



WE

Western Energy™

The Official Publication of  
Western Energy Institute

**MEDIA KIT**



**Western Energy magazine is the premier industry resource for electric and natural gas companies serving the Western United States and Canada.**

**Western Energy** magazine is the flagship publication of the Western Energy Institute.

Western Energy Institute companies serve more than 20+ million customers and generate more than \$80 billion in revenue. Advertising in *Western Energy* delivers your message directly to the key decision makers in this thriving market. Your advertising serves as the foundation for Western Energy Institute's communication efforts, and works in support of its mission to unify and improve the industry in the Western United States and Canada.

**Western Energy** reaches more than 9,500 executives and managers at public and private companies – the decision-makers in electric generation and transmission, gas and electric distribution, pipeline operations, power marketing and energy-related services.

Whether you're seeking new customers or strengthening existing relationships, *Western Energy* puts you front and center, showcasing your organization's equipment, products and services.

## **Western Energy Digital Edition\***

**Over 55,000 ad impressions in the previous year**

## Message from the President of Western Energy Institute

Dear WEI Members and Colleagues,

If you haven't leveraged your organization's relationship with our industry through **Western Energy** magazine, then you're ignoring an enduring and profitable marketing resource. *Western Energy* is your company's best opportunity to firmly root your business in one of the fastest-growing markets in North America, through high-impact advertising.

Our publishing partner, Apogee Media Group, will work with you to create the perfect pitch for your product or service. When a representative from Apogee Media Group contacts you, please take that opportunity to consider all the available options to showcase your company in our magazine.

Sincerely,



**Chuck Meyer**  
President, Western Energy Institute



Scan to download our latest writer's guide for all editorial submissions.

[www.westernenergy.org/WE](http://www.westernenergy.org/WE)

## Editorial Content

More than 9,500 industry professionals turn to *Western Energy* magazine for the latest in-depth news and information:

- Customer + Utility Communications
- Economic Forecasting
- Electric Distribution + Transmission
- Energy Efficiency + Sustainability Practices
- Engineering + Construction
- Executive Management + Leadership
- Finance + Legal
- Information Systems, Cybersecurity + Technology Management
- Gas Distribution + Transmission
- Human Resources + Training
- Industry Services + Products
- Gas + Electric Operations
- Legislative + Regulatory
- Safety + Security
- Industry Trends + Hot Topics

## Editorial Calendar

**Summer 2019**  
**CUSTOMER CONNECTIONS**  
Ad Close: May 10, 2019  
Distribution Date: June 2019

**Fall 2019\***  
Ad Close: August 9, 2019  
Distribution Date: September 2019

**Winter 2019/2020\***  
Ad Close: November 8, 2019  
Distribution Date: December 2019

**Spring 2020\***  
**OPERATIONAL EXCELLENCE**  
Ad Close: February 10, 2020  
Distribution Date: March 2020

\* Articles in this issue do not adhere to a theme

# Mechanical Ad Specifications

Full Page trim size.....	8.125" x 10.875"
Full Page w/no bleed .....	7.625" x 10.375"
Full Page with .25" bleed.....	8.625" x 11.375"
2-Page Spread with .25" bleed.....	16.5" x 11.375"
1/2 Horizontal.....	7.375" x 4.9375"
1/2 Vertical.....	3.4375" x 10.375"
1/3 Vertical.....	2.25" x 10.375"
1/3 Block.....	4.625" x 4.9375"
1/4 Vertical.....	3.4375" x 4.9375"

**2 PAGE SPREAD**  
 Trim size, 16.25" x 10.875"  
 Bleed size, 16.75" x 11.375"  
 Safety Area, 15.25" x 10.375"

**FULL PAGE ►**  
 Trim size  
 8.125" x 10.875"  
 Bleed size  
 8.625" x 11.375"  
 Safety Area  
 7.625" x 10.375"

**1/2 HORIZ.**  
 7.375"  
 x 4.9375"

**1/2 HALF VERT.**  
 3.4375"  
 x  
 10.375"

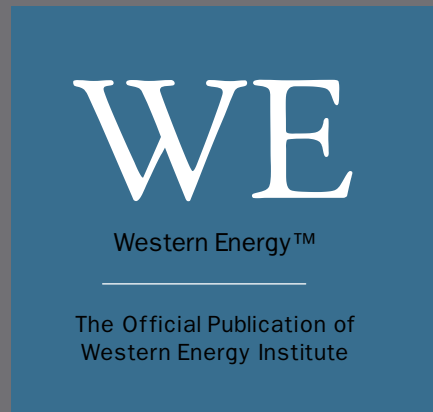
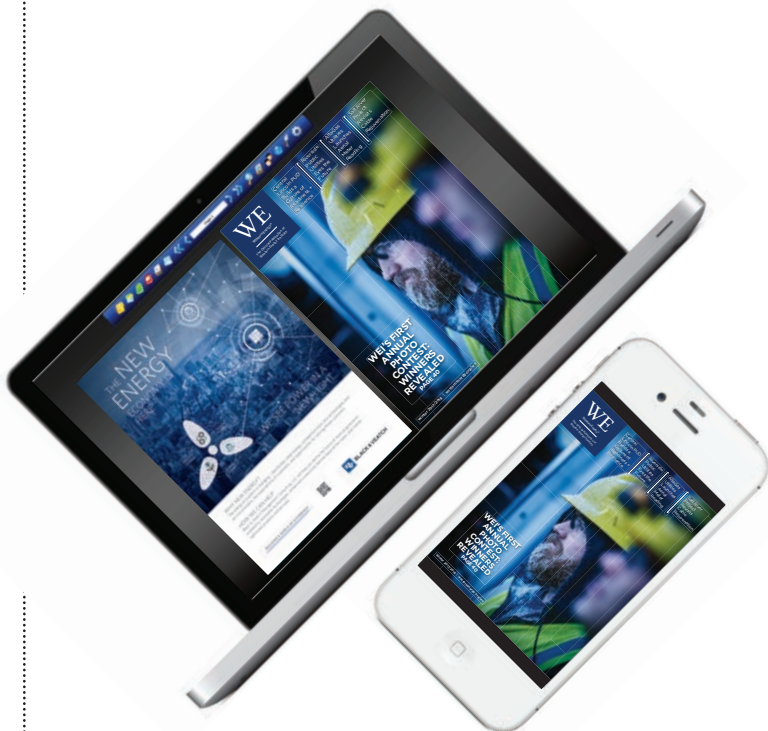
**1/3 BLOCK**  
 4.625"  
 x 4.9375"

**1/3 VERT.**  
 2.25"  
 x 10.375"

**1/4 VERT.**  
 3.4375"  
 x 4.9375"

### Submission Guidelines

Trim size of publication is 8.125" x 10.875". All full-page ads that bleed must have a .25" bleed beyond the trim size.



### COLOR FORMAT

This publication will be printed using CMYK color. If you have a specific spot color, every attempt will be made to match this color using a CMYK ink mix. Color exactness is not guaranteed.

### PREFERRED FORMAT

A high-resolution, press-optimized PDF with all fonts and graphics embedded.

A high-resolution 300 ppi JPEG, TIFF or PSD file with all layers flattened.

If you are building your ad in Adobe Illustrator, please convert to a high-resolution, press-optimized PDF.

### MEDIA ACCEPTED

Files must be submitted digitally via email or FTP client software. If you are submitting through FTP, please send an email alerting us when the file has finished uploading.

### FILE UPLOAD LINK:

<https://www.hightail.com/u/AMGLLC>

### PLEASE EMAIL ALL FILES TO:

[paige.johnson@amgonline-us.com](mailto:paige.johnson@amgonline-us.com)

### ADVERTISING CONTACT:

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