

**Power Your  
Company Forward**

**APPrO  
Media Kit 2016**



**APPrO**

ASSOCIATION OF  
POWER PRODUCERS  
OF ONTARIO

<http://www.appro.org>

# IPPSO FACTO

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.

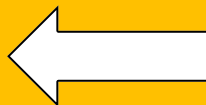
## Why advertise in IPPSO FACTO?



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

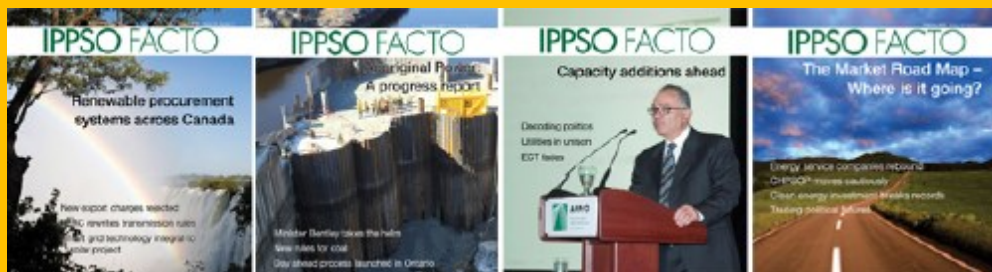
IPPSO FACTO's circulation is more than just what numbers can tell. Our readership includes important names at significant companies - people in positions who can make a difference. In addition, IPPSO FACTO has a strong secondary and pass-on circulation. People don't just flip through IPPSO FACTO, they 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.



**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.**

## HIGH EDITORIAL STANDARDS

IPPSO FACTO's value to the market lies in independent analysis of industry news and information from editors that understand the business. IPPSO FACTO's editorial team is unmatched in the industry.

IPPSO FACTO covers business intel , industry forecasts, legal topics, regulatory updates, case studies and other important issues providing subscribers with a complete picture of the power generation market and regulatory environment .



## ESSENTIAL INDUSTRY INTELLIGENCE

IPPSO FACTO is a bi-monthly publication jammed with top level information and commentary— less advertising pages, less competition for space! With ad space at a premium, the people that count—your target market - will easily take notice of your message.



## 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	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")
(full page ad with bleeds: page is 8.5" x 11" add 1/4" bleed)	1/2 page horizontal. (full page width, half page height) 7 3/16" w x 4 7/8" h (7.1875" x 4.875")
1/3 page square (2 half columns on a 3-column page) 4 23/32" w x 4 7/8" h (4.718" x 4.875")	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")
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")	1/4 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)
1/3 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)	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)
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")	1/8 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.



# Special Bonus Distribution at APPrO 2016 November 15 & 16, 2016

Advertise in  
IPPSO FACTO  
magazine

**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

Full Colour (single insertion)		Black and White (single insertion)	
full page	\$2500	full page	\$1875
half page	\$1200	half page	\$ 900
third page	\$1000	third page	\$ 750
quarter page	\$ 900	quarter page	\$ 675

**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.

APPPrO 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 APPPrO 2016 sponsor now!

Do you want to be acknowledged as an **Industry Thought Leader**? Supporting a specific plenary or breakout session, or the APPPrO 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 APPPrO delegates ample opportunity for what annual surveys show as one of the top reasons they attend APPPrO 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, APPPrO 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](mailto:carole.kielly@appro.org) for more information.

“ [The APPPrO 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

“ APPPrO 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

# FRONT + CENTRE RECOGNITION

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

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](mailto: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

The Magazine of the Association of Power Producers of Ontario

## IPPSO FACTO Advertising Deadlines

	<u>Booking Deadline</u>	<u>Ad Copy Deadline</u>	<u>Estimated Distribution Date:</u>
February	Jan 15	Jan 22	Feb 1
April	March 18	March 25	April 4
June	June 3	June 12	June 30
(show guide advance e-version)			
June	May 20	May 27	June 6
August	July 29	Aug 5	Aug 15
October	September 18	September 25	Oct. 12
(show guide print version)			
November	October 14	October 21	November 1

## IPPSO FACTO Colour Rates

Size	1X	2X	3X	4X	6X
back cover	4240	4028	3816	3604	3393
inside cover	1980	1879	1782	1684	1584
full page	1420	1349	1278	1207	1136
half page	1056	1003	950	898	845
third page	973	924	876	827	778
third page (island)	(as above plus 15%)				
quarter page	842	800	757	716	674
sixth page	810	770	729	689	648
eighth page	755	717	680	642	604
business card	744	707	670	632	595

\* 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

Size	1X	2X	3X	4X	6X
back cover	3465	3291	3119	2945	2773
inside cover	1244	1182	1120	1058	996
full page	871	828	784	740	697
half page	475	451	424	404	380
third page	364	346	328	309	291
third page (island)	(as above plus 15%)				
quarter page	245	233	221	208	196
sixth page	198	188	178	168	158
eighth page	145	73	131	123	116
business card	124	118	112	105	99





# APPRO PowerBrief

ASSOCIATION OF POWER PRODUCERS OF ONTARIO

MANY WAYS  
TO DELIVER YOUR  
MESSAGE  
TO THIS MARKET

## ADVERTISING OPTIONS

The screenshot shows the APPRO PowerBrief website with several advertising spots highlighted by letters A through G:

- A:** Ascent - A Leader in Energy Solutions banner at the top.
- B:** gowlings WE DELIVER SUCCESS banner below the header.
- C:** High Voltage Specialists advertisement on the left sidebar.
- C1:** Hatch advertisement on the left sidebar.
- D:** NORTON ROSE advertisement in the main content area.
- E:** Product Showcase advertisement featuring a Power Factor Installation Analyzer.
- F:** Featured Companies advertisement listing BLC and Mindscape Innovations.
- G:** AEP launches enhanced corporate website using responsive web design advertisement.

### 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.

SEE PRICING NEXT >>>

# 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

## CONTACT US

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

**JOSEPH GONZALES**  
INSIDE SALES DIRECTOR  
289.695.5420  
jgonzales@multibriefs.com



**Leaderboard**  
**\$3100**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



**Lower Leaderboard**  
**\$2800**

Image Dimensions  
**580x70**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



**Top/Bottom Banner**  
**\$2500/\$2200**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



**Top/Bottom Skyscraper**  
**\$2500/\$2200**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



**Product Showcase**  
**\$2300**

Lorem ipsum dolor  
sint amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
labore nisi. More.

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



**Featured Company Ad**  
**\$1500**

lorem ipsum  
dolor sit amet,  
consectetur  
adipiscing

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



**Traditional Text Ad**  
**\$1250**

lorem ipsum  
dolor sit amet,  
adipiscing elit,  
eiusmod. More

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

# APPo Web Advertising Opportunities

## ADVERTISE WITH APPo ASSOCIATION OF POWER PRODUCERS OF ONTARIO

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](http://www.appro.org) and [magazine.appro.org](http://magazine.appro.org). Availability is limited—only 15 offered per year. Space 160p x 600p

**\$2,950**

### ■ BANNER CAMPAIGN

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

**\$3,500**

### **B** LEADERBOARD

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

**\$2,500**

TO LEARN MORE ABOUT THESE LIMITED OPPORTUNITIES, CONTACT OUR PUBLISHING PARTNER MULTIVIEW AT  
**972.402.7023** | [jsmith@multiview.com](mailto: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](mailto: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](http://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.

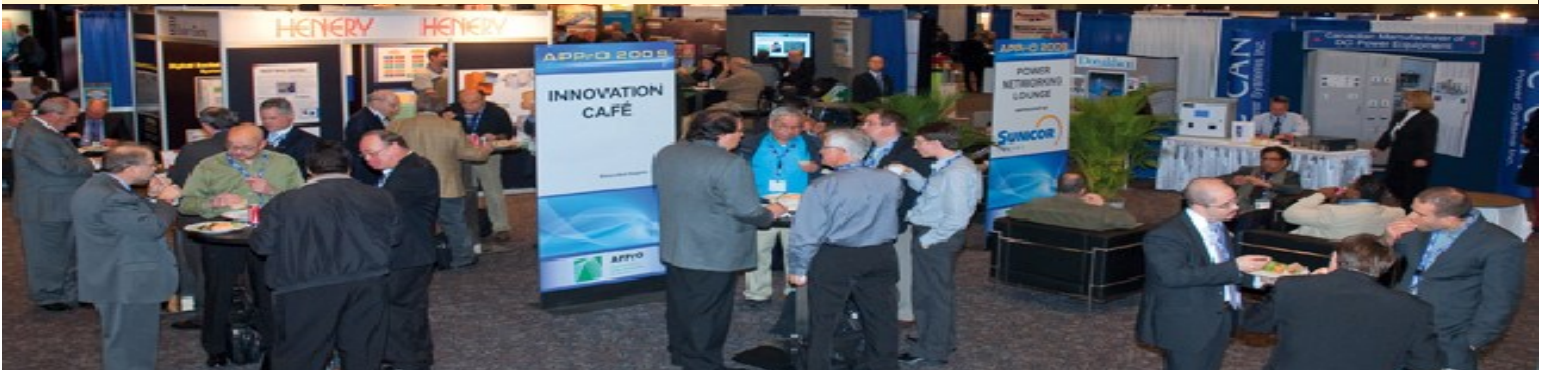
### APPrO's Online Event Listings

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](mailto:carole.kielly@appro.org) for complete details or to request your listing.



Generate powerful conversation on APPrO's social media platforms!



# APPrO Marketing Contacts

APPrO website: [www.appro.org](http://www.appro.org)

APPrO Main Office Telephone: 416-322-6549

Marketing Manager: [carole.kielly@appro.org](mailto:carole.kielly@appro.org)

Logos and advertising copy submissions: [marketing@appro.org](mailto:marketing@appro.org)



**APPrO**

ASSOCIATION OF  
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