

Amplifier is American Municipal Power's flagship publication. This four-color, quarterly magazine is distributed to elected and appointed decision makers in AMP member communities, as well as to AMP consultants, vendors and officials of public power entities across the nation.

AMP is the Columbus-based nonprofit wholesale power supplier and services provider for 128 municipal electric systems and the Delaware Municipal Electric Corporation, in Smyrna, Del., a joint action agency. AMP member communities include 82 in Ohio, 30 in Pennsylvania, six in Michigan, five in Virginia, three in Kentucky and two in West Virginia.

Amplifier advances the interests of AMP and its member communities by providing positive technical and human interest content covering a broad spectrum of industry topics.

Using staff-written, syndicated and freelance editorial content, *Amplifier* helps keep its readers—including mayors, city managers, village administrators and utility superintendents—current on the important technical and social trends in the industry.

One issue each year features AMP's *Annual Services Guide*. About twice the page count of the other issues, the popular guide is referred to throughout the year by member community officials and AMP staff members.

As member municipalities have added new technologies—including distributed generation, green power sources and advanced metering systems—to their array of services, the opportunity grows for advertisers to address a broad range of utility needs.

Display Advertising Rates

Per insertion – four-color or black & white

Size	4x	3x	2 or 1x*
Back cover	\$620	\$660	\$700
Inside front cover	\$580	\$620	\$660
Inside back cover	\$555	\$590	\$630
Full page	\$535	\$565	\$600
Island	\$440	\$470	\$500
2/3 page	\$385	\$420	\$450
1/2 page	\$310	\$330	\$350
1/3 page	\$220	\$235	\$250
1/4 page	\$170	\$180	\$200
Business card	\$ 90	\$ 95	\$100

Current AMP Municipal Electric Partners get a 10 percent discount on their total advertising bill. (Not a Municipal Electric Partner? For information on the program, contact Karen Ritchey at 614.540.0933 or kritchey@amppartners.org.)

*Add \$50 to the listed rate if this is a single insertion in AMP's *Annual Services Guide*.

Scanning service

Add \$100 to the above rates if a four-color ad is not supplied in a digital format.

Deadlines

Closing date for space reservation is the last day of the month prior to the issue mail date.

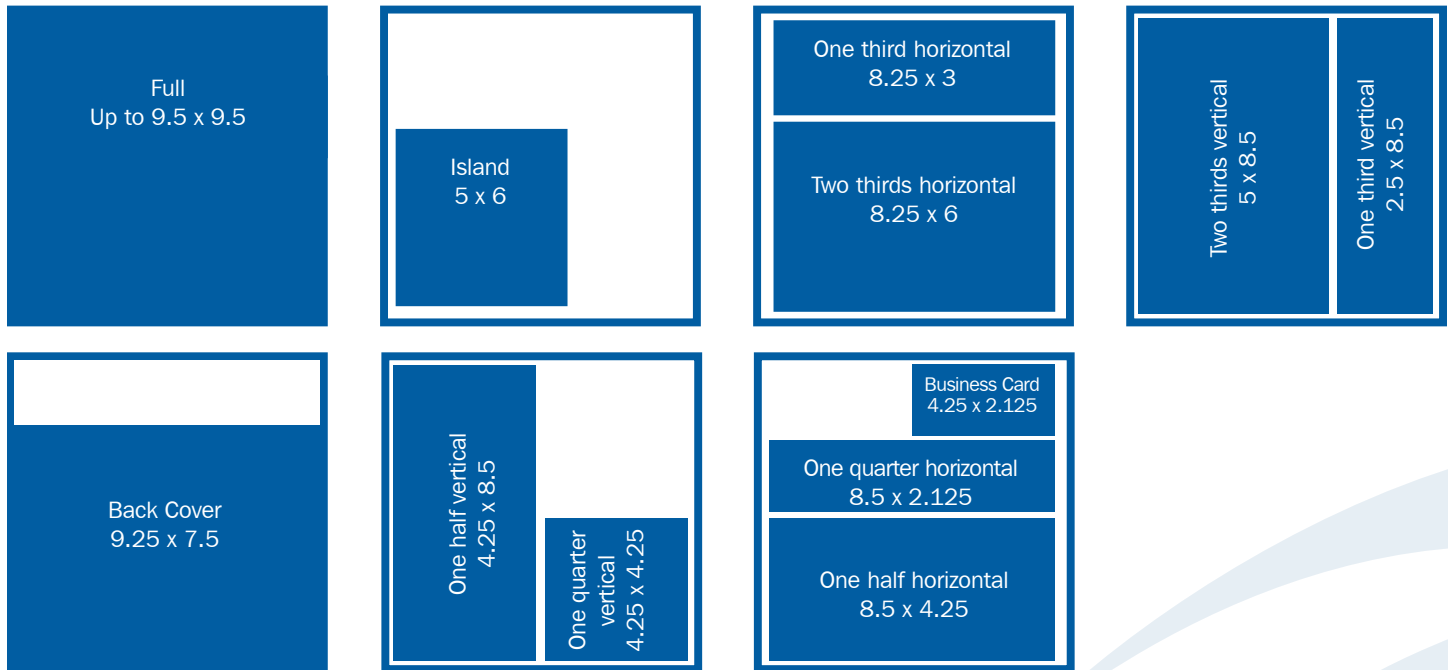
2012 ISSUE	MAIL DATE	INSERTION ORDER DUE
Winter	Feb. 28	Jan. 31
Spring	May 25	April 30
Summer*	Aug. 24	July 30
Fall	Nov. 26	Oct. 31

A signed insertion order must accompany all ads. Art must be received within seven working days of the space reservation deadline.

*This issue features the *Annual Services Guide*.



MECHANICAL SPECIFICATIONS



Options

Pantone® colors: Add \$200 for each color.

Inserts: Will quote on request.

Special position: Provided at no additional charge, if available.

The rates quoted above are net; there is no provision for an agency discount. Agency fees should be added to the above rates if a gross rate is necessary.

Materials

Art should be camera ready and all supplied halftones shot with a 130-line screen. All supplied negatives should be right reading, emulsion side down. We can accept electronic media in most formats, with TIFF, EPS and PDF files preferred. Ads, if not reversed or designed to stand alone, should be edged with a border.

Production

AMP offers assistance in preparing or altering ads. Typesetting, illustrations, copywriting and layout services are available and will be charged to the advertiser at AMP's cost.

Proofs

Proof corrections will be charged when they are the responsibility of the advertiser or its agency.

Billing

Billing for *Amplifier* advertising is net 30 days, payable directly to American Municipal Power.

Acceptance

AMP reserves the right to reject any advertising or to require that the word Advertisement appear in any ad. The publication shall further be held harmless from any loss or expense resulting from claims or lawsuits for any reason.

Shipping

Address insertion orders and materials to:

Amplifier Advertising

Attn: Bill Evenson

1111 Schrock Road, Suite 100, Columbus, OH 43229

Email: bevanson@amppartners.org

Phone: 614.540.0852

Fax: 614.540.1081

Payments for Amplifier advertising should be sent to AMP at the address printed on the invoice.



1111 Schrock Road, Suite 100, Columbus, OH 43229

Phone: 614.540.1111 • Fax: 614.540.1081

www.amppartners.org