

COAL POWER

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Focused editorial coverage—Focused readership—Focused advertisers

An online, bimonthly magazine devoted exclusively to the coal-fired generation market

Every two months, readers receive e-mail notice that the latest issue of *COAL POWER* is available for viewing online or for download. In addition to reading the current issue, subscribers can also view past issues, print articles, forward articles, search for specific words and topics, and more.

Advertisers in *COAL POWER* can include live web or e-mail links to take greater advantage of the digital format. Ad materials used for traditional print editions can easily be formatted for the digital edition.

Brought to you by the staff of *POWER* magazine, *COAL POWER* launched in 2005 as a source for more in-depth information on coal-fired power generation. While *POWER* continues to cover this important industry segment, *COAL POWER* digs deeper into the coal-fired market to provide greater insight on transportation, handling, regulatory, and environmental issues.

Closing Dates

Issue	Jan/Feb	Mar/Apr	May/June	July/Aug	Sept/Oct	Nov/Dec
Ad Closing Date	Jan. 2	Feb. 22	May 15	July 1	Aug. 25	Nov. 3
Live Date	Jan. 31	Mar. 25	June 16	July 22	Sept. 23	Nov. 24

Advertising Rates

Color (4c)	1x	3x	6x
Spread	\$5,400	\$5,040	\$4,660
Full Page	2,970	2,760	2,540
2/3 Page	2,390	2,230	2,070
1/2 Page	1,800	1,670	1,540
1/3 Page	1,270	1,220	1,170
1/4 Page	1,120	1,060	1,020

For material specifications, please see *POWER* mechanical data page.

Each issue of *COAL POWER* includes:

- Speaking of Coal Power—editor's page
- The Coal Patrol—news and analysis of all things coal
- Coal Plant O&M—the nuts and bolts of keeping a plant on-line safely and efficiently
- Tech Notes—Technical and operational details specific to coal-fired plants
- Feature articles—the latest topics covered by our editors and contributors
- The Coal Pile—endnotes on historical or current topics with a human interest angle

Readership: Distribution – 10,221 (as of October 2007)

