

WIND



S Y S T E M S



MEDIA GUIDE 2013



Media
solutions
Publication

RATES

	12X	6X	3X	1X
FULL PAGE	\$1,880	2000	2190	2500
1/2 PAGE ISLAND	1250	1345	1460	1740
1/2 PAGE	1000	1125	1245	1490
1/3 PAGE	700	790	875	1050
1/4 PAGE	625	685	735	890
1/6 PAGE	350	385	415	475
PRIORITY (PAGES 1-5)	2725	—	—	—
COVER 2 (INSIDE FRONT)	3000	—	—	—
COVER 3 (INSIDE BACK)	2550	—	—	—
COVER 4 (BACK COVER)	3500	—	—	—

All posted rates non-commissionable. \$800 charge for color on Full Page. Ad rates subject to surcharge for ad build.

SPECS

	LIVE AREA	TRIM	BLEED
FULL PAGE	5.5" x 8.5"	6.5" x 9.5"	7" x 10"
HALF VERTICAL		2.75" x 8.75"	—
HALF HORIZONTAL		5.75" x 4.125"	—
HALF ISLAND		3.75" x 6.875"	—
THIRD		1.75" x 8.75"	—
QUARTER		2.75" x 4.125"	—
SIXTH		1.875" x 4.125"	—

windssystemsmag.com

INDUSTRY ADVANTAGE	\$500/month	190 x 230 pixels
BANNER	\$350/month	390 x 50 pixels
MINI BUTTON	\$150/month	88 x 31 pixels
STOREFRONT COMMUNITY	\$350/year	—

FTP UPLOAD

msimktg.com
 email: ftp@msimktg.com
 password: mediasolutions

Proper output of your ad materials can only be ensured if you submit your artwork in the following data formats:

- Hi-resolution PDF (use Acrobat Distiller's Press Settings)
- Adobe InDesign CS (6.0) or earlier (including fonts/images used)

We can accept images as follows:
 TIFF, EPS or JPEG
 (CMYK format, 300dpi minimum)

Send artwork to: design@windssystemsmag.com

All sent artwork (including email) must include the following:

- Magazine Title • Issue Date • Advertiser's Name • List of Contents
- Contact Information (name, phone, email, fax if applicable)



EDITORIAL

Each month *Wind Systems* magazine delivers articles contributed by industry experts on the latest technologies, services, products, equipment, and processes that will help you meet your professional goals. With columns devoted to logistics, maintenance, technology, and construction – in addition to company profiles, news, and Q&As – each issue keeps you informed about the advances being made in this vital and growing industry.

MONTH	EDITORIAL	DEADLINE	BONUS DISTRIBUTION
JANUARY	LUBRICATION CONDITION MONITORING	DECEMBER 7	EWEA
FEBRUARY	TRAINING & EDUCATION SAFETY	JANUARY 11	
MARCH	PRE-WINDPOWER SHOW	FEBRUARY 8	PRE-WINDPOWER SHOW
APRIL	WINDPOWER SHOW	MARCH 8	WINDPOWER SHOW
MAY	BOLTING, TORQUE AND TOOLS O&M SERVICE	APRIL 12	AWEA SMALL & COMMUNITY WIND
JUNE	GEARBOX MANUFACTURING	MAY 10	AWEA WINDPOWER ON CAPITOL HILL
JULY	NACELLE COMPONENTS EQUIPMENT RENTAL	JUNE 7	
AUGUST	OBSTRUCTION LIGHTING BLADES SEALANTS, RESINS & COATINGS	JULY 12	GEAR EXPO
SEPTEMBER	WIND TOWERS SHAFT ALIGNMENT ELECTRICAL	AUGUST 9	REGIONAL WIND ENERGY SUMMIT – NORTHEAST
OCTOBER	OFFSHORE/CanWEA	SEPTEMBER 13	OFFSHORE/ CanWEA/ FALL SYMPOSIUM
NOVEMBER	BUYER'S GUIDE	OCTOBER 11	AWEA WIND RESOURCE & PROD DEVELOPMENT
DECEMBER	CONSTRUCTION	NOVEMBER 8	WORLD OF CONCRETE CONEXPO-CON/AGG

ADDITIONAL TOPICS

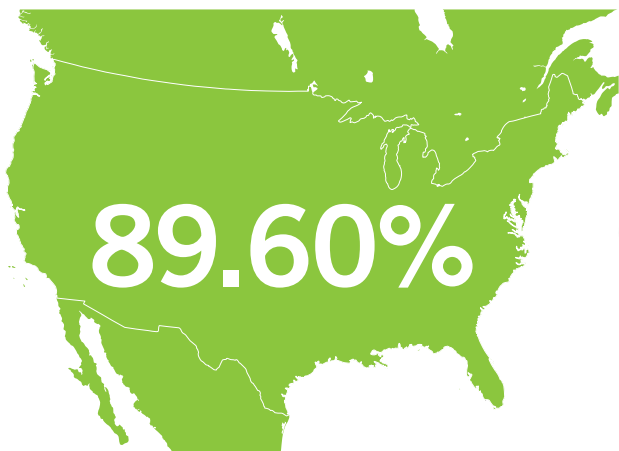
Smart Grid Technologies
Wind Forecasting
Siting/Environmental Permitting
Insurance/Risk Management
Cranes/Lifting Equipment
Heat Treating/Finishing

OEM Software
Legal/Financial
Environmental
Transmission
Coatings/Cleaning
Generator Repair

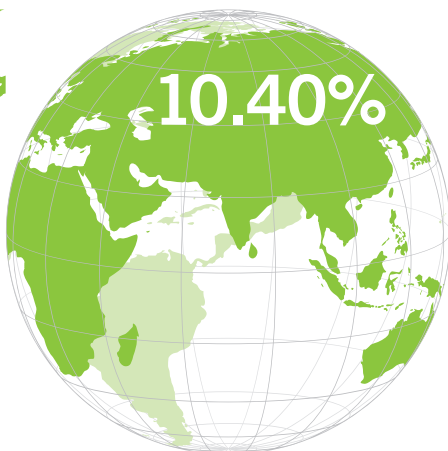
Offshore Wind
Oil Testing & Purification
Inspection Services
Training & Education
Research & Development

MONTHLY CIRCULATION **12,500±**

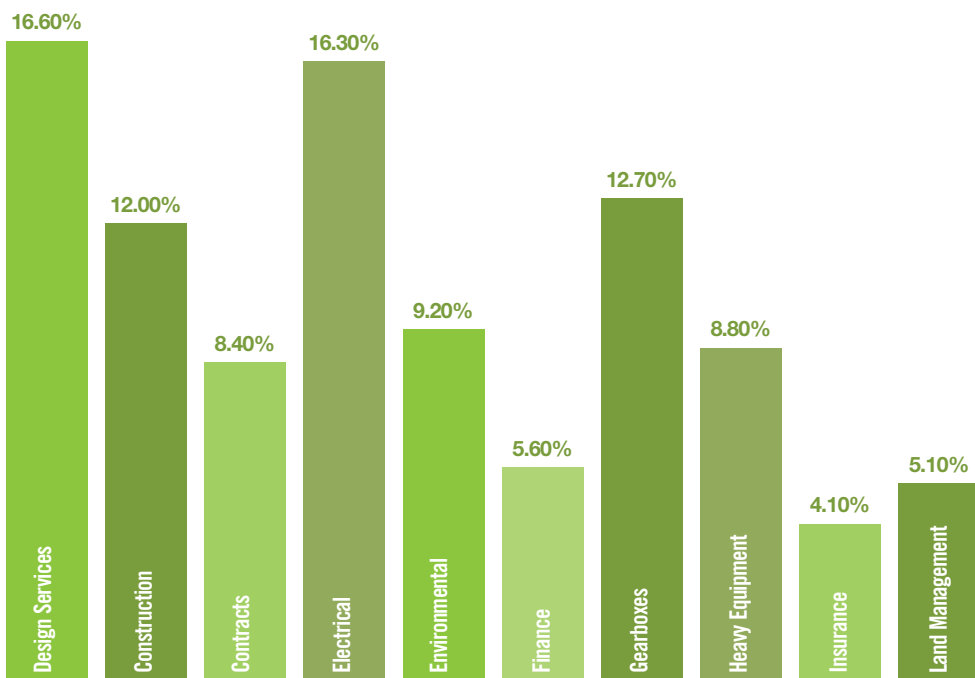
NORTH AMERICA TOTAL



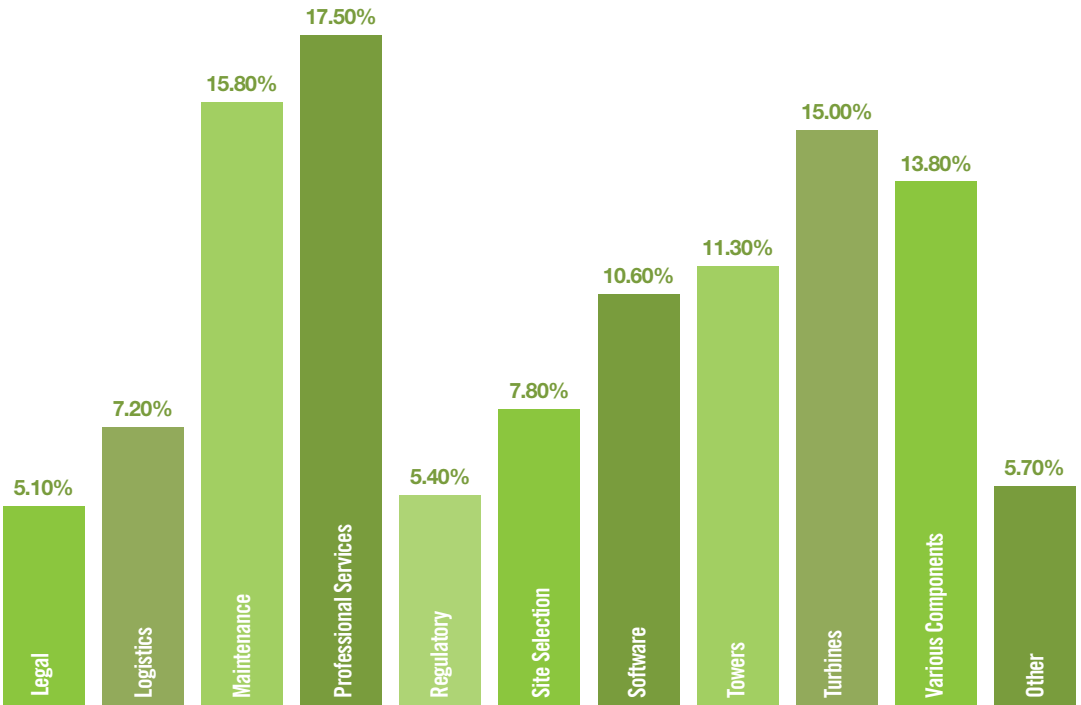
INTERNATIONAL TOTAL



**RECOMMEND,
BUY OR APPROVE**



COMPANY TYPE



SERVICES

EDITORIAL

Part of your success has to do with the expertise you've accumulated over the years. Sharing this knowledge is a powerful way of spotlighting your company's capabilities, and magazines are the perfect medium. We can help you develop feature story ideas and show you how to pitch them. In addition, we can provide guidance on how to write and format press releases so that they won't be ignored, and we also offer editing/proofing services for those releases, as well as your technical papers.

DESIGN

Since many companies don't have access to ad-design firms, where fees can also be quite high, we offer professional design services at very reasonable rates. We're able to take an existing company brochure, logo, photos, etc., to create a unique and original ad that is guaranteed to capture the reader's attention. Another way we can help you stand out is by designing your company's Web site. Our experienced and professional Web designers will gather all pertinent information—even meeting with you, if desired—to create a design that will be sure to make a splash in the marketplace. In addition, we offer custom catalog design services. Our designers are equipped to craft a catalog for you that is loaded with valuable information, and presented in a way that will help your customers navigate its pages easily. We can also provide a turnkey package by printing your catalog at a rate that is quite economical.

EMAIL

Our email marketing program is a great vehicle for promoting your company's latest advertising campaign. Whether it be a new product launch, a company announcement, news of expanded facilities or services, or even the latest auction, an email blast is one of the quickest and most-effective ways of getting your message in front of literally thousands of potential customers—immediately.

REPRINTS

We offer complete customized reprint services for featured articles, columns, profiles, and advertisements. Reprints can be a powerful and cost-effective complement to your existing marketing strategy. They can be used as trade-show handouts, as sales tools for in-house and field representatives, or to send to potential customers for direct mail campaigns. Reprints are available in quantities of 250 or more.

LISTS

We lease our distribution list to companies for ad campaigns or other mail-related marketing efforts. Our list consists of the mailing addresses for a wide variety of companies, individuals, and other entities involved in the wind power industry. This list will assist those who offer products and services to all manufacturers. Our list rental program can be combined with our catalog design and reprint services to create a broad, powerful, and effective marketing campaign.

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