2017/18 Media Planner
ABOUT APPrO

APPrO is a non-profit trade organization representing Ontario's independent power producers and related businesses. Our membership is made up of more than 100 companies involved in the generation of electricity in Ontario, including generators and suppliers of equipment as well as legal and consulting services. Twenty two of APPrO's generator members produce 50% of Ontario's electricity from clean and renewable sources including co-generation, hydro-electric, gas, nuclear, wind energy, waste wood, and solar.

Only APPrO focuses 100% on the business issues of power producers in Ontario. APPrO members build independent power projects and are premier electricity suppliers in Ontario, across Canada and elsewhere in the world. Our varied membership provides an all-inclusive view of the market and positions APPrO as the leading advocacy group for generators in Ontario, giving voice to all parts of Ontario's generation sector.

APPrO 2017

Each November in Toronto, APPrO presents the Annual Canadian Power Conference & Networking Centre, the industry's leading power generation event featuring unparalleled content and high level interaction with industry thought leaders. Join a host of high calibre attendees at the networking hub for Canada's power professionals.

The power industry is undergoing historic shifts, creating new industries and leaving old ones behind. Your next move could be a game-changer. Prepare to break away from the pack or build co-ventures with those who do.

Standing pat is not an option. Be part of the unfolding of a new energy industry, as critical choices are made and alliances forged at APPrO 2017 Future + Focus, the 29th Annual Canadian Power Conference and Networking Centre.

For more details about APPrO’s events and services, contact carole.kielly@appro.org or visit www.appro2017.com.
ABOUT IPPSO FACTO MAGAZINE

IPPSO FACTO has offered its readers highly relevant information and commentary on the latest happenings in the power industry for over three decades. Each issue outlines news and diverse perspectives about current developments in the industry, interesting projects, policy analysis, information about new and emerging technologies, news from APPrO and general industry advice.

As the leading publication of the power generation business in Canada, it is the foremost journal read by senior business leaders, utility executives, energy professionals and government officials concerned with generation in Canada. IPPSO FACTO is well respected, trusted, and relied upon for relevant reporting and analysis of developments in this rapidly changing market. It is often the only source for precise information on certain crucial developments behind the scenes.

IPPSO FACTO readership includes key decision-makers at significant companies - people in positions who can make a difference. Circulated to the major power generators of Ontario across all technologies, institutions, all levels of government, service suppliers, and other industry stakeholders, all eager to learn about your company.

In addition, IPPSO FACTO has a strong secondary and pass on circulation. APPrO is active in shaping the market, through business and policy development, with whatever strategies our members find most effective. That keeps IPPSO FACTO on top of the latest in business intelligence.

Covering business intel, industry forecasts, legal topics, regulatory updates, case studies and other important issues IPPSO FACTO provides members and subscribers with a complete picture of the power generation market and regulatory environment.
• Only APPrO focuses 100% on the business issues of power producers in Ontario. APPrO gets results through purposeful and cost-effective advocacy, while providing great networking opportunities and industry information to its members.

• APPrO meets regularly with the Ontario government and leaders and senior staff of the opposition parties, and the heads and staff of the IESO, central agencies and the OEB on larger scale policy issues.

• APPrO continues to advocate for generator interests at the IESO on wide number of issues around market principles and rules through its Market Affairs Working Group. This Working Group has provided advice and guidance on matters of material commercial and/or operational significance relating to the existing IESO-administered markets, the future evolution of the markets, IESO stakeholder engagement processes, and other matters of commercial interest.

• APPrO continues to participate in regulatory proceedings including Ontario Energy Board and National Energy Board hearings, IESO market rule forums and other processes which impact its members’ business. For example:
  - The IESO’s wide-ranging Market Renewal Project including efforts to develop a Single Schedule Market, Day Ahead Market, an Incremental Capacity Auction and an Enhanced Real-Time Unit Commitment system as well as a flexibility product.
    - IESO Generator Cost Guarantee (GCG) program;
    - IESO’s Stakeholder Advisory Committee (SAC) and Technical Panel (TP);
    - A better accountability and governance model for the IESO and the electricity system in cooperation with other advocacy organizations;
    - Ontario’s Cap and Trade program impact on contracted generators;
    - Union and Enbridge rate applications, capital expansions, deferral account and earnings sharing mechanisms proceedings;
    - TransCanada Pipelines development proposals and related regulatory proceedings, where they are of concern to generators
    - IESO 2017 Expenditure and Revenue Requirement Application
    - The OEB Chair’s Advisory Roundtable
    - The OEB’s Regional Planning Process Advisory Group (RPPAG)

• APPrO has produced substantive commentary on the province’s Long Term Energy Plan, addressing both the baseline data and the consultation process. In addition APPrO filed a formal submission with the EBR in late 2016 and will be active in responding to the final LTEP document when it is released.

• APPrO continues to support its NUG members in their efforts to achieve fair and equitable re-contracting processes from the IESO;

• APPrO has been active with the IESO in the development of many of its procurement programs and intends to provide input on successive procurement programs;

• APPrO has been actively engaged in formal and informal consultations on rate design and revenue decoupling with the OEB, generators, LDCs, and other stakeholders.

• APPrO continues to advocate policy and regulatory initiatives that would make distributed generation more widely feasible in Ontario, monitoring rules and regulations as they are developed for their potential impact on distributed generation.

• APPrO’s magazine, IPPSO FACTO, continued to publish leading edge news and analysis, in print and online, acting as a thought leader and dealing with some of the most critical transformative forces at work in the Canadian energy sector.

• As well, the annual Canadian Power Conference and Trade Show is a key landmark in the sector. In 2016 more than 500 people from government, industry and the regulatory agencies gathered to discuss the latest issues and focus on how to promote the development of a more competitive market in Ontario.
### PREMIUM POSITIONS

**COVER AND PREMIUM POSITIONS**  
(Includes Four Colour)

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*Membership bonus: APPrO members receive an additional 10% discount on all multiple insertions for colour advertising (1/4 page and larger)*

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**APPrO 2017**  
29th Annual Canadian Power Conference & Networking Centre  
Westin Harbour Castle  
Toronto  
November 20 & 21  
appro2017.com

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**Future + Focus**
FULL-COLOUR RATES

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MECHANICAL REQUIREMENTS

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PLEASE NOTE THAT THE AD RATES ARE PRICE PER ISSUE
Black & White Rates: 25% discount
*Membership bonus: APPRO members receive an additional 10% discount on all multiple insertions for colour advertising (1/4 page and larger)
Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

**INSERTS & BELLY BANDS:** Available upon request

**GUARANTEED POSITION:** 15% extra

**ADVERTISING AGENCIES:** Please add 15%

**AD PROOF CHARGE:** $25.00

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**ISSUE** | **PUBLISH** | **MATERIAL DUE**
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October/November 2017 | November 2017 | September 2017
December 2017 | December 2017 | November 2017
February 2018 | February 2018 | December 2017
April 2018 | April 2018 | February 2018
June 2018 | June 2018 | April 2018
August 2018 | August 2018 | June 2018
October/November 2018 | November 2018 | September 2018
December 2018 | December 2018 | November 2018

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For additional information contact your MediaEdge sales representative at 1-866-201-3096 Toll Free

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