

INTRODUCING



The Magazine for Coal Fired Generation



- **Focused Editorial Coverage**
- **Focused Readership**
- **Focused Advertisers**

An affordable opportunity to advertise and to reach just to your coal consuming clients and prospects

• FOCUSED EDITORIAL COVERAGE • FOCUSED READERSHIP • FOCUSED ADVERTISERS

Editorial Feature Topics

Spring – Coal Fired Generation – Operations, Maintenance & Asset Optimization

Summer – Coal Fired Generation – PRB Coal and Opportunity Fuels

Fall – Coal Fired Generation – New Technologies

Winter – Coal Fired Generation – Environmental Control

In addition, each issue will feature editorial sections covering:

- Power Plant Safety
- Coal Power Plant Project Updates
- New Products and Technology
- The Coal Power Community (News from coal related industry groups)
- Coal Supply Chain (Mining and Transportation Updates)
- Power Plant Case Histories – Lessons Learned

Advertisers may request placement adjacent to these editorial features.



Coal Power @ Electric Power

This Publication comes with a Pedigree!

For seven years, the ELECTRIC POWER Conference has featured more conference programming on coal issues than any other power industry event. The event is also the annual meeting place for the PRB Coal Users' Group.

This specialized coverage in turn attracts more gencos with coal-fueled power plants. The program is developed by a committee that includes more than one third of its membership from gencos.

The TradeFair Group, organizers of the ELECTRIC POWER Conference & Exhibition and Secretariat to the PRB Coal Users' Group, is also publisher of the Coal Power Series of publications. The editorial content is directed by an advisory board of power generation company managers.

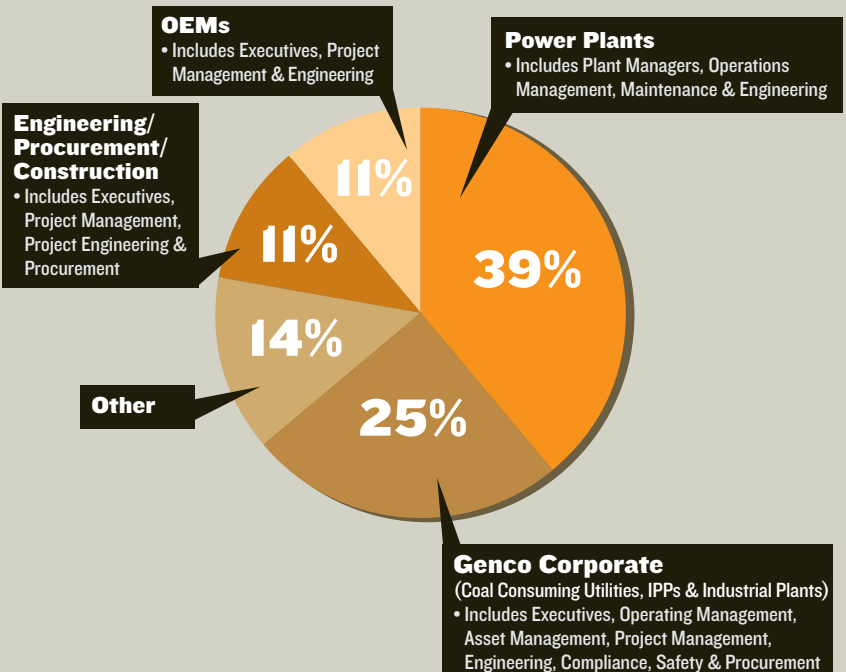
COAL
POWER

ELECTRIC
POWER



READERSHIP

Distribution – Guarantee 15,000 minimum



Bonus Distribution:
ELECTRIC POWER Conference Delegates
Plus multiple copy orders by gencos for internal distribution

A new series of quarterly publications devoted exclusively to coal fired generation

Coal has been the predominant fuel for power generation in North America for more than a century. Today it is used to generate approximately 50% of the electricity consumed and all projections call for coal consumption to register a steady increase in future years.

However, the industry faces multiple challenges. The existing infrastructure is aging and new capacity additions face ongoing challenges. Today, technologies allow coal to be burned cleaner than ever before, but everything comes at a cost.

The Coal Power series will focus exclusively on challenges faced by the coal consuming industries and provide answers to the many questions they face. Advertisers benefit from the exclusive nature of the editorial coverage and the focused readership.



- **COAL** is plentiful, reliable and domestic. The United States has an estimated 275 billion short tons of recoverable reserves, offering a secure source of power for the foreseeable future
- **BASED** upon a conservative annual energy growth factor of only 2.5%, demand for power is expected to increase by 28% over the next decade.
- **DOMESTIC** coal consumption is expected to increase 22% by the year 2020
- **MORE** than 50% of the electricity generated in the United States is produced by coal-fueled power plants
- **MANY** gencos have undertaken massive capital programs for environmental upgrades to existing units
- **ANNOUNCEMENTS** for additional coal fired capacity include the implementation of new technologies to reduce plant emissions
- **COAL** producers are now partnering with power project developers to construct technically advanced mine mouth merchant plants to sell their 'coal-by-wire'
- **THE** high cost of natural gas has caused many gencos to focus on maximizing the return from their existing fleet of coal fired units
- **THERE** is a continuing trend to convert to low sulfur PRB coal at Eastern power plants

CONTACT US



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The Energy Information Administration reports that 124 new coal-fired power plants are under development, potentially increasing U.S. coal consumption by 270 million tons

Consumption is expected to increase 2.4% this year and an additional 2.1% in 2006

Western coal now fuels more than 50% of the nation's coal-fired power generation

2006 EDITORIAL CALENDAR

Title	Date	Feature	Editorial Coverage
Operations, Maintenance & Asset Optimization	Publication Date: March 2006 Ad Closing Date: February 6, 2006	Approximately 50% of North America's power is generated by generating stations that use coal as their primary fuel source. Many of these plants are more than 30 years old and at the end of their design life. However, this capacity has become more important to the bottom line of their genco owners as competitive natural gas prices have increased steadily. How to maximize the value of this valuable infrastructure while staying in compliance will be the focus of this annual handbook.	<ul style="list-style-type: none"> ■ Profile of North America's Coal Fired Generating Capacity ■ When Is It Time to Retire the Plant – or Can It Go On Forever? ■ Outage Management Planning ■ Housekeeping in the Coal Yard ■ Challenges of Cycling Coal Fired Capacity ■ Impact of Fuel Quality on Plant Operations ■ Making Fly Ash a Profit Center – the Options ■ Handling Ammonia and Other Hazardous Chemicals ■ Outsourcing Critical Plant Operations
PRB Coal and Opportunity Fuels  Show Issue  Annual Meeting	Publication Date: June, 2006 Ad Closing Date: April 3, 2006	In 1999, Western coal production surpassed that from the East, and its market share has increased ever since, with additional plants converting annually. Coal conversion, however, has its challenges – both in the coal yard and in the boiler. Another attractive option as fuel prices increase is to increase the use of opportunity fuels such as pet coke, orimulsion, RDF, anthracite gob, agricultural waste and used tires, either as a stand alone fuel or blended with coal. This issue will have bonus distribution at the ELECTRIC POWER 2006 Conference & Exhibition and at the PRB Coal Users' Group Annual Meeting.	<ul style="list-style-type: none"> ■ Challenges of Converting to PRB Coal – Some Case Histories ■ Revue of Plants Considering Conversion to PRB Coal ■ Safe Handling of PRB Coal ■ Boiler De-Rate Issues with PRB Coal ■ PRB Coal Transportation Issues ■ Coal Blending ■ Successful Case Histories Using Opportunity Fuels ■ Availability/Use of Opportunity Fuels ■ Coal Fired Generation – New Technologies
New Technologies	Publication Date: September 2006 Ad Closing Date: July 3, 2006	This issue will focus on new coal fired generating capacity—both the strategic issues and technologies being adopted.	<ul style="list-style-type: none"> ■ Profile of New Coal Fired Capacity Planned and Under Construction in North America ■ Siting Issues – the Dreaded NIMBY Concerns ■ New Technologies for Pulverized Coal Units ■ Status of Fluidized Bed Technology ■ Is IGCC the Answer? ■ Fuel and Delivery Costs – Are They Getting Out of Hand? ■ Options for Inexpensive High Sulfur Coal ■ What Impact will Emerging Environmental Regulations and Global Treaties have on New Coal Fired Capacity?
Environmental Control	Publication Date: November 2006 Ad Closing Date: October 17, 2006	The biggest challenge faced by operators of coal fueled power generators is environmental control. While the fuel is available and priced competitively, it contains minerals and impurities that make it difficult to consume in a benign manner. However, technologies are available that allow power plant owners/operators to utilize U.S. coal resources more cleanly than before. Billions of dollars are being invested in retrofitting existing infrastructure and all planned new capacity will feature state of the art environmental controls. This premier issue features the technologies, examines the results and highlights some successful case histories.	Review and update of EPA's and State air quality control standards and issues <ul style="list-style-type: none"> ■ Summary of available control technologies: Particulates, SO_x, NO_x, SO₂, SO₃ and mercury ■ Impact of fuel switching and blending on the efficiency of mercury control ■ DOE Mercury demonstration projects and evaluation of MerCAP ■ The challenges of retrofitting environmental control systems ■ Performance Optimization Reduces Emissions ■ Prioritizing Security of U.S. Energy Infrastructure ■ The Environmental Benefits of IGCC

Advertising Rates & Specifications

Display Advertising Rates

	Single Issue	2x Rate	4x Rate
Spread (2 pages)	\$9,000.00	\$8,100.00	\$7,200.00
Full page	\$5,000.00	\$4,500.00	\$4,000.00
2/3 Page	\$4,000.00	\$3,600.00	\$3,200.00
1/2 Page Horizontal	\$3,000.00	\$2,700.00	\$2,400.00
1/2 Page Vertical	\$3,000.00	\$2,700.00	\$2,400.00
1/2 Page Square	\$3,000.00	\$2,700.00	\$2,400.00
1/3 Page Vertical	\$2,000.00	\$1,800.00	\$1,600.00
1/3 Page Square	\$2,000.00	\$1,800.00	\$1,600.00
1/4 Page	\$1,500.00	\$1,350.00	\$1,200.00

- No additional charge for bleed advertisements of full page or more.
- Advertisement rates include four-color process (CMYK) printing.
No special colors/metallic inks
- Two color insertions - deduct 10%
- Advertisements in black only - deduct 20%
- Inside Front or Back Cover - add 15%
- Special Inside Positions - add 10%

Classified Section (Black and White)

Full page (7 x 10)	\$3,500.00	\$3,150.00	\$2,800.00
2/3 Page	\$3,000.00	\$2,700.00	\$2,400.00
1/2 Page	\$2,500.00	\$2,250.00	\$2,000.00
1/3 Page	\$1,700.00	\$1,150.00	\$1,360.00
1/4 Page	\$1,200.00	\$1,080.00	\$960.00
Business Card Listing	\$400.00	\$340.00	\$320.00

- No bleed advertisements in the classified section
- 2nd color add \$250.00
- 4 color process add \$600.00

Commissions and Discounts

- ELECTRIC POWER 2006 exhibitors deduct 5%
- Sponsors of the PRB Coal Users Group deduct 5%
- Accredited advertising agencies may deduct a 15% commission on advertising space, color and position charges unless otherwise noted.

Display Advertising Specifications

Trim Size	Width (inches)	Height (inches)
Spread*	16.00	10.75
Full page*	8.00	10.75
2/3 Page	4.5625	10.75
1/2 Page Horizontal	7.00	4.875
1/2 Page Vertical	3.375	10.00
1/2 Page Square	4.5625	7.50
1/3 Page Vertical	2.3125	10.00
1/3 Page Square	4.5625	4.875
1/4 Page	3.375	4.875
Business Card Listing	3.375	2.00

Sponsors of the PRB Coal Users Group deduct 5%
ELECTRIC POWER exhibitors deduct 5%

***Add 1/8 inch to print image to allow for trim.**

Advertisement File Specifications

PDF Files (Preferred)

All original graphics to be 300 dpi at the size they are used in the layout. All color and continuous tone images must be converted to CMYK with all fonts embedded prior to creating PDF file.

TIFF Files

Insure that images are a minimum of 300dpi and CMYK.

File Delivery

Files less than 8 MB can be emailed to remia@tradefairgroup.com. Larger files should be loaded onto a CD and mailed to Remi Arimoto, Art Director, TradeFair Group, 11000 Richmond Avenue, Suite 500, Houston TX 77042, USA
Phone 832.242.1969 ext. 330

TRADEFAIR GROUP PUBLICATIONS RATE POLICY

Rates include a 15 percent commission to recognized advertising agencies on space, color and position charges unless otherwise noted. Tip-in charges, artwork, printing, mechanical art or other miscellaneous charges are not commissionable. Commission is revoked on unpaid billings after 60 days from billing date. Finance charge of 1 percent per month is levied on balances over 30 days. Advertiser will be responsible for reasonable attorney fees and court costs if litigation is necessary. Notification of cancellation must be given in writing 10 working days prior to the Close Date of each publication. Cancellations will not be accepted after this date.





COAL **POWER**

Reaching your clients & prospects owning, operating and developing
North America's coal-fired generating capacity

The Magazine for Coal Fired Generation

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