



Reserve Space Now in the 2022 IEEE PES T&D Conference & Exhibition Official Show Issue & Technical Program

IEEE PES T&D attracts key decision-makers in the world of transmission and distribution with dynamic programming so that you can showcase your products and services and get business done. The 2022 event will be no different. After four long years apart, this is your chance to meet with the entire T&D community to share new insights and solutions and make lasting connections.

Adding additional support to the conference, the editors of power & energy magazine will produce a 2022 IEEE PES T&D Conference Official Show Issue & Technical Program. This special edition will be polybagged with the March/April issue of the magazine, and mailed to nearly 17,000 PES members in North America.

There will be additional bonus distribution of 4,000 copies at the T&D Conference, bringing the print distribution of the Special Edition to 21,000 while the digital edition is delivered directly to over 40,000 PES members, making it a must for your 2022 media plan. Don't miss out on this opportunity to associate your brand with the fastest-growing trade show in the industry.

**Advertising closes on January 20, 2022–
Reserve your space today!**

FOR MORE INFORMATION, CONTACT:

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IEEE PES - Naylor Association Solutions

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NEW ORLEANS

Advertising Rates

Ad Close: January 20 | Materials Due: January 27

Print Advertising Rates	
Belly Band - EXCLUSIVE!	\$7,215
Double Page Spread	\$8,885
Full Page	\$5,785
2/3 page	\$4,885
1/2 page island	\$4,115
1/2 page horizontal or vertical	\$3,850
1/3 page	\$3,125
1/4 page	\$2,645
1/6 page	\$2,415
Color charge is \$1,000 so B&W rates would be rates above minus \$1,000	
Cover 2	\$7,155
Cover 3	\$7,100
Cover 4	\$7,440

Digital Edition Rates - EXCLUSIVE!	
eSkyscraper (left side - multiple page presence)	\$4,300 net US per issue
eSkyscraper (right side - multiple page presence)	\$4,300 net US per issue
eSponsorship (front cover only exposure)	\$3,215 net US per issue
Email Template (vertical banner)	\$2,060 net US per issue

Digital Specifications

eSkyscraper: 2" wide x 10.7" high | PDF (300 dpi)

eSponsorship: 7.88" wide x 10.7" high | PDF (300 dpi)

Email Template: 2" wide x 4" high | PDF (300 dpi)

The digital edition of our Official Show Issue & Technical Program will be emailed to 40,000+ email addresses!

Prime positioning will be granted based on when commitments are made.
Secure your space now to get the best possible visibility for your ad!

Advertising Specifications

Mechanical Requirements

Ad Size in Inches

Non-Bleed Sizes	Width	Depth
DOUBLE PAGE SPREAD	15"	X 10"
BLEED SIZE	16-1/4"	X 11"
TRIM SIZE	15-3/4"	X 10-3/4"
FULL PAGE	7"	X 10"
BLEED SIZE	8"	X 11"
TRIM SIZE	7-7/8"	X 10-3/4"
2/3 PAGE	4-5/8"	X 10"
1/2 PAGE, HORIZONTAL	7"	X 4-7/8"
1/2 PAGE, VERTICAL	3-3/8"	X 10"
1/2 PAGE, ISLAND	4-5/8"	X 7-1/2"
1/3 PAGE, VERTICAL	2-1/8"	X 10"
1/3 PAGE, SQUARE	4-5/8"	X 4-7/8"
1/4 PAGE, VERTICAL	3-3/8"	X 4-7/8"
1/6 PAGE, VERTICAL	2-1/8"	X 4-7/8"

Keep all live matter 3/8" inside trim.

Ad Size in Millimeters

Non-Bleed Sizes	Width	Depth
DOUBLE PAGE SPREAD	381 mm	X 254mm
BLEED SIZE	412.75 mm	X 279mm
TRIM SIZE	400mm	X 273mm
FULL PAGE	178mm	X 254mm
BLEED SIZE	203mm	X 279mm
TRIM SIZE	200mm	X 273mm
2/3 PAGE	118mm	X 254mm
1/2 PAGE, HORIZONTAL	178mm	X 124mm
1/2 PAGE, VERTICAL	86mm	X 254mm
1/2 PAGE, ISLAND	118mm	X 190mm
1/3 PAGE, VERTICAL	54mm	X 254mm
1/3 PAGE, SQUARE	118mm	X 124mm
1/4 PAGE, VERTICAL	86mm	X 124mm
1/6 PAGE, VERTICAL	54mm	X 124mm

Keep all live matter 10mm inside trim.

