

**New digital service**

# Industrial fuels and power



## New online information service for the global fuels and power sector

Industrial Fuels and Power is read by senior executives throughout the power and fuels sector worldwide, and provides its readers with the latest news analysis and commentary on power sector technologies, industrial developments and energy market reports.

IFandP sets new standards in editorial research and presentation, with authors developing exclusive features for professionals in the power industry.

**Coal**

**Natural Gas**

**Oil Fuels**

**Nuclear**

**Renewables**

**Environment**

**Markets**

**Trading**

**Operations**



[www.ifandp.com](http://www.ifandp.com)

Benefits

Statistics

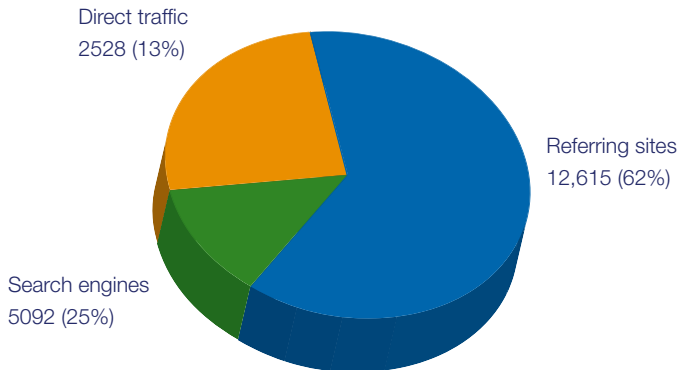
Formats

Rates

Technical

Take a look at our statistics...

# Industrial fuels and power



## IFandP.com offers advertisers a gateway to clients worldwide

Readers in over 140 countries benefit from IFandP's extensive energy sector coverage. In the month ending April 21, 2010, they accessed 25,097 pages of the latest news and in-depth features. IFandP readership covers key markets in the USA, Canada, Europe, India and Australia amongst others.

For you as an advertiser, this provides a key opportunity to:

- raise your company profile in the energy sector
- present your firm's latest innovations
- target relevant power industry professionals
- optimise brand recognition of products and services
- showcase achievements through case-studies

A full editorial calendar is available at [ifandp.com](http://ifandp.com)

### Key Monthly Figures\*

- **20,259** visits
- **18,595** absolute unique visitors
- **25,097** page views
- **1.24** average page views
- **1 minute 21 seconds** average time on site

\* Based on traffic from March 22 - 21 April 2010

### Top 10 visiting countries

United States	9760
United Kingdom	2319
Canada	1932
Australia	704
India	512
Germany	439
France	237
The Netherlands	222
Ireland	217
Italy	199

[advertising@ifandp.com](mailto:advertising@ifandp.com)

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Prime positioning

# Industrial fuels and power

With such a wide audience, IFandP.com is the ideal place to get the attention of the key decision makers in the industrial fuels and power industry.

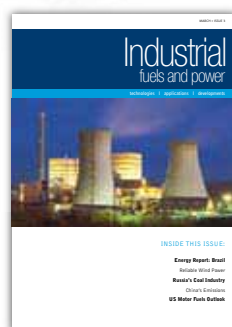
Our website offers two prime positions for advertising, both designed for maximum impact. In addition, advertisers can extend their exposure with advertisements in IFandP's weekly newsletter and quarterly digital magazine.



## Digital magazine

IFandP's quarterly digital magazine offers its advertisers additional opportunity to showcase their products and services to their target markets with full-page adverts.

*Advertiser numbers in proportion to editorial content.*



## Newsletter

Every week, IFandP highlights key events and its latest features in its newsletter, mailed to its worldwide audience.

*Limited to two advertisers*

## Website - two options:

### 1. Leader-board

Highly visible premium position shown throughout the website.

Displayed across the top of the page, this position commands the attention of all visitors to the site.

*Limited to three advertisers*

### 2. Large rectangle

A prominent position set within the page content maximises visibility.

These adverts are carefully placed to be noticed while visitors browse the website.

*Limited to five advertisers*

[advertising@ifandp.com](mailto:advertising@ifandp.com)

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IFandP.com offers solutions for all your advertising needs whether it is part of a big campaign, or a simple one-off.

- Sales of all website and newsletter positions are capped to prevent dilution
- Adverts are displayed at random
- IAB banner advert formats

#### Option 1: **Website**

Secure a key position for your advert on the IFandP website and take advantage of IFandP's reach in the energy markets. Option 1 offers your company increased visibility in the shape of a large rectangle advert (with max. five adverts in rotation).  
*£1480.00 for six months*

#### Option 2: **Digital magazine + website**

This enhanced advertising package is designed to complement your website exposure by providing additional advertising space in IFandP's quarterly digital magazine, which has a circulation of over 5000. This option includes a leader-board banner advert (with max. three adverts in rotation) and a full-page advert in the digital magazine.  
*£2500.00 for six months*

#### Option 3: **Newsletter sponsorship + digital magazine + website**

This premium advertising package maximises the visibility of your advert to the IFandP readership. Sole sponsorship of the newsletter (including banner advertising) complements your key leader-board banner advert (with max. three adverts in rotation) and a full-page advert in the digital magazine.  
*£3500.00 for six months*



**Make the most of your ad**

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## General website and newsletter ad requirements

We accept GIF, JPEG and rich media Flash files, with a 15-second maximum for any animation – please ensure that there are no spaces in the names of the file(s). Any sound must be user-initiated, defined as a click and not a mouse-over or rollover and clearly labelled with “Play” and “Stop” controls. All advertising content must be clearly differentiated from editorial content. IFandP reserves the right to reject any ads that are disparaging to IFandP and its associated brands, have potential for confusion or have a detrimental effect on the user experience.

## Guidelines for all expanding ads

Expanding ads must be user-initiated. User-initiated standard ad units expand beyond standard size on mouse-over and must include language to indicate rollover functionality, such as “roll over to learn more” or “roll over to expand.” Non user-initiated expanding ads are accepted on a case-by-case basis. Must have prominent “CLOSE X” button, not less than 10pt type, in the upper right hand corner or at the bottom of the expanded portion of the ad. Expanded portion must automatically close when the user’s cursor moves off the ad.

## Flash ad requirements

We accept ads up to Flash version 10.x  
If sending Flash ads, both the SWF file and the destination URL must be sent.  
For the ad to be made clickable, Flash creatives should use a click-Tag instead of click-through. More information about this can be found at:  
[adobe.com/resources/richmedia/tracking/designers\\_guide/](http://adobe.com/resources/richmedia/tracking/designers_guide/)  
The Flash frame rate must be less than 18 frames per second but 12 frames per second are preferred.



## Digital magazine ad requirements

Full-page dimensions:

Trim size: 297 x 210 mm

Type area: 288 x 191 mm

All advertisements should be supplied in a digital format. Suitable digital media includes high-resolution (300 dpi) PDFs (exactly to size with all fonts embedded), InDesign or Quark XPress files. Pictures should be saved as JPEG, TIFF or EPS.



[www.ifandp.com](http://www.ifandp.com)

Industrial Fuels and Power, Tradeship Publications Ltd,  
Old King's Head Court, 15 High Street, Dorking, Surrey, RH4 1AR.

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