



APPRO

ASSOCIATION OF
POWER PRODUCERS
OF ONTARIO

CANADA'S LEADING POWER GENERATION ASSOCIATION

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2018 Media Planner



ABOUT APPrO

APPrO is a non-profit trade organization representing Ontario's independent power producers and related businesses. Our membership is made up of more than 100 companies involved in the generation of electricity in Ontario, including generators and suppliers of equipment as well as legal and consulting services. Twenty two of APPrO's generator members produce 50% of Ontario's electricity from clean and renewable sources including co-generation, hydro-electric, gas, nuclear, wind energy, waste wood, and solar.

Only APPrO focuses 100% on the business issues of power producers in Ontario. APPrO members build independent power projects and are premier electricity suppliers in Ontario, across Canada and elsewhere in the world. Our varied membership provides an all-inclusive view of the market and positions APPrO as the leading advocacy group for generators in Ontario, giving voice to all parts of Ontario's generation sector.

APPrO PROFILE

APPrO offers unique and high-value promotional opportunities for advertisers seeking to expand their visibility in the Canadian power market. With a membership that includes most of the top level senior managers, consultants and other industry experts, APPrO provides access to vital connections through an array of information sharing options, resources and events.

In print:

Advertise in IPPSO FACTO Magazine, the industry's journal of record

Online:

Banner advertising on APPrO's four websites and in its weekly e-newsletter, the APPrO PowerBrief

In person:

At the Annual Canadian Power Conference and Networking Centre held each November in Toronto.

APPrO has a wide range of profile development services available.

Contact Carole Kielly, APPrO's Marketing Manager, at carole.kielly@appro.org or by phone at 416-322-6549 ext 226.

About

IPPSO
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IPPSO FACTO has offered its readers highly relevant information and commentary on the latest happenings in the power industry for over three decades. Each issue outlines news and diverse perspectives about current developments in the industry, interesting projects, policy analysis, information about new and emerging technologies, news from APPrO and general industry advice.

As the leading publication of the power generation business in Canada, it is the foremost journal read by senior business leaders, utility executives, energy professionals and government officials concerned with generation in Canada. IPPSO FACTO is well

respected, trusted, and relied upon for relevant reporting and analysis of developments in this rapidly changing market. It is often the only source for precise information on certain crucial developments behind the scenes.

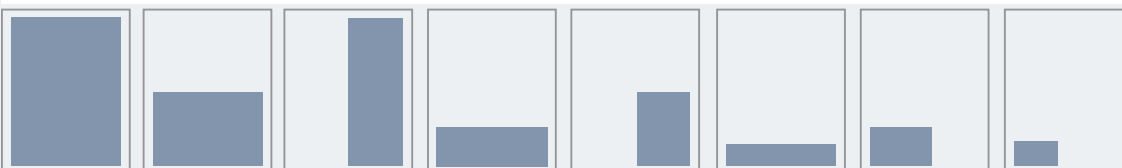
IPPSO FACTO readership includes key decision-makers at significant companies – people in positions who can make a difference. IPPSO FACTO reaches the major power generators of Ontario across all technologies, institutions, all levels of government, service suppliers, and other industry stakeholders - all of whom will be eager to learn about your company.

PRINT ADVERTISING RATES

PLEASE NOTE THAT THE AD RATES ARE PRICE PER ISSUE

*Membership bonus: APPrO members receive an additional 10% discount on all multiple insertions for colour advertising (1/4 page and larger)

SIZE	WIDTH	DEPTH	6X RATE	4X RATE	3X RATE	2X RATE	1X RATE
Full Page w/Bleed	8 5/8" (8.625")	11 1/8" (11.125")	\$1,369.50	\$1,449.50	\$1,539.50	\$1,619.50	\$1,709.50
Full Page, no bleed	7 3/16" (7.1875")	9 11/16" (9.6875")	\$1,369.50	\$1,449.50	\$1,539.50	\$1,619.50	\$1,709.50
1/2 Horizontal (2-column or 3-column page)	7 3/16" (7.1875")	4 7/8" (4.875")	\$1,019.50	\$1,079.50	\$1,149.50	\$1,209.50	\$1,269.50
1/2 Vertical (1 column on a 2-col. page)	3 1/2" (3.5")	9 11/16" (9.6875")	\$1,019.50	\$1,079.50	\$1,149.50	\$1,209.50	\$1,269.50
1/4 Horizontal (2-column or 3-column page)	7 3/16" (7.1875")	2 7/16" (2.4375")	\$809.50	\$859.50	\$909.50	\$959.50	\$1,019.50
1/4 Vertical (1/2 column on a 2-col. page)	3 1/2" (3.5")	4 7/8" (4.875")	\$809.50	\$859.50	\$909.50	\$959.50	\$1,019.50
1/8 Horizontal (2-column or 3-column page)	7 3/16" (7.1875")	1 1/4" (1.25")	\$729.50	\$779.50	\$819.50	\$869.50	\$909.50
1/8 Vertical (1/4 column on a 2-col. page)	3 1/2" (3.5")	2 7/16" (2.4375")	\$729.50	\$779.50	\$819.50	\$869.50	\$909.50
Business card	3.5"	2"	\$450	\$500	\$550	\$600	\$650



full page
no bleed

half page
horizontal

half page
vertical

quarter page
horizontal

quarter page
vertical

eighth page
horizontal

eighth page
vertical

business card

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PREMIUM AD POSITIONS

SIZE	WIDTH	DEPTH	6X RATE	4X RATE	3X RATE	2X RATE	1X RATE
Inside Back Cover	8.625"	11.125"	\$1,760.00	\$1,850.00	\$2,139.50	\$1,950.00	\$2,051.40
Inside Front Cover	8.625"	11.125"	\$1,760.00	\$1,850.00	\$2,139.50	\$1,950.00	\$2,051.40
Outside Back Cover	8.625"	11.125"	\$2,930.00	\$4,329.50	\$3,086.00	\$3,248.00	\$3,419.00

PRINT PRODUCTION SPECS & DEADLINES

Mechanical requirements:
page is 8.5" x 11" For full page ad, add 1/8" / .125" bleed.

INSERTS: Available upon request

GUARANTEED POSITION: 15% extra

ADVERTISING AGENCIES: Please add 15%

ISSUE	Booking Deadline	Copy Deadline	Estimated Distribution
February 2018	February 2	February 9	February 16
April 2018	March 30	April 6	April 17
June 2018	May 25	June 1	June 12
August 2018	July 27	August 3	August 13
October/November 2018	October 5	October 12	October 23
December 2018	December 7	December 15	December 22

For additional information please contact APPRO's Marketing Manager, Carole Kielly at 416-322-6549 ext. 226 or email carole.kielly@appro.org.

Digital Files: Preferred format is a high resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is in CMYK mode. Other acceptable formats are Adobe InDesign and Adobe Illustrator files, CS4 version, if all graphics and fonts are also included; and eps files if all fonts are converted to curves. Colour reproduction is generally reliable, but advertisers critically concerned about colour accuracy should provide a hard copy proof. Publisher assumes no responsibility for accuracy when a proof is not provided.

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Complete your strategic marketing plan with an integrated B2B solution that works. Reach our highly focused target audience through the Online presence of Canada's leading power generation association.

Banner Campaign

This campaign consists of your large leaderboard posted on rotation throughout all of the APPrO websites* on landing, and a big box banner on rotation on internal pages. All ads are rotating with each refresh. Availability for this option is limited.

\$ 3000 (annual)

*APPrO conference website is excluded from this offer - see special rates for conference web advertising published later in the year along with sponsorship details for the 30th Annual Canadian Power Conference – APPrO 2018. Bookmark: www.appro2018.com

1,200px × 220px

580px × 260px

Individual Pricing

A. LARGE LEADERBOARD

This premier position is available to all full page print advertisers, or can

be purchased separately. Located under the association's masthead, this position provides your company with the highest level exposure and "above the fold" traffic.

1200px × 220px

\$2500 (annual)

B. BIG BOX

This position is available to all half page print advertisers, or can be purchased separately. This prominent position allows your company to combine text, colors and graphics into a unique sales message for your prospective clients in the power industry.

580px × 260px
\$1,500 (annual)

C. SMALL BOX

This position is available to all quarter page print advertisers, or can be purchased separately. This prominent position allows your company to combine text, colors and graphics into a unique sales message for your prospective clients in the power industry.

360 x 200
\$1,250
(annual)

D. SMALL LEADERBOARD

This position is available à la carte or with the banner campaign package. This economical position allows your company to combine text, colors and graphics into a

unique sales message for your prospective clients in the power industry. It runs at the bottom of landing pages and on internal pages.

760px × 140px
\$1,000 (annual)

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APPrO's POWERBRIEF E-NEWSLETTER

APPrO has partnered with MultiView to provide advertising opportunities in the APPrO PowerBrief. For more information about advertising, email salesinquiries@multiview.com, or call 972-402-7070.

A: Leaderboard

This premier position provides your company with top exposure and quality traffic.

B: Lower leaderboard

The lower leaderboard gives your company a prominent position right under the Association's masthead.

C: Top/Bottom skyscraper

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

D: Top/Bottom Banner

Banner ads allow your company to combine text, colours and graphics into a unique sales message for committed buyers

E: Product Showcase

Showcase your latest product with this placement and include a photo, 50-word description and link to your site

F: Featured company ad

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

G: Traditional text ad

Leverage the power of words with a 15-word text ad to drive traffic to your website.



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POWERBRIEF Rates & Specs

A: Leaderboard

\$3100

Image dimensions: 728 px x 90 max file size 40k



B: Lower leaderboard

\$2800

Image dimensions: 580 px x 70 max file size 40k



C/1 Top/Bottom skyscraper

\$2500 / \$2200

Image dimensions: 120 px x 600 max file size 40k



D/1 Top/Bottom Banner

\$2500 / \$2200

Image dimensions: 468 px x 60 max file size 40k



E Product Showcase

\$2300

Text: 5 word headline, 50 word description

Image dimensions: 175 px x 125 max file size 40k

Pelestrum, optas esequae res iur? Lor repenam rerum si nobit ad expero dus et quas as ut vollabore non rerro odipsametust fugia voluptates antibusam, ipsuntit blaut apid quos aut preperum quaecuptatus volorunt expelique volupta speribus con perovid



F Featured company ad

\$1500

Text: 5 word headline, 25 word description

Image dimensions: 125 px x 100 max file size 40k

Pelestrum, optas esequae res iur? Lor repenam rerum si nobit ad expero dus et quas as ut vollabore non rerro odipsametust fugia voluptates antibusam, ipsuntit blaut apid quos aut preperum quaecuptatus



G Traditional text ad

\$1250

Text: 5 word headline, 15 word description

Image dimensions: 120 px x 50 max file size 40k

Pelestrum, optas esequae res iur? Lor repenam rerum si nobit ad expero dus et quas as ut vollabore non rerro odipsametust fugia voluptates antibusam,



All file formats: jpg or gif

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Innovation and Disruption

Solving for X



APPRO 2018

30th Annual Canadian
Power Conference
& Networking Centre

Westin Harbour Castle appro2018.com
Toronto
November 12 & 13

Each November in Toronto, APPRO presents the Canadian power industry's leading event featuring unparalleled content and high level interaction with industry thought leaders across the power supply spectrum. Join a host of high calibre attendees at the networking hub for Canada's power professionals.

Sponsorship & Exhibit Opportunities

APPRO 2018 sponsorship provides you an audience of high-level decision-makers across all technologies in the power generation industry.

With almost three decades as the leading power generation event of its kind, APPRO provides you the perfect platform to reach your target audience – all in one place, at one time.

For more details about APPRO's events and services, contact carole.kielly@appro.org or visit www.appro2018.com and opt in for updates. View and download the APPRO 2018 [Sponsorship Prospectus](#) now.

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CURRENT APPrO ADVOCACY INITIATIVES

- Only APPrO focuses 100% on the business issues of power producers in Ontario. APPrO gets results through purposeful and cost-effective advocacy, while providing great networking opportunities and industry information to its members.
- APPrO meets regularly with the Ontario government and leaders and senior staff of the opposition parties, and the heads and staff of the IESO, central agencies and the OEB on larger scale policy issues.
- APPrO continues to advocate for generator interests at the IESO on wide number of issues around market principles and rules through its Market Affairs Working Group. This Working Group has provided advice and guidance on matters of material commercial and/or operational significance relating to the existing IESO-administered markets, the future evolution of the markets, IESO stakeholder engagement processes, and other matters of commercial interest.
- APPrO continues to participate in regulatory proceedings including Ontario Energy Board and National Energy Board hearings, IESO market rule forums and other processes which impact its members' business. For example:
 - The IESO's wide-ranging Market Renewal Project including efforts to develop a Single Schedule Market, Day Ahead Market, an Incremental Capacity Auction and an Enhanced Real-Time Unit Commitment system as well as a flexibility product.
 - » IESO Generator Cost Guarantee (GCG) program;
 - » IESO's Stakeholder Advisory Committee (SAC) and Technical Panel (TP);
 - » A better accountability and governance model for the IESO and the electricity system in cooperation with other advocacy organizations;
 - » Ontario's Cap and Trade program impact on contracted generators;
 - » Union and Enbridge rate applications, capital expansions, deferral account and earnings sharing mechanisms proceedings;
 - » TransCanada Pipelines development proposals and related regulatory proceedings, where they are of concern to generators
 - » IESO 2017 Expenditure and Revenue Requirement Application
 - » The OEB Chair's Advisory Roundtable
 - » The OEB's Regional Planning Process Advisory Group (RPPAG)
- APPrO produced substantive commentary for the province's Long Term Energy Plan (LTEP) in 2016. Most of APPrO's recommendations and commentary were reflected in the final LTEP released in October 2017.
- APPrO continues to support its NUG members in their efforts to achieve fair and equitable recontracting processes from the IESO;
- APPrO has been active with the IESO in the development of many of its procurement programs and intends to provide input on successive procurement programs;
- APPrO has been actively engaged in formal and informal consultations on rate design and revenue decoupling with the OEB, generators, LDCs, and other stakeholders.
- APPrO continues to advocate policy and regulatory initiatives that would make distributed generation more widely feasible in Ontario, monitoring rules and regulations as they are developed for their potential impact on distributed generation.
- APPrO's magazine, IPPSO FACTO, continued to publish leading edge news and analysis, in print and online, acting as a thought leader and dealing with some of the most critical transformative forces at work in the Canadian energy sector.
- As well, the annual Canadian Power Conference and Trade Show is a key landmark in the sector. In 2016 more than 500 people from government, industry and the regulatory agencies gathered to discuss the latest issues and focus on how to promote the development of a more competitive market in Ontario.

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