

Circulation

Our Mission

Utility Products, published since 1997, is a monthly magazine that provides influential product information to the decision makers and specifiers in the power, telephone and CATV markets. The magazine reaches 43,000 qualified subscribers and is BPA audited. The magazine includes utilities, municipalities and contractors. Our goal at *Utility Products* is to provide subscribers with an interesting, reliable source of information at their fingertips prior to making purchasing decisions.

Editorial Submissions

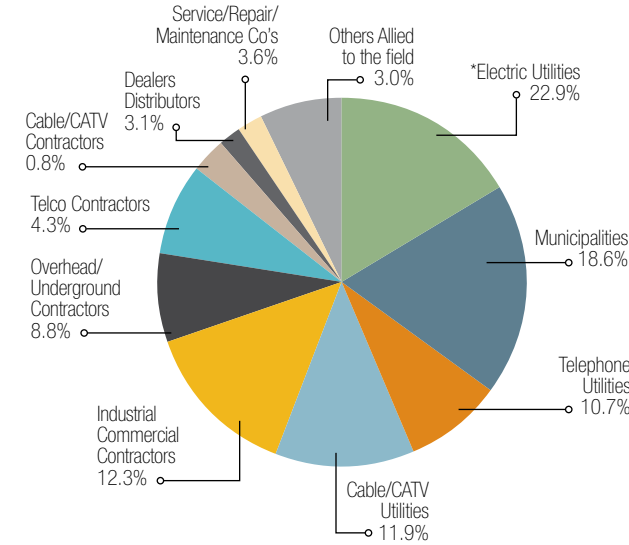
Utility Products welcomes interesting editorial material, story ideas, and information on new products and services being introduced to the industry. Use of editorial material is up to the editor's discretion.

Utility Products reserves the right to accept, refuse and edit all submitted material. It is the contributor's responsibility to obtain appropriate releases on any item or individual pictured in an editorial. All submitted materials become the property of PennWell Corporation. Mail, fax or e-mail submissions to:

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 114 Trade Center Dr., Ste A, Birmingham, AL 35244
 Phone: 888.985.9229 x222 Fax: 205.985.0367
 E-mail: kellies@pennwell.com

Business & Industries/Subscribers

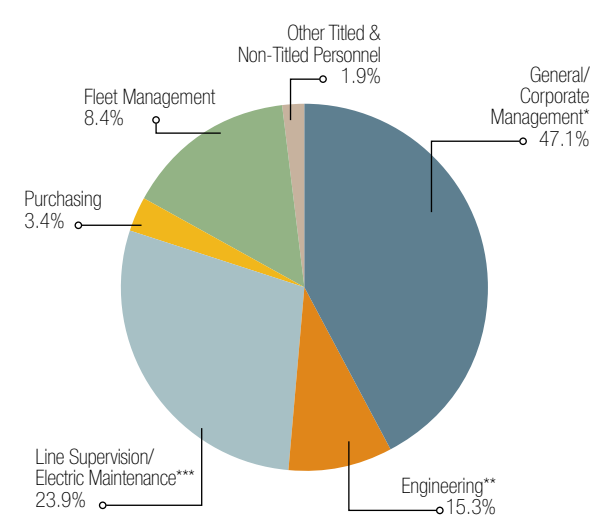
Source: June 2008 BPA



Note: * Electric utility (investor-owned, rural and others).

Job Functions/Subscribers

Source: June 2008 BPA



Note: * General or Corporate Management includes the following: General Managers, Owners, Presidents and Vice Presidents.
 ** Engineering includes the following: Specifying Engineer, Safety Engineer, Design/Systems Engineer and Electrical Engineer.
 *** Line Supervision and Electric Maintenance includes the following: Line Supervisor and Electric Maintenance Superintendent.

Contacts

Customized advertising and marketing packages are available. For more information, contact:

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Purchasing Involvement:

"100% of our subscribers report involvement in buying, specifying or influencing the purchase of products for their company."

Purchasing actions taken:

"90% of our subscribers report taking some purchasing actions during the past year as a result of ads and/or editorial appearing in *Utility Products*."

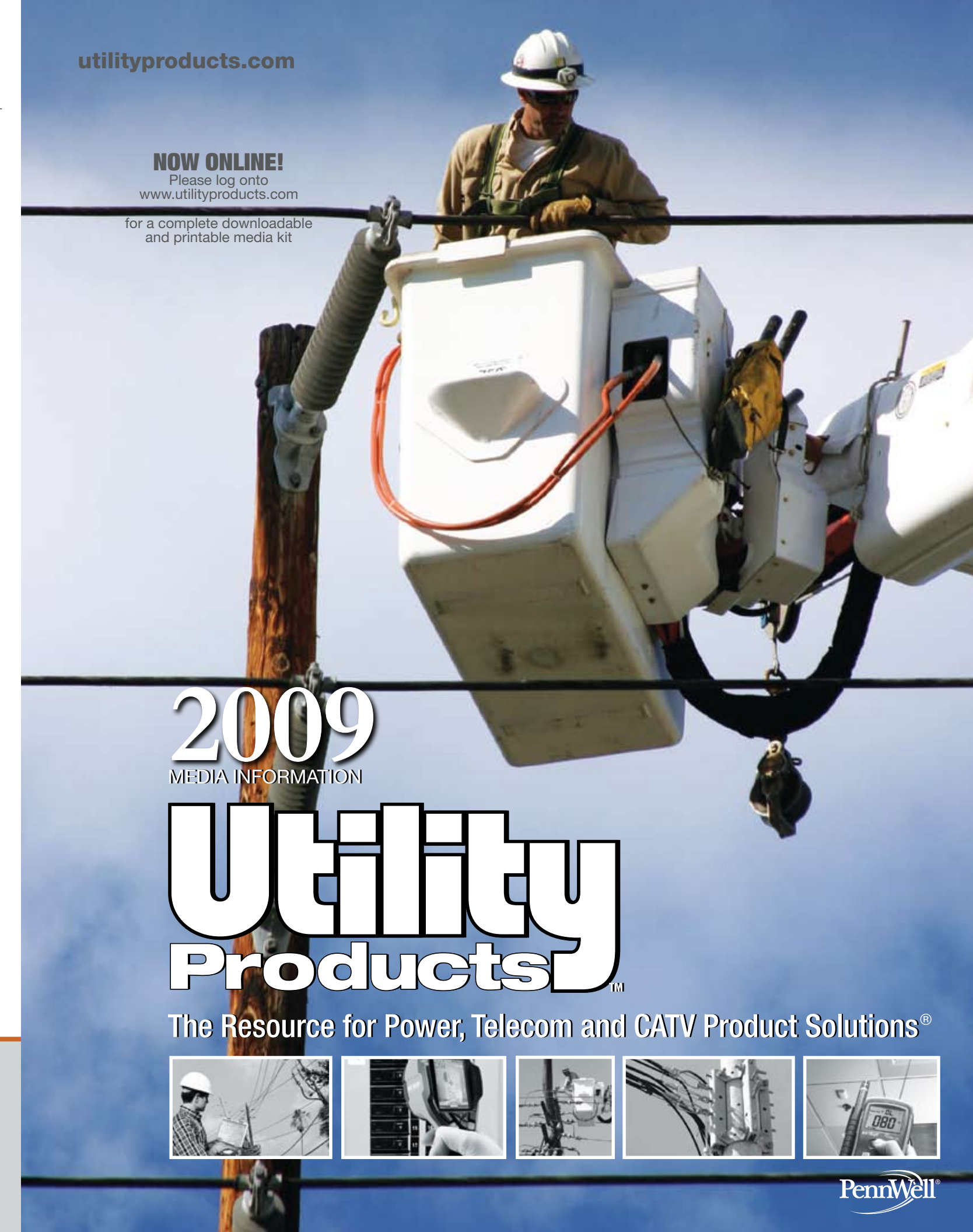
*Baxter Research Center report May 2008

utilityproducts.com

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Please log onto www.utilityproducts.com

for a complete downloadable and printable media kit



2009
 MEDIA INFORMATION

Utility Products

The Resource for Power, Telecom and CATV Product Solutions®



*June 2008 BPA Statement

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Log onto: utilityproducts.com
 for a complete downloadable and printable 2009 media kit.



2009 Editorial Calendar

| ISSUE | ADVERTISING DEADLINE | EDITORIAL FEATURE | PRODUCT FOCUS | BONUS DISTRIBUTION | VALUE-ADDED OPPORTUNITIES FOR ADVERTISERS |
|-----------|----------------------|---|---|---|---|
| January | 12.09.09 | <ul style="list-style-type: none"> Utility Products Conference & Expo Preview DistribUTECH Preview Substation Security | <ul style="list-style-type: none"> Transmission & Distribution AMR/AMI Test & Measurement Substation Management & Maintenance | <ul style="list-style-type: none"> UCT: Jan 20-22, San Antonio, TX DistribUTECH: Feb 3-5, San Diego, CA Utility Products Conference & Expo: Feb 3-5, San Diego, CA TechAdvantage: Feb 13-16, New Orleans, LA CGA Excavation Safety Conference & Expo: Feb 17-19, Orlando, FL | Lead ADvantage |
| February | 01.13.09 | <ul style="list-style-type: none"> 2009 Buyers Guide NTEA Preview | | <ul style="list-style-type: none"> NTEA Truck Show: Mar 4-6, Chicago, IL NETA Power Test: Mar 9-12, San Antonio, TX Utility Contractors Expo (NUCA): Mar 4-6, Phoenix, AZ | Extra Buyers Guide Listings for Advertisers |
| March | 02.10.09 | <ul style="list-style-type: none"> NTEA Follow-Up PHEV's Fall Protection | <ul style="list-style-type: none"> Utility Vehicles & Accessories Line Construction Safety Products Overhead/Underground | <ul style="list-style-type: none"> Electric West: Mar 18-20, Las Vegas, NV Metering, Billing/CIS America 2009: Mar 22-25, Miami, FL | |
| April | 03.09.09 | <ul style="list-style-type: none"> Proper Testing Methods New Software Developments for Utilities | <ul style="list-style-type: none"> AMR/AMI Test & Measurement Substation Management & Maintenance Computers & Software | <ul style="list-style-type: none"> GITA Conference: Apr 19-22, Tampa, FL | Baxter Ad effectiveness Study |
| May | 04.07.09 | <ul style="list-style-type: none"> Tools of the Trade Storm Restoration | <ul style="list-style-type: none"> Tools & Supplies Wire, Cable & Fiber Optics Transmission & Distribution Power Monitoring | <ul style="list-style-type: none"> POWERGRID Europe: May 26-28, Cologne, Germany NXTComm: June 9-11, Chicago, IL | Lead ADvantage |
| June | 05.06.09 | <ul style="list-style-type: none"> Safety on the Job The Mobile Workforce | <ul style="list-style-type: none"> Utility Vehicles & Accessories Overhead/Underground Test & Measurement Safety Products | <ul style="list-style-type: none"> EUFMC: June 21-24, Williamsburg, VA | |
| July | 06.09.09 | <ul style="list-style-type: none"> 2009 New Products Guide | | | |
| August | 07.06.09 | <ul style="list-style-type: none"> Utilimetrics Preview Combating Wildlife | <ul style="list-style-type: none"> Transmission & Distribution Substation Management & Maintenance AMR/AMI Overhead/Underground | <ul style="list-style-type: none"> APWA: Sept 13-16, Columbus, OH Utilimetrics Automation: Sept 13-16, Denver, CO ICJEE: Oct 6-8, Louisville, KY NECA: Sept 12-15, Seattle, WA | Lead ADvantage |
| September | 08.11.09 | <ul style="list-style-type: none"> ICJEE Preview Safety Apparel | <ul style="list-style-type: none"> Utility Vehicles & Accessories Line Construction Safety Products Power Monitoring | <ul style="list-style-type: none"> ICJEE: Oct 6-8, Louisville, KY Lineman's Rodeo: Oct 15-17, Kansas City, MO | |
| October | 09.09.09 | <ul style="list-style-type: none"> CableTec Preview The Future of Fiber Computers & Software for Utilities | <ul style="list-style-type: none"> Wire, Cable & Fiber Optics Tools & Supplies Test & Measurement Computers & Software | <ul style="list-style-type: none"> NSC Congress & Expo: Oct 26-28, Orlando, FL SCTE Cable-Tec Expo: Oct 28-30, Denver, CO | Lead ADvantage |
| November | 10.08.09 | <ul style="list-style-type: none"> ROW Maintenance Equipment Security | <ul style="list-style-type: none"> Substation Management & Maintenance Transmission & Distribution AMR/AMI Line Construction | <ul style="list-style-type: none"> POWER-GEN International: Dec 8-10, Las Vegas, NV | |
| December | 11.16.09 | <ul style="list-style-type: none"> Underground Detection Managing Your Fleet | <ul style="list-style-type: none"> Utility Vehicles & Accessories Power Monitoring Tools & Supplies Overhead/Underground | | Baxter Ad effectiveness Study |

Rates & Specifications

2009 Display Advertising Rates

| | 1x | 3x | 6x | 9x | 12x | 18x | 24x |
|---------------------------|----------|----------|---------|---------|---------|---------|---------|
| Four-Color Process | | | | | | | |
| Full Page Spread | \$10,582 | \$10,338 | \$9,812 | \$9,360 | \$8,008 | \$6,760 | \$5,720 |
| Full Page | \$5,460 | \$5,200 | \$4,992 | \$4,784 | \$4,540 | \$4,316 | \$4,108 |
| 2/3 Page | \$4,524 | \$4,316 | \$4,056 | \$3,848 | \$3,640 | \$3,484 | \$3,276 |
| 1/2 Page | \$3,120 | \$2,964 | \$2,860 | \$2,756 | \$2,652 | \$2,496 | \$2,392 |
| 1/3 Page | \$2,496 | \$2,366 | \$2,236 | \$2,080 | \$1,976 | \$1,872 | \$1,768 |
| 1/4 Page | \$1,846 | \$1,768 | \$1,664 | \$1,612 | \$1,534 | \$1,456 | \$1,352 |
| 1/6 Page | \$1,118 | \$1,066 | \$1,014 | \$962 | \$910 | \$858 | \$832 |

RATE POLICY

Earned rate is based on the total number of insertions within a 12-month period in any of PennWell's Global Energy Group publications, including: *Power Engineering, Electric Light & Power, Utility Automation & Engineering T&D, Utility Products, Middle East Energy, Power Engineering International, Potencia, and Global Power Review*. A spread counts as two insertions. Rates include a 15 percent commission to recognized advertising agencies on space, color and position charges unless otherwise noted. Tip-in charges, artwork, printing, mechanical art or other miscellaneous charges are not commissionable. Commission is revoked on unpaid billings after 60 days from billing date. Finance charge of 1 percent per month is levied on balances over 30 days. Advertiser will be responsible for reasonable attorney fees and court costs if litigation is necessary. Notification of cancellation must be given in writing prior to the Close Date of each issue.

PRIORITY POSITIONS

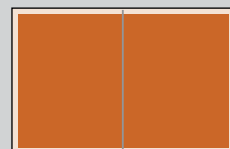
Inside Front Cover Spread: Rate plus 15%
 Inside Back Cover Spread: Rate plus 10%
 Back Cover: Rate plus 20%

Inside Front Cover: Rate plus 15%

Inside Back Cover: Rate plus 10%

MECHANICAL DATA

8" x 10 1/2"
 (203mm X 266mm) trim.
 No charge for bleed.

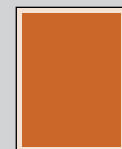


Full Page Spread

Live Area: 15"x 9.5" (381mm x 241mm)

Trim: 16"x 10.5" (406mm x 267mm)

Bleed: 16.25"x 10.75" (413mm x 274mm)

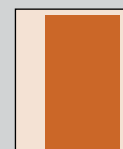


Full Page

Live Area: 7"x 9.5" (178mm x 241mm)

Trim: 8"x 10.5" (203mm x 267mm)

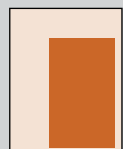
Bleed: 8.25"x 10.75" (210mm x 274mm)



2/3 Page

Live Area: 4.5"x 9.5" (114mm x 241mm)

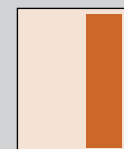
Bleed: 5.25"x 10.75" (133mm x 274mm)



1/2 Page Island

Live Area: 4.5"x 7.375" (114mm x 187mm)

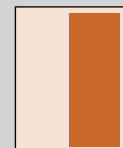
Bleed: 5.25"x 8.25" (133mm x 210mm)



1/3 Page Vertical

Live Area: 2.25"x 9.5"

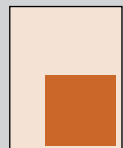
(57mm x 241mm)



1/2 Page Vertical

Live Area: 3.375"x 9.5" (86mm x 241mm)

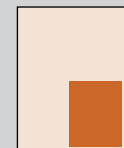
Bleed: 4.125"x 10.75" (105mm x 274mm)



1/3 Page Square

Live Area: 4.5"x 4.875"

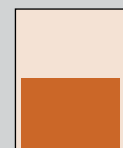
(114mm x 124mm)



1/4 Page

Live Area: 3.375"x 4.875"

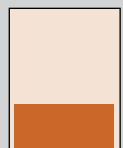
(86mm x 124mm)



1/2 Page Horizontal

Live Area: 7"x 4.875" (178mm x 124mm)

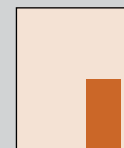
Bleed: 8.25"x 5.5" (210mm x 140mm)



1/3 Page Horizontal

Live Area: 7"x 3.125"

(178mm x 84mm)



1/6 Page

Live Area: 2.25"x 4.875"

(57mm x 124mm)

All text, logos, borders and boxes that do not bleed should stay within the live area.

METHOD OF PRINTING

Web Offset

BINDING

Saddle Stitched

PAPER

Cover: 80 lb. text weight, Body Pages: 38 lb. text weight coated

INSERTS

The maximum stock weight accepted for inserts is 80 lb. book. Standard sizebound in inserts must be furnished at 8 1/4" x 10 3/4" allowing for a 1/4" trim on all sides. Special printing on inserts, such as embossing, where it is impossible to use or sell the other side of the insert, is sold as a complete 2 page insert. Consult the Production Manager at +1-918-831-9493 for more information.

STORING OF ADVERTISING MATERIAL

Advertising material will be stored for 12 months and then destroyed unless otherwise advised. For more information on PennWell's electronic ad specs visit <http://digitalads.pennwell.com> and click on Spec sheet

Online Presence www.utilityproducts.com

Enhance your *Utility Products* marketing package with a customized online marketing program. Online advertising places your marketing message adjacent to *Utility Products'* powerful online editorial content. A dynamic web presence, utilityproducts.com offers searchable archives, daily editorial with online web exclusives, up-to-the-minute industry news, online surveys and more. Visited by thousands of industry professionals each month, utilityproducts.com delivers the results you need.

For complete information on online advertising opportunities, contact your regional sales manager.



Value-Added Opportunities

Reader Service Card Program

Utility Products' Reader Service Card program has been praised by advertisers over the years. It's a free service for you as an advertiser. Perhaps its greatest aspect is that we send you only those leads that come from your advertisements and articles; we do not send you the names of reader who have not asked for your information. No competitors or other companies reap the benefits of your advertising!

Lead ADvantage

Lead ADvantage uses extensive tele-research to survey *Utility Products* readers concerning their purchase plans for their various products over the next 6-12 months. Within 14 days of the conversation, a custom package is prepared that includes a demographic summary of Lead ADvantage respondents. Detailed information about job title, business type, purchasing authority, phone number and the specific products they are considering is provided for each lead.

Baxter Reader Ad Study

Baxter Research reports on your advertising's readership and effectiveness. These 3rd party surveys offer you objective research on the power of your advertising message. *Utility Products* readers will view and report their recall of each ad by completing an interactive, online survey developed specifically for *Utility Products*. Your report will be available online and in print approximately one business day after the survey closes for tabulation. This is your opportunity to measure how well your ad communicates with buyers in your market.

eResponse

A proactive email program that helps increase lead volumes for advertisers, eResponse is an innovative product that finds new methods of reaching readers and increasing sales leads for advertisers. It is an email delivery of the latest issue's reader service offerings. An electronic card is sent to subscribers and the subscriber instantly generates direct leads by clicking on the company link, the product link, or by requesting more information. Then leads are delivered to the advertisers in a single, easy-to-use lead package, either electronically or via printed labels.

ELECTRONIC SUBMISSION REQUIREMENTS

PennWell is primarily Mac based for graphics. However we have staff trained in both Mac and PC for those applications that we support.

ELECTRONIC SUBMISSION

See <http://digitalads.pennwell.com> for complete electronic specs. Upload Site Instructions - Files will need to be stuffed or zipped prior to uploading. Files over 250MB will need to be shipped on disk to *Utility Products*, Production Manager, 1421 S. Sheridan Rd., Tulsa, OK 74112. Log on to <http://digitalads.pennwell.com>. Select *Utility Products* in the magazine scroll down menu. Then fill in the appropriate information and select upload the ad. Also, please fax a proof of the ad to the Production Manager at (918) 831-9415.

SUPPLYING AD MATERIAL FOR PENNWEILL MAGAZINES

- PennWell prefers ad material to be supplied as PDF's with PDF/X-1a format option. We also except ads built in these programs: Indesign, PageMaker, Quark, Illustrator, Freehand and Photoshop.
- Please supply all fonts, images, and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics.
- PennWell does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.
- PennWell requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction.
- For complete PennWell Specifications, see the "spec sheet" at our ad upload site: <http://digitalads.pennwell.com>

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Log onto: utilityproducts.com for a complete downloadable and printable 2009 media kit.