementing the magazine is The Turbomachinery International Handbook — the most complete online and print reference catalog serving the turbomachinery markets. The Handbook contains feature reports, including an in-depth forecast of the gas turbine industry, a comprehensive list of OEM specifications, and a directory of over 500 vendors of turbomachinery products and services.

The magazine and Handbook are available in print and online editions.  
All editorial and ads are included in the online editions, with links to advertiser websites.



### Turbomachinery International surveyed 1,000 subscribers to find out how they used the Handbook, and what they want.

#### AUTHORITATIVE

- 78% say that the Handbook is a valuable source of suppliers, products & services, market information, and, especially, equipment specifications
- 50% of users say equipment product specifications are the most important information in the Handbook

#### COMPREHENSIVE

- 57% of respondents refer to the Handbook 8-15 times annually
- 53% refer to the Handbook when researching new suppliers
- 39% look to the Handbook to find contact information on companies they already know (before using the web or a search engine)
- 35% use the Handbook to check whether a supplier they know makes a product they need

#### ON LINE – WWW.TURBOMACHINERYMAG.COM

- The Handbook, plus a complete archive of past articles and the latest industry news, is now available on [www.turbomachinerymag.com](http://www.turbomachinerymag.com)
- Users can search the most complete database – over 1,000 suppliers – of turbomachinery products and services online



## Editorial Calendar - 2010 Online: The complete magazine editions

Issue Date	Ad Closing Materials Due	Feature Report	Equipment Focus	Special Sections	Show Previews
<b>January/February</b>	2/1/10 2/8/10	Power Generation (Utility & Municipal) Cogeneration Biomass, Renewables	Seals and bearings Magnetic bearings Generators, Motors	Packaging Parts & Services Computer-aided engineering	POWER-GEN India
<b>March/April</b>	3/19/10 3/26/10	Offshore & Marine Deep sea platforms Ship propulsion and auxiliary power generation Hydrocarbon processing	Gas Turbines, Turbo and reciprocating compressors and auxiliaries used in the extraction, transportation and processing of oil and gas	Turbine inlet cooling filtration, silencers Fogging, overspray inlet chilling and hybrid systems Plant safety, fire fighting ISO review	Offshore Technology  Electric Power
<b>May/June</b>	4/28/10 5/5/10	Maintenance Lubrication, balancing alignment, cleaning, detection and inspection using borescopes	Gas Turbines Blades, vanes and bearings Recuperators, intercoolers and hybrids Water wash systems	Clean combustion and low NO <sub>x</sub> Carbon clean-up Environment regulations affecting turbomachinery Anti-icing	ASME/IGTI Turbo Expo  POWER-GEN Europe
<b>July/August</b>	7/9/10 7/16/10	Power Generation (Onsite and Micro) Gasification IGCC Nuclear	Steam turbines Vaness, bearings, rotors, blades, controls, uprates and retrofits	Instrumentation & Control system Sensors and transducers Valves: Fuel, lube oil and steam	
<b>September/October</b>	9/1/10 9/8/10	Oil & Gas Liquified Natural Gas Hydrogen & CO <sub>2</sub> compression API standards review	Gears Variable speed drives Electric drive systems Screw & Integral-gearred compressors	Production techniques Casting, forging and fabrication Materials and coatings, Thermal Barrier Coatings	38th Turbomachinery Symposium
<b>Handbook</b>	10/11/10 10/18/10	State of the turbo-machinery industries	Turbines, Compressors Expanders, Pumps	Maintenance, Overhaul & Repair	
<b>November/December</b>	11/12/10 11/19/10	Power Generation (Non-utility) Combined cycles HRSGs	Expanders Heat exchangers Reciprocating engines Microturbines, fuel cells	Vibration Predictive maintenance Lubrication	POWER-GEN Int.

## FOCUSING ON KEY DECISIONMAKERS

Harvey Research, Inc. was commissioned to conduct an online advertising study for Turbomachinery International. The online study was accurate within a tolerance of +/-7.8 percentage points at the 95% level of confidence.

Nine out of ten reader respondents have some level of involvement in purchasing decisions

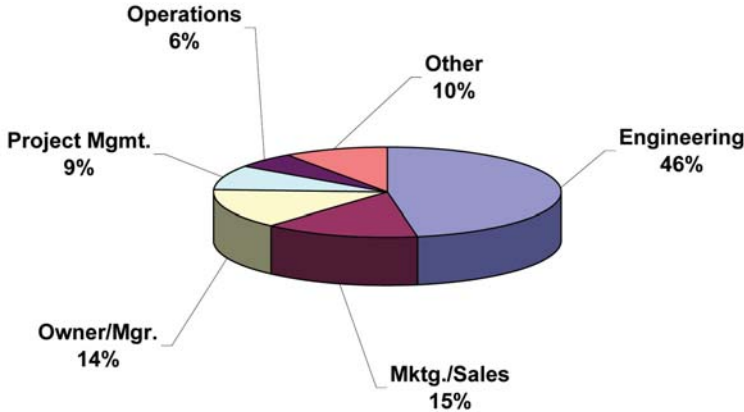
- 32.6% recommend or evaluate
- 27.7% approve or authorize
- 20.8% select or specify
- 10.4% advise

61.8% are involved in the decision to purchase machinery

54.2% are involved in the decision to purchase parts

43.8% are involved in the decision to purchase maintenance services

### READERS' PRIMARY FUNCTION



#### Post Show Reports

POWER-GEN Int.

#### Bonus Distribution

- POWER-GEN India & Central Asia 4/21 - 4/23 (Delhi, India)

POWER-GEN India

- Offshore Technology Conference 5/3 - 5/6 (Houston, TX)
- Electric Power 5/18 - 5/20 (Baltimore, MD)

Electric Power

- POWER-GEN Europe 6/8 - 6/10 (Amsterdam, The Netherlands)

Offshore Technology

- ASME/IGTI Turbo Expo 6/14 - 6/18 (Glasgow, Scotland)

POWER-GEN Europe

- POWER-GEN Asia 11/2 - 11/4 (Singapore)

ASME/IGTI Turbo Expo

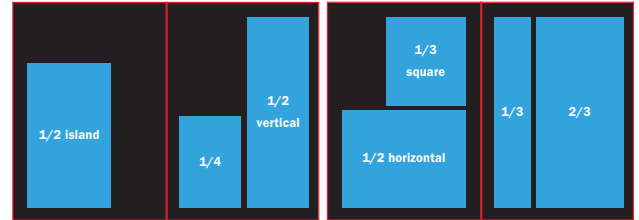
- 39th Turbomachinery Symposium, 10/4 - 10/7 (Houston, TX)

- List of industry suppliers, distributors, products, services, and equipment specifications
- Distributed to all subscribers and at all major trade shows

39th Turbomachinery Symposium

- POWER-GEN Int. 12/14 - 12/16 (Orlando, FL)

## Rate Card 2010



### ADVERTISING RATES (U.S.\$) MAGAZINE & HANDBOOK (BLACK & WHITE)

AD UNIT	1x	3x	6x	12x
1 Full page	\$5,547	\$5,139	\$4,994	\$4,694
2/3 vertical	\$4,647	\$4,352	\$4,164	\$4,009
1/2 island, horizontal, vertical	\$4,378	\$4,089	\$4,007	\$3,776
1/3 square, vertical	\$3,388	\$3,049	\$2,884	\$2,710
1/4 page	\$2,663	\$2,451	\$2,318	\$2,179
1/6 page	\$941	\$941	\$941	\$941

### COLOR

Four-color process..... Add \$1,650

### BLEED (Actual magazine size)

#### 2 page spread bleed:

(U.S.) 16-1/2" wide x 11" length trims to 16" x 10-3/4"  
(Metric) 420 mm wide by 280mm length trims to 407mm by 273 mm

#### 1 page bleed:

(U.S.) 8-1/4" x 11" trims to 8" x 10-3/4"  
(U.S.) Leave 1/4" safety all around the live matter  
(Metric) 210 mm wide by 280mm length trims to 203mm by 273 mm

### PREFERRED POSITION RATES

Non-cancellable. Covers are yearly contract, four-color only.

	Magazine	Handbook
2nd cover	Add \$400	Add \$600
3rd cover	Add \$400	Add \$600
4th cover	Add \$450	Add \$960

### MECHANICAL REQUIREMENTS

Page Space	Width		Depth	
	(inches)	(mm)	(inches)	(mm)
Full Page	7	178	9-3/4	248
Two-page spread	16	406	10-3/4	273
2/3 page vertical	4-3/4	121	9-7/8	251
1/2 island	4-3/4	121	7-1/2	190
1/2 horizontal	7-1/4	184	4-3/4	121
1/2 vertical	3-1/2	89	9-7/8	251
1/3 square	4-3/4	121	4-3/4	121
1/3 vertical	2-1/4	57	9-7/8	251
1/4 page	3-1/2	89	4-3/4	121
1/6 page	2-1/4	57	4-3/4	120

### ADVERTISING RATES (U.S. \$) WEBSITE

(www.turbomachinerymag.com)

	3 Months	6 Months	12 Months	24 Months
Full Banner	\$1,250	\$1,875	\$3,000	\$5,000
Half Banner	\$678	\$1,128	\$1,800	\$3,000
Button Banner	\$570	\$940	\$1,500	\$2,500

	Full Banner	1/2 Banner	Button Banner
Format	GIF only	GIF only	GIF only
Dimensions*	468 x 60	125 x 125	120 x 60
File Size	12K	12K	8K
Animation**	Yes	Yes	Yes
HTML	Yes	Yes	Yes

\* Dimensions in pixels

\*\* Simple animation only. No Shockwave or Flash.

### CLASSIFIED

\$300 per column inch.

All classified advertising will appear in three-column format.

### Insert Rates

On request

## PRODUCTION & PRINTING INFORMATION

### DIGITAL ADVERTISING SPECS

#### Media:

Zip 100, CD-R, CD-RW. Submitted media must be clearly labeled. (No Floppy discs accepted) One ad ONLY per disk Accepted. (Spreads can be on same disk BUT must be seperated as two seperate PDF files and marked for left and right, a combined file must also be sent.)

#### Label Requirements:

Issue date, advertiser name, and contact name, telephone number and email address.

#### Format:

Hi res PDF files (made ONLY through Acrobat Distiller) No native application files accepted. PDF files MUST be made using Acrobat Distiller 5.0 (preferred) and also 4.0 (3.0 will NOT be accepted)

#### The Hi-res PDF distilled files must have:

1. All fonts embedded (NO True Type fonts accepted)
2. The correct mode (ie. CMYK or Grayscale)  
Never RGB or LAB or embedded color profiles.
3. All spot colors MUST be converted to CMYK unless running 1, 2, or 3 color ads. NO file with PMS colors accepted unless pre-ordered.
4. OPI must NEVER be included in the file. (see advanced tab in distiller)
5. Resolution: 300 DPI for all submitted images and files.
6. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.

#### The Following are the ONLY ACCEPTED PROOFS

##### for (4 color ads):

1. Kodak APPROVAL Proof
2. Matchprint DIGITAL H/T Proof
3. Fuji FINALPROOF

Only B/W ads can be submitted with contone proof.

THE CORRECT SIZE PROOF MUST ALWAYS BE GENERATED DIRECTLY FROM THE DISK/FILE YOU SUBMIT.

Proofs MUST be created with SWOP Web Offset gains. Publication not responsible for variance between digital file, and any proof not listed above. Proof must be screened at 133 line screen on publication base, color calibration SWOP Standards, Density max 260%-280%.

#### Backup Workfolders:

In addition to the Hi-res PDF —All supporting fonts, illustrations, and scans must accompany each submitted ad. All submitted fonts must be Postscript in nature, NO 'True Type' fonts. Any stylized fonts in Quark WILL NOT be accepted. Illustrator files should have all fonts converted to outlines. All files must be saved to disc. A disc directory and proper proof must accompany each ad file.

All submitted images, and/or files must be converted to CMYK, no RGB. A Color proof of the digital files will be made if requested at cost to the advertiser or ad agency. All ads supplied without a color proof will have one made (time permitting) at advertiser or ad agency's expense. SINCE CLIENT WILL NOT BE ABLE TO SIGN OFF ON THE PROOF MADE, THE PUBLICATION IS NOT RESPONSIBLE FOR COLOR OF PROOF. Publication is not responsible for color or content of proofs or files that do not conform to the specifications listed. Please confirm due dates with the production department. If you have questions, and or problems with supplying a digital format, please contact the Production Dept. Please note: Charges will be made to advertiser or agency at commercial rates for digital files that require operator intervention. A color/content proof must be supplied.

## TERMS & CONDITIONS

Cancellations will not be accepted after the advertising space closing date.

Prepayment of the first advertisement is required for all agencies, accounts and foreign advertisers who have not established credit with the publisher. Payment otherwise due within 30 days of billing. Agency commission 15 percent. Production charges are non-commissionable. If contract is not fulfilled within 12 months, advertiser is short-rated to the frequency rate for the number of ads run. A delinquency charge of 1-1/2 percent per month shall be added to any amount in arrears if not received prior to the next monthly billing date, and thereafter to all amounts 30 days or more in arrears until paid in full.

Advertisers with accounts more than 90 days past due will forfeit right to publication of any further advertising until satisfactory payment is made. Agency commission will also be forfeited. Advertisers sent for collections are responsible for all legal and collection costs.

Turbomachinery International Publications will discard advertising materials one year after month of publication.

• Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the standards of the publication.

• Customer understands that this publication is one of many different available alternate advertising sources and that occasional errors of omission or commission occur and can not be corrected until the next issue. The customer agrees that potential harm from an error of omission or commission is speculative in nature and that the rates offered by the company reflect value to each individual advertiser not withstanding the fact that occasional errors may occur. For these reasons, the customer agrees that Business Journals Inc.'s liability for damages arising from errors or omissions in the making up or printing of its publications shall be limited to the amount to be charged for such advertising.

The limitations of liability apply to Business Journals Inc., any authorized sales agent, all employees of the company and any affiliated companies, including any vendors contracted by the company, and apply to claims in contract, tort, strict liability, and specifically limit any claims for loss of business, profits, and additional consequential damages.

## CONTRACT REQUIREMENTS

Publisher must be given 60 days' notice in writing if contract is canceled prior to expiration. Publisher reserves the right to refuse copy deemed by them to be fraudulent, unfair, harmful, or for any other reason unsatisfactory.

## PAYMENT POLICY

Payment must be made by check or money order in U.S. funds payable at a U.S. bank or by credit card. Bank wire transfers will be accepted on orders over \$500. Contact our offices for information. Send payment to: Turbomachinery International, 50 Day Street, Norwalk, CT 06854, U.S.A.

## SALES

### Northeast U.S.A. and Canada

Richard Zanetti, Publisher  
50 Day Street  
Norwalk, CT 06854  
Tel: 203-663-7814 Fax: 203-852-8175  
E-mail: richardz@turbomachinerymag.com

### West and Southwest U.S.A.

Todd Hara  
P.O. Box 182071  
Coronado, CA 92178  
Tel: 619-435-2106 Fax: 619-435-6543  
E-mail: thara@san.rr.com

### Southeast and Midwest U.S.A.

Florence L. Oreiro  
P.O. Box 1777  
Hobe Sound, FL 33475  
Tel: 772-288-7302 Fax: 772-286-2029  
E-mail: turbomach@comcast.net

### UK, Scandinavia, Benelux, Italy, France

Ferruccio Silvera  
Viale Monza 24  
20127 Milano, Italy  
Tel: 39-022846716 Fax: 39-022893849  
E-mail: ferruccio@silvera.it

### Germany, Austria, Switzerland

Sven Anacker  
InterMediaPartners GmbH  
In der Fleute 46  
D-42389, Wuppertal, Germany  
Tel: 49-202-271-690 Fax: 49-202-271-6920  
E-mail: sanacker@intermediapartners.de

### Japan

Yoshinori Ikeda, Managing Director  
Pacific Business, Inc.  
Matsuda Building, 2-4-6, Nihonbashi Kayabacho  
Chuo-ku, Tokyo 103 Japan  
Tel: 81-3-3661-6138 Fax: 81-3-3661-6139  
E-mail: pbi2010@gol.com

### India, Middle East

Faredoon Kuka, Managing Director  
RMA media  
Twin Arcade, C-308  
Military Road, Marol  
Andheri (E), Mumbai-400059  
Tel: 91-22-6570-3081/82 Fax: 91-22-2925-3735  
E-mail: kuka@rmamedia.com

### China

Rita Teng  
Hinton Information Services  
Rm 1102 #20 Alley 199  
Baiyang Road Pudong  
Shanghai 201204  
Tel: 86-21-50592439 x 116 Fax: 86-21-50592442  
rita.teng@hintoninfo.com

### SouthEast Asia

Stephen Moore  
C/O Intercedent Asia (Pte) Ltd.  
20 Bideford Road, 13-02 Wellington Bldg.  
Singapore 229921  
Tel: 65-6222-7008 Fax: 65-6222-9070  
Mobile: 65-9687-0420  
E-mail: stephen@intercedeasia.com

#### PLEASE SEND ADVERTISING MATERIALS TO:

Fran Salamon, Director of Production, Turbomachinery International  
50 Day Street, Norwalk, CT 06854 U.S.A.  
Tel: 203-663-7809, E-mail: frances@busjour.com