Power Your Company Forward

APPrO Media Kit 2016

http://www.appro.org
IPPSO FACTO is the leading publication of the power generation business in Canada. It is the journal most read by senior business leaders, utility executives, energy professionals and government officials concerned with generation in Canada. As those familiar with it can attest, IPPSO FACTO is well-respected, trusted, and in fact relied upon for relevant reporting and analysis of developments in this rapidly-changing market.

Why advertise in IPPSO FACTO?

Many experts consider it to be the Canadian power industry's “journal of record,” often the only source for precise information on certain crucial developments behind the scenes.

More than just numbers

IPPSO FACTO’s circulation is more than just what numbers can tell. Our readership includes important names at significant companies - people in positions who can make a difference. In addition, IPPSO FACTO has a strong secondary and pass-on circulation. People don’t just flip through IPPSO FACTO, they take it home for the weekend, and keep it in their files, or corporate libraries for reference.

We’re Ontario power sector stakeholders

Unlike most energy periodicals, IPPSO FACTO is published by a player in the business, a stakeholder directly involved in the developments we report. 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.

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IPPSO FACTO’s circulation is marked by a unique kind of quality not found in any other publication. No matter where you choose to advertise, make sure IPPSO FACTO is on your list.
IPPSO FACTO Ad Sizes & Specifications (Print)

Full page ad (no bleed)
7 3/16" w x 9 11/16" h
7.1875 x 9.6875

(full page ad with bleeds:
page is 8.5" x 11"
add 1/4" bleed)

1/3 page square
(2 half columns on a 3-column page)
4 23/32" w x 4 7/8" h
(4.718" x 4.875")

2/3 page vertical
(2 columns on a 3-column page, full page height)
4 23/32" w x 9 1/16" h
(4.718" x 9.6875")

1/3 page horizontal ad
(2-column & 3-column page, full page width)
7 3/16" w x 3 1/4" h
(7.1875" w x 3.25" h)

2/3 page vertical
(2 columns on a 3-column page, full page height)
4 3/4" w x 9 1/16" h
(4.75" x 9.6875")

1/2 page vertical
(1 column on a 2-column page, full page height)
3 1/2" w x 9 11/16" h
(3.5" x 9.6875")

1/2 page horizontal.
(full page width, half page height)
7 3/16" w x 4 7/8" h
(7.1875" x 4.875")

1/4 page vertical
(1/2 column on a 2-column page, half page height)
3 1/2" w x 4 7/8" h
(3.5" x 4.875")

1/4 page horizontal ad
(2-column & 3-column page, full page width)
7 3/16" w x 2 7/16" h
(7.1875" w x 2.4375" h)

1/8 page horizontal ad
(2-column & 3-column page, full page width)
7 3/16" w x 1 1/4" h
(7.1875" w x 1.25" h)

1/8 page vertical
(1/4 column on a 2-column page, 1/4 page height)
3 1/2" w x 2 7/16" h
(3.5" x 2.4375")

1. Pages are normally 8.5" by 11", with a minimum .25" border on all sides. Use of bleeds (zero margin) is subject to extra charges, depending on individual circumstances.

2. A 5% discount applies to ads purchased for 2 issues, a 10% discount for 3 insertions, a 15% discount applies to ads purchased for 4 insertions, a 20% discount for an insertion order of 6 ads.

3. 13% HST applies to all advertising rates and charges.

4. These rates are effective as of January 1, 2009, and subject to change without notice.

6. Artwork should be submitted in electronic format. Please see the electronic format specifications on the next page for acceptable files.

7. Artwork must be received at the APPrO office by the stated publication deadlines to ensure ad placement in the desired issue.
Electronic format submission standards
for publication in IPPSO FACTO

**Colour:** If possible, please make sure any colour ads are in four-colour form. We can convert from RGB, but we cannot accept responsibility for slight deviations in colour when converting RGB to 4-colour.

**Ads with graphics:** preferred formats are TIF and EPS. PDF and JPG are also acceptable. Ads submitted in Word or WP: We cannot guarantee the quality of graphics taken from Word or WP files. If you have no other option, please submit all graphic elements in their original format (tif, gif, jpeg) as separate files, along with the Word/WP file. Minimum resolution for bitmap formats is 300 dpi.

Ads consisting of text only may be submitted in Word or Word Perfect, or simpler formats like RTF.

**Fonts:** IPPSO FACTO has access to a number of commonly-used fonts. If in any doubt, vector art and word-processing files requiring specialized fonts must have the fonts submitted along with the ad. In the case of EPS files: if outputting material with text as text, you MUST include any unusual fonts when you send us the file. Alternatively, you can export the text as curves, which makes for a larger file but eliminates the need to include the fonts.

**Other formats:** IPPSO uses InDesign CS4 for page layout. We can read files submitted in Photoshop and Adobe Illustrator (up to CS4). Printers may be able to read the other formats, but it makes for extra work. Please submit material in one of the formats above.

**Platform:** APPrO uses PC computers only. We cannot read files in Mac format. The printer can, but it makes extra work. For Macintosh users: There are some risks in converting Mac files for use on a PC platform. If possible please convert all files to a PC-compatible format yourself, so that we are not expected to make choices during conversion that could affect the final result. Please submit any Mac formatted files on PC-compatible media or transfer them to our systems by email or FTP.

APPrO reserves the right to control editorial content and may refuse to publish content for any reason.

If you need more information please contact the layout artist, Steve Kishewitsch, 416 920 6828 / cell 416 805 8267.
Circulation for IPPSO FACTO will include all APPrO 2016 Delegates—powering up your industry profile!

Additional copies of IPPSO FACTO will be distributed at all APPrO events including the Annual Canadian Power Conference, and other selected industry events throughout Canada and the US. Besides distribution to APPrO's members, IPPSO FACTO magazine is distributed bi-monthly to federal, provincial and municipal government departments, as well as to key industry and industry institutions.

Special Bonus Distribution rates for IPPSO FACTO Advertising

<table>
<thead>
<tr>
<th>Full Colour (single insertion)</th>
<th>Black and White (single insertion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>full page</td>
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<tr>
<td></td>
<td>$2500</td>
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</tr>
<tr>
<td>quarter page</td>
<td>quarter page</td>
</tr>
<tr>
<td></td>
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Booking deadline: October 14, 2016
Ad Copy deadline: October 21, 2016
Distribution: November 1, 2016

*(dates subject to change, please check with Marketing Manager for firm dates)*

* third page island - add 15%
* back cover - add 25%
* inside cover - add 20%
* single insertions are only available in the sizes quoted above.
Sponsorship at the 28th Annual Canadian Power Conference & Networking Centre yields excellent opportunities to create an enduring and eminent impression on hundreds of high-level stakeholders in Ontario's power generation industry.

APPrO 2016 allows a unique exposure that will set your company apart and position you in the inner circle of industry leaders. Explore new partnerships and enhance your existing business relationships: become an APPrO 2016 sponsor now!

Do you want to be acknowledged as an Industry Thought Leader? Supporting a specific plenary or breakout session, or the APPrO Technical Conference might be what you're looking for.

Is your organization on the leading edge of Education and concerned with Succession planning? Perhaps one of our three levels of Power Leader sponsorships would appeal to you, while supporting deserving students and young professionals in gaining access to the power industry.

Host and Networking options are a perennial favourite that allow you to reach delegates on a highly personal level. Coffee breaks, lunches, receptions along with the various lounges and charge stations - allow your company to be recognized for providing APPrO delegates ample opportunity for what annual surveys show as one of the top reasons they attend APPrO events: networking!

And of course there are a wide range of Branding and Promotional opportunities as well, from branded giveaways to advertising in our Power Networking Show Guide and the IPPSO FACTO Magazine.

Also, new this year, APPrO is offering a limited number of options for Exhibiting Sponsors - an amped up booth package with plenty of profile building appeal to take the exhibit experience to the next level.

All options can be customized to fit your company’s particular needs! Let’s have a conversation to discuss how we can create an option that works for you!

CONTACT CAROLE KIELLY
Phone: 416.322.6549 ext. 226
Email: carole.kielly@appro.org for more information.

"[The APPrO conference] is always one of the highlights on the calendar of Ontario's electricity sector.

— Mike Lyle, Vice President of Planning, Law & Aboriginal Relations, IESO"

"APPrO does a very good job of attracting informed speakers and having some very rich dialogue. I think that’s the one of the reasons it’s such a well-attended conference. It’s because people can come here and have meaningful thoughtful discussions about items that are very topical for the industry.

— Scott Knapman, Vice-President, Horizon Energy Solutions"
APPrO 2016 Sponsorships include but are not limited to:

- Annual Banquet Dinner
- Delegate Receptions
- President's Mixer
- Power Networking Buffets and Coffee Breaks
- Power Leader Sponsorships
- Power Sponsorships
- Exhibitor

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CONTACT CAROLE KIELLY
Phone: 416.322.6549 ext. 226
Email: carole.kielly@appro.org or to download the sponsorship options in pdf format click here.

Attending the Canadian Power Conference is key to getting the pulse of the Ontario power market. At APPrO you will hear from the most expert and thoughtful speakers, while making connections with important industry people who can help move your business forward. It’s also the best place to re-connect with colleagues and clients across the spectrum of the generation industry. By far it's one of the leading industry events of its kind.”

— Todd Williams, Managing Director, Navigant

The APPrO event is one of the very best conferences the Power Industry has...
It’s a great honour to be part of it.

— Jan Carr, first CEO of the Ontario Power Authority
### IPPSO FACTO Advertising Deadlines

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<th>Ad Copy Deadline</th>
<th>Estimated Distribution Date</th>
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<td>Aug 5</td>
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### IPPSO FACTO Colour Rates

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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)*

### IPPSO FACTO Black & White Rates

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<tr>
<td>business card</td>
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</table>
MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD
This premier position provides your company with top exposure and quality traffic.

B LOWER LEADERBOARD
The lower leaderboard gives your company a prominent position right under the association's masthead.

C/1 TOP/BOTTOM SKYSCRAPER
A skyscraper is a large format ad with prime real estate to sell your company’s products or services to decision-makers.

D/1 TOP/BOTTOM BANNER
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

E PRODUCT SHOWCASE
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

F FEATURED COMPANY AD
Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

G TRADITIONAL TEXT AD
Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.
# AD RATES & SPECS

Prices are for participation in 13 emails to the 600 professionals involved in the generation of electricity in Ontario. (One 90 day cycle)

* Prices do not reflect applicable taxes

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Fee</th>
<th>Image Dimensions</th>
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# CONTACT US

**FRANK HUMADA**  
GENERAL MANAGER  
289.695.5422  
fhumada@multiview.com

**JOSEPH GONZALES**  
INSIDE SALES DIRECTOR  
289.695.5420  
jgonzales@multibriefs.com
APPrO Web Advertising Opportunities

ADVERTISE WITH APPrO

THESE EXCLUSIVE PLACEMENTS GIVE YOUR COMPANY THE ATTENTION IT DESERVES IN FRONT OF HUNDREDS OF ELECTRICITY GENERATORS IN ONTARIO.

A SKYSCRAPER
This campaign consists of a vertical skyscraper banner on the right and left sides of the page. It is run-of-site on www.appro.org and magazine.appro.org. Availability is limited—only 15 offered per year. Space 160p x 600p

$2,950

B LEADERBOARD
This campaign consists of a horizontal banner at the top and bottom of the page, run-of-site on directory.appro.org and conference.appro.org. Availability is limited—only 15 offered per year. Space 728p x 90p

$2,500

- BANNER CAMPAIGN
This campaign consists of both ads listed above at a reduced price.

$3,500

TO LEARN MORE ABOUT THESE LIMITED OPPORTUNITIES, CONTACT OUR PUBLISHING PARTNER MULTIVIEW AT 972.402.7023 | jsmith@multiview.com
Get low to no cost exposure on APPrO's websites

The Canadian Power Directory Online offers you a unique, authoritative and affordable way to profile your company in front of a key audience: the Canadian power generation industry. The Canadian Power Directory Online is a comprehensive all-purpose portal for accessing suppliers of equipment and services to the Canadian power industry. Like its hardcopy predecessor, the Directory is designed to be a widely-used reference point for businesses, specializing in providing information on where to locate products, services and high-value information for power project development and operation.

Your listing is posted and managed by you. You can go online and set up your listing directly at http://directory.appro.org.

For personal assistance, you can contact our office at 416-322-6549 or email appro@appro.org.

Complimentary six month logo posting offer

For a limited time, APPrO is offering a complimentary logo posting with your listing. Your logo and listing can only be accessed and posted by you. We will then publish it with your permission, once you are happy with it. So please remember that once you have completed your listing we must receive your explicit permission to publish, or the listing will not display!

Note: Regular rates for logo postings are $1200 per year. You will be contacted after your complimentary posting ends to discuss purchasing options, or you may choose to cancel the logo posting at that time.

APPrO's Online Job Bank

APPrO provides reasonably priced employment listings on our online Job Bank at www.appro.org. Don’t limit your executive search to the usual general job sites - reach your direct target audience by posting your employment opportunities on our site.

Listing price: $ 500 plus HST for 2 month listing and hotlink to your site, or posted pdf on APPrO site.

APPrO's Online Event Listings

List your event and reach a focused powergen audience. Each listing is $1200.00 which includes a hotlink to your site. Charges are flat rate but once posted will remain until your event takes place.

If you are interested in reciprocal cross-promotional partnering with APPrO, please connect with Carole Kielly to discuss the available options.

All prices listing above are exclusive of HST

Contact carole.kielly@appro.org for complete details or to request your listing.
APPtO Marketing Contacts

APPtO website:  www.appro.org

APPtO Main Office Telephone:  416-322-6549

Marketing Manager:  carole.kielly@appro.org

Logos and advertising copy submissions:  marketing@appro.org