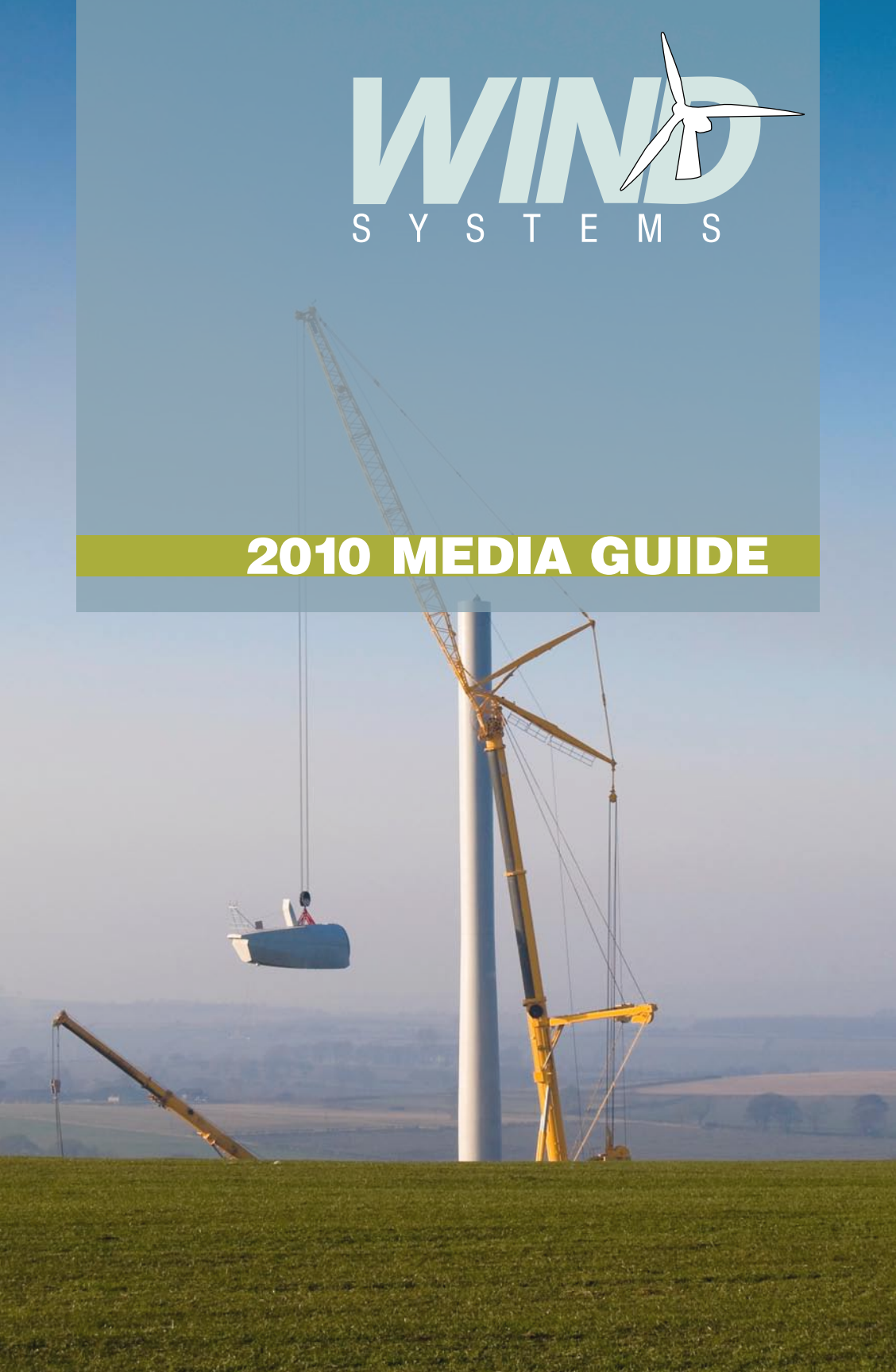


WIND SYSTEMS



2010 MEDIA GUIDE



EDITOR'S LETTER

AS WE CELEBRATE OUR SECOND YEAR OF PRODUCTION, WE ARE PLEASED TO INFORM YOU OF OUR DECISION TO BEGIN PUBLISHING *WIND SYSTEMS* MAGAZINE ON A MONTHLY BASIS. THIS IS BASED ON A NUMBER OF THINGS, PRIMARILY THE POSITIVE RECEPTION WE ENJOYED WHEN WE INTRODUCED THE MAGAZINE AT THE AWEA WINDPOWER 2009 SHOW IN CHICAGO, AND ALSO IN THE DAYS AND MONTHS SINCE. THIS WILL DOUBLE OUR OPPORTUNITIES TO HELP PROMOTE YOUR PRODUCTS, SERVICES, AND EXPERTISE TO WIND-ENERGY PROFESSIONALS BOTH HERE IN THE UNITED STATES AND AROUND THE WORLD.



From an editorial standpoint we remain true to our original intent, which was to cover this industry fully by providing experts with the opportunity to speak directly with our audience through our pages. In each issue we do our best to compile a far-ranging, balanced, and sometimes surprising collection of articles, with the emphasis on the three areas we've determined are the most important to our readers: construction, maintenance, and manufacturing. Still, that leaves plenty of room for articles addressing a wide range of topics, from guarding against lightning strikes and maximizing energy storage to drive train performance and supply chain management. Contributors so far have included Moventas, EnerNOC, AWEA, Turningpoint, Energy Storage and Power, Klüber Lubrication, and Bonfiglioli USA, just to name a few. Our columnists—addressing issues such as construction, technology, maintenance, and logistics—include representatives of the National Renewable Energy Laboratory (NREL), Hayward Baker, Winergy Drive Systems, Siemens Energy & Automation, and BDP Project Logistics. We have also presented profiles of companies such as HPM America, AMSC Windtec GmbH, and Lapp USA, and Q&A conversations featuring Robert Connors of Gexpro Services, Craig McPhee of Big Mac's Pressure Washing, and Larry Garza III of Aztec Bolting Services.

Thanks to these contributors, and to you, we have experienced a tremendous first year, and we've gathered a wealth of insights that we'll fold into further developing our coverage of this exciting industry. Other plans include building out our Web site to include a searchable article database and other useful features, and continuing to increase our market penetration in order to provide the best possible coverage to our advertisers. We consider our work on *Wind Systems* to be a collaboration with you, and we look forward to receiving your input on how we can help each other to achieve our mutual professional goals. We are interested in learning about your work, so please feel free to send press releases, story ideas, and article submissions to me at the address listed below. All best!

Russ Willcutt, editor

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EDITORIAL

Over the course of the year we will address a wide range of topics, including:

- Construction
- Maintenance
- Manufacturing
- Logistics
- Machine Tools
- Grid Connection/Operations
- Blade Technology/Repair
- Vibration-Based Maintenance
- Smart Grid Technologies
- Gearboxes and Bearings
- Foundation Systems
- Raw Materials
- Wind Forecasting
- Design/Planning
- Siting/Environmental Permitting
- Insurance/Risk Management
- Lubrication and Filtration
- Concrete
- Torque/Tension
- Cranes
- Condition Monitoring
- Heat Treating
- Wire/Cable
- Cutting Tools
- OEM Design
- Legal/Finance
- Bolting Solutions
- Wind Assessment/Measurement
- Environmental Consulting
- Power Transmission
- Coatings/Cleaning
- Economic Development
- Generator Repair
- Offshore Wind
- Oil Purification
- Lightning Protection
- Safety/Climb Equipment
- Inspection Services
- Small Wind
- Training Programs
- Research and Development



CIRCULATION

MONTHLY
CIRCULATION

15,000±

NORTH AMERICA
TOTAL

66.74%

INTERNATIONAL
TOTAL

33.26%

INDUSTRY BREAKDOWN

RECOMMEND, BUY OR APPROVE

40.33%	Design Services	11.91%	Contracts
31.17%	Gearboxes	10.63%	Logistics
28.11%	Turbines	8.05%	Electrical
26.66%	Construction	7.27%	Finance
25.31%	Various Components	5.50%	Environmental
22.81%	Maintenance	5.19%	Insurance
21.57%	Heavy Equipment	4.44%	Land Management
20.40%	Professional Services	2.89%	Regulatory
20.04%	Towers	2.47%	Legal
17.43%	Site Selection	8.30%	Other
15.93%	Software		

COMPANY TYPE

31.04%	Manufacturing/Production	0.97%	Assessment & Control Equipment
9.35%	Construction Services	0.90%	Large Power User
6.97%	Wind Project Developer	0.87%	Legal & Financial Services
6.57%	Consultants/Professional Services	0.76%	Wind Assessment Services
6.06%	Turbine Components & Systems	0.69%	Transportation Services
3.46%	Associations/Research/Education	0.69%	Non-Utility Producer
3.21%	Maintenance Operations	0.65%	Municipal Utility
2.82%	Investor-Owned Utility	0.58%	Federal/State/District System
2.17%	Government/Regulatory	0.40%	Rural Electric Cooperative
1.91%	Landowner	0.40%	Grid Connectivity & Energy Storage
1.91%	Turbine Blades	0.11%	Grid Operations
1.15%	Environmental & Siting Services	15.35%	Other
1.01%	Wind Farm Management	100%	

NUMBER OF EMPLOYEES

1 to 49	54.17%	500 to 999	5.55 %
50 to 99	12.95%	1000+	9.65%
100 to 499	17.68%		100%





MARKETING SERVICES

Wind Systems magazine offers its advertisers a wide variety of marketing support tools that will enhance the effectiveness of your communications program. Let us help you achieve your goals by building awareness of your products and services in the global marketplace.

DESIGN

Since many companies don't have access to ad-design firms, whose 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 also 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.

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.

E-MAIL

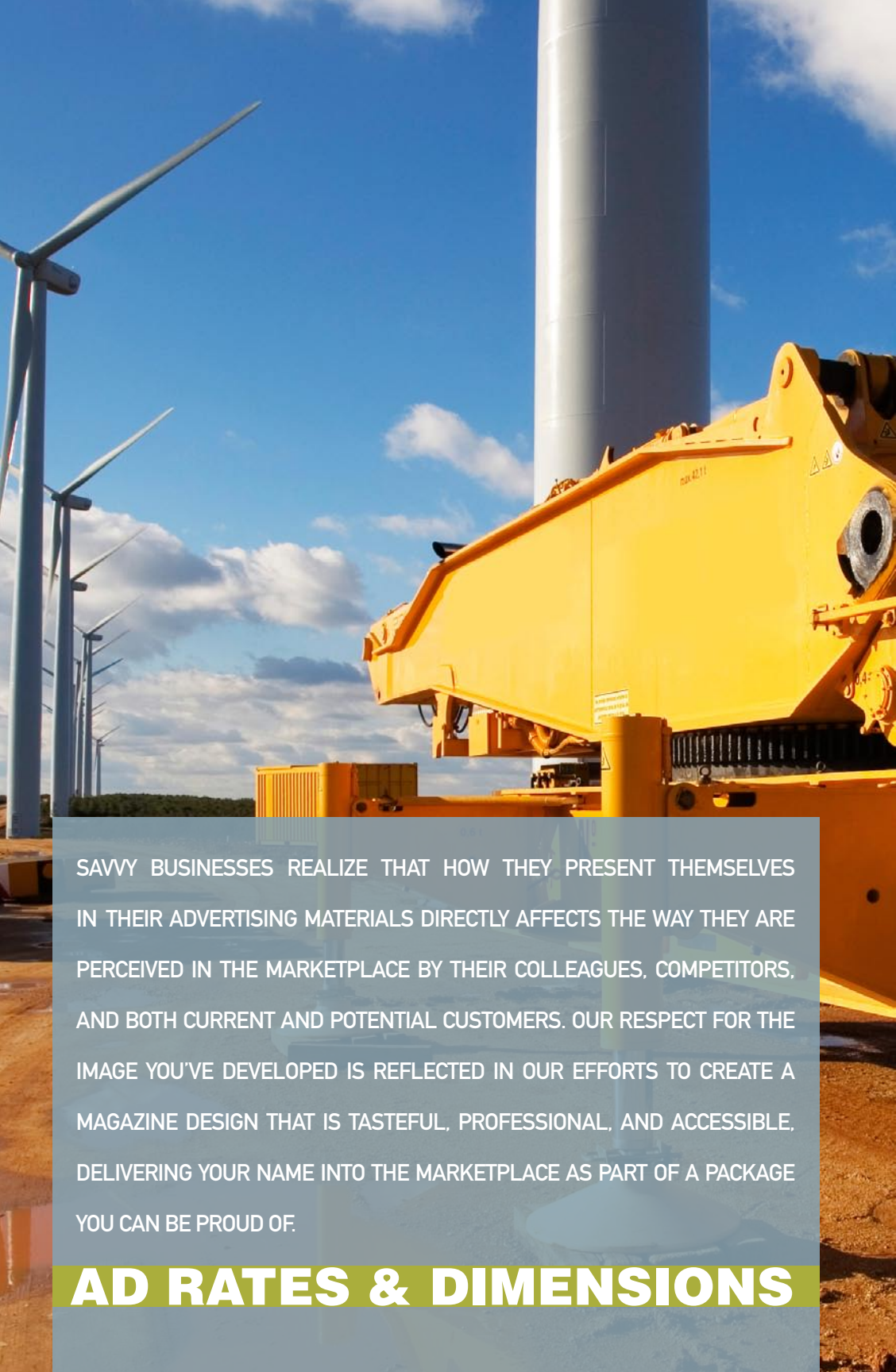
Our e-mail marketing program is a great vehicle for promoting your company's latest advertising campaign. Whether it be a new product launch, a company announcement, news of expanded facilities or services, or even the latest auction, an e-mail blast is one of the quickest and most-effective ways of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

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.

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 your in-house and field representatives, or to send to potential customers in direct mail campaigns. Reprints are available in quantities of 250 or more.



SAVVY BUSINESSES REALIZE THAT HOW THEY PRESENT THEMSELVES IN THEIR ADVERTISING MATERIALS DIRECTLY AFFECTS THE WAY THEY ARE PERCEIVED IN THE MARKETPLACE BY THEIR COLLEAGUES, COMPETITORS, AND BOTH CURRENT AND POTENTIAL CUSTOMERS. OUR RESPECT FOR THE IMAGE YOU'VE DEVELOPED IS REFLECTED IN OUR EFFORTS TO CREATE A MAGAZINE DESIGN THAT IS TASTEFUL, PROFESSIONAL, AND ACCESSIBLE, DELIVERING YOUR NAME INTO THE MARKETPLACE AS PART OF A PACKAGE YOU CAN BE PROUD OF.

AD RATES & DIMENSIONS

PRINT

	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.

	LIVE AREA	TRIM	BLEED
FULL PAGE	5.125" x 8.25"	5.875" x 9"	6.375" x 9.5"
HALF VERTICAL		2.585" x 8.125"	—
HALF HORIZONTAL		5.125" x 4"	—
HALF ISLAND		3.25" x 5.75"	—
THIRD		1.625" x 8.125"	—
QUARTER		2.5" x 4"	—
SIXTH		1.625" x 4"	—

ONLINE

windssystemsmag.com

BANNER	\$350/month	468 x 60 pixels
MINI BUTTON	\$150/month	88 x 31 pixels
STOREFRONT COMMUNITY	\$350/year	—

ARTWORK

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 (3.0) 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 e-mail) must include the following:

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

FTP UPLOAD

msimktg.sharefile.com
e-mail: ftp@msimktg.com
password: mediasolutions

Detailed instructions available on request.

WINDSYSTEMSMAG.COM



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