

2022 MEDIA KIT

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SINCE *CCJ* 2003

COMBINED CYCLE JOURNAL



Independent voice of the Gas-Turbine-Based generation sector

- GAS TURBINES 
- STEAM TURBINES 
- HRSGS 
- GENERATORS 
- CONTROLS 
- AUXILIARIES 

MEET TEAM CCJ



Scott Schwieger, General Manager

Focused on continually improving and developing print and digital products to connect end users with their peers and solutions providers within the CCGT industry, Scott helps drive collaboration and dialogue among stakeholders. As program director of the **CCJ Best Practices Awards** program, user-group session reporter, and moderator of industry web events, Scott ensures **CCJ** followers are presented relevant, timely, and valuable content across all platforms.



Bob Schwieger, Editor Emeritus

Founder of **CCJ** in 2003, Bob has over 50 years' experience in the power generation industry. He has written hundreds, if not thousands, of articles on powerplant technology, management, operations, maintenance. Bob prides himself on sharing useful information and transferring knowledge to younger generations to enhance operational success.



Steven Stultz, Consulting Editor

Following his career at Babcock & Wilcox and McDermott International, Steve joined **CCJ** as Consulting Editor. He writes and edits on various topics including heat recovery steam generators (HRSGs), water- and air-cooled condensers, system chemistry, balance of plant equipment, and mechanical construction. He was Editor-in-Chief for two editions of the B&W textbook *Steam/Its Generation and Use*, and Technical Editor — Nuclear for a third. Steve attends and reports on selected user groups and monitors international events.



Lisa Juncaj, Sales Manager

Lisa brings with her over a decade of experience in print and digital content/creative/layout production. Lisa will assist in developing hybrid marketing programs to achieve rapid name/product recognition with end users and cultivate adopters of supplier products and services.

Editorial Advisory Board



Jason Makansi, Chairman
President, Pearl Street



Bob Anderson
Competitive Power Resources



Robert Threlkeld
RT Power Consulting



Clyde Maughan
Maughan Generator Consultants



Sam Graham
Plant Manager, Tenaska Virginia
Generating Station



Gabriel Fleck
Manager of Gas Plant Operations,
Associated Electric Cooperative Inc



Dr. Barry Dooley
Structural Integrity Inc



Peter So
Director of Project Management
and Development, Calpine

2022 Editorial Highlights

Combined Cycle Journal does not operate as other traditional publications do and we do not have a pre-arranged editorial plan for the coming year that we can outline here. This allows us to keep our editorial current, relevant, and interesting. That is why our subscribers keep reading it. This also requires a free-flowing calendar. We rarely sacrifice good content for a timely publishing schedule, as you can see.

General Deadlines for space reservations and materials (subject to change):

| | |
|-----|------------------|
| #69 | January 21, 2022 |
| #70 | May 6, 2022 |
| #71 | August 5, 2022 |
| #72 | November 4, 2022 |

General Topics covered in every issue:

Best Practices Awards

Producing power at lowest cost in an environmentally sound manner while maintaining high availability and reliability requires that plant personnel do the “little things” better than the competition. Featured will be a collection of “best practices” gathered from gas-turbine-based plants across the globe

Users Group Roundup information

Our editors have a unique relationship with the users groups in the gas turbine community and attend and report on their many activities and presentations throughout the year. 2022 will feature a great deal of content from the various digital conferences CCJ is assisting with producing for the industry (Power Users, 7F, 7EA, 501F, AOG, and many more)

Plant visits

Advancements in state-of-the-art technology applied to gas-turbine-based generating facilities (simple cycle, cogen, combined cycle) are presented by way of case studies. Plants visited are generally noted for their innovation and for having installed equipment and systems to maximize, to the extent possible, efficiency, reliability, and/or availability and to minimize emissions.

Also

Gas turbines, heat-recovery steam generators, steam turbine/generators, auxiliaries, controls and instrumentation, plant operation and maintenance, emissions control, water treatment, lubrication

EDITORIAL PARTNERS



Display Advertising



| Ad Size | 4/C | 2/C | B/W |
|-----------|---------|---------|---------|
| Spread | \$9,095 | \$8,846 | \$7,569 |
| Full Page | \$5,552 | \$5,134 | \$4,442 |
| 2/3 Page | \$4,285 | \$3,985 | \$3,422 |
| 1/2 Page | \$3,609 | \$3,344 | \$2,895 |
| 1/3 Page | \$2,823 | \$2,624 | \$2,262 |
| 1/4 Page | \$2,267 | \$2,099 | \$1,813 |

*** Process colors, matched and metallic colors extra**
 Inside front cover and inside back cover: Add 20% to full page 4/C rate
 Inside back cover: Add 10% to full page 4/C rate
 Center Spread: Add 10% to 4/C spread rate

Trim Size: 8 In. wide x 10 7/8 in. deep.
 Note: Live matter must be kept 1/2 inch from all trim edges.

Professional Services Card Rates

\$500 per issue, any color
 Run a card in 3 issues and receive 4th card free
Total \$1500

Classified Advertising Rates

Employment | Services | Tools | Parts | Pre-Owned Equipment

\$500 per issue, any color
 Run an ad in 3 issues and received 4th ad free
Total \$1500

Frequency Discount

Buy all 4 issues in the calendar year and take fifteen percent (15%) off display ad rates

File Format

- Preferred: PDF/X-1A and TIFF/IT-P1
- Additional File Formats: TIFF and EPS
- All fonts in EPS files must be converted to outlines
- Any art or production work necessary to complete the preparation of an ad is subject to supplemental charges.
- Please ask us for a quote.

Media

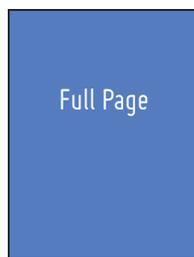
- We accept CD-ROM
- Digitally supplied color ads require a color-accurate proof (e.g., Iris, Kodak Approval, etc.) made from the supplied file. We cannot guarantee your expected color without a proof.
- Laser proofs are only acceptable for gray-scale ads.

Fonts

Type 1 PostScript fonts include all fonts (printer and screen).
 Please use specific fonts for italic and bold.



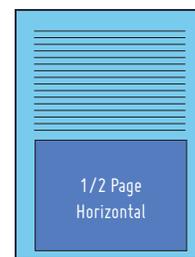
Spread:
Specs on request



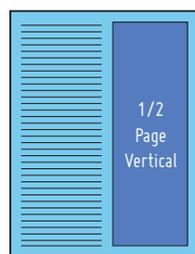
Full Page:
Bleed - 8 1/4" w x 11 1/8" h
Non-Bleed - 7" w x 10" h



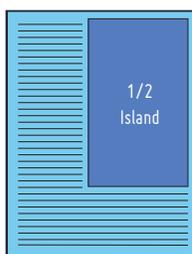
Two-Thirds Page
Vertical:
4 1/2" w x 10" h



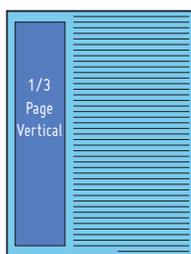
Half Page Horizontal:
6 3/4" w x 4 7/8" h



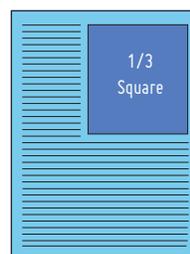
Half Page Vertical:
3 3/8" w x 10" h



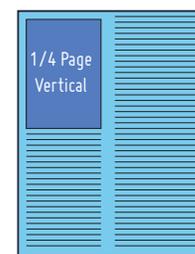
Half Page Island:
4 1/2" w x 7 1/2" h



One-Third Page Vertical:
2 1/4" w x 10" h



One-Third Square:
4 1/2" w x 4 7/8" h



Quarter Page
Vertical:
3 3/8" w x 4 7/8" h

2022 Circulation Demographics

Total Circulation: 8312

Circulation Breakdown:

Generators: Utilities and Merchant Power Plants: 82.3%

Within this group, 77.8% are directly responsible for plant management and plant supervision.

Design/construct, Engineering and Consulting Firms: 3.3%

Service and Equipment Providers: 8.5%

Bonus distribution at or following user-group events: 5.1%

Other, including Government and Regulatory: 0.8%

Countries served:

| | |
|---------------|------|
| USA | 7584 |
| CANADA | 225 |
| MEXICO | 144 |
| Rest of World | 359 |

Why COMBINED CYCLE Journal

Market served: The **COMBINED CYCLE Journal (CCJ)** serves key personnel at combined-cycle, simple-cycle, and cogeneration facilities powered by gas turbines and located throughout the Western Hemisphere. Our online edition of **CCJ** and **CCJ ONsite** newsletters serve electric-generation professionals who design, construct, manage, operate, and maintain these types of powerplants worldwide.

Market Size: U.S. gas-turbine-based powerplants have an aggregate capability of more than 400,000 MW. They comprise the world's third largest generation market. Only two countries—the U.S., of course, and China—have more total generating capacity than we have at plants powered by gas turbines. Combined-cycle plants represent about 60% of the U.S. fleet's gas-turbine-based capacity—simple-cycle and cogeneration plants the remainder. Thousands of megawatts of additional gas-turbine-based generating capability is under construction or planned, about three-quarters of that designed into combined-cycle facilities. In addition to business associated with new-plant construction, equipment and services providers have a reservoir of opportunities at operating plants. Consider that over the expected 20-year life of a typical combined-cycle facility, owner/operators could spend as much as the original cost of the unit on O&M and equipment upgrades (not including fuel and personnel costs). For a 500-MW plant, that equates to about \$25-million annually (average over the life of the plant in round numbers).

User Groups: The **COMBINED CYCLE Journal** has strong ties to the community of engineers and managers working at generating facilities powered by gas turbines. Our reach into the plant is facilitated by the **CCJ's** close association with key industry user groups—the plant manager's lifeline to timely solutions to plant problems. We regularly participate in meetings of the 7F Users, Frame 6 Users, 7EA Users, 7HA & 9HA Users Group, Western Turbine Users, 501F Users, Combined Cycle Users, Steam Turbine Users, Generator Users, Air-Cooled Condenser Users, NAES Plant Managers, NAES O&M Managers, Alstom Owners Group, and other independent user organizations.

Members of our Editorial Advisory Board have years of plant management and/or consulting experience focused on plant O&M problem-solving. The board includes: Robert W. Anderson, formerly Manager of Combined Cycle Services-CT Operations for Progress Energy and now in private practice; Robert D. Threlkeld, Principal, RT Power Consulting; Sam Graham, Plant Manager, Tenaska Virginia Generating Station; Jason Makansi, President, Pearl Street; Gabriel Fleck, Chairman 501D5-D5A Users and manager of Gas Plant operations for Associated Electric Cooperative Inc; Peter So, Director of Project Management and Development for Calpine; and Dr. Barry Dooley of Structural Integrity Associates.

COMBINED CYCLE Journal Subscribers: **COMBINED CYCLE Journal** provides an opportunity for you to address this market in a highly focused manner. The overwhelming majority of subscribers to the **CCJ** print edition are technicians, engineers, and engineering managers who focus exclusively on generating plants powered by gas turbines.



Digital Opportunities

One-Stop-Shopping For All Your Industry Information

The gas-turbine-based power sector's premier content provider now offers a platform to access and share the current issue of CCJ, webinars, blog posts, archives, industry best practices, user-group information, and vendor services. Let our search engine direct you to the material you need. Need some background on how to inspect an HRSG? Google it! on CCJ Online. Want to know what the 501F User Group is planning? Just click on the industry's only comprehensive user group schedule.

Exclusive Digital Display Ads

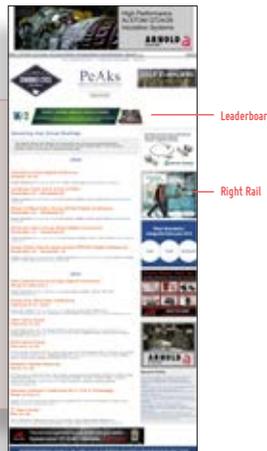
- Limited to fifteen (15) participating companies
- Top leaderboard ad rotating with four right rail ads available on magazine content pages (all pages not **CCJ ONsite** newsletter related) and the home page.
- On refresh or page click, a new set of ads appears for visitor.

Rate

- \$1500 per quarter, one-year commitment required.
- 180,000 impressions (\$0.03 per imp) guaranteed per year.

2021 Quarterly Website Traffic

- 54,000 unique visitors
- 79,000 page loads
- 74% of visitors are from the USA
- 26% are international
- 14,000 (18%) referral traffic from Google



Banner Ad Specifications

Dimensions

- Top Leaderboard ads: 728x90
- Right Rail ads: 300x250

- Must be **html5**, **.gif** (animated or static) or **.jpg**.
- 200k max file size

Advertiser provides both size ads which rotate through all positions.



CCJ WEB EVENTS

20 Webinar Slots Available in 2022

www.ccj-online.com/onscreen

Rate: \$5000 per 60-minute webinar

Hosted webinars available for companies intent on reaching a target audience for their product or service. **CCJ** promotes the event to owner/operators of gas-turbine-based power facilities via print and digital channels. Logistically, **CCJ** handles registration, production, moderation, follow-up, and lead generation. Here's how **CCJ** works to get you the right attendees:

- 📧 Sending postcards to preferred list of 1500 leading plant/O&M managers and engineers
- ✉️ Email invitation blasts to user group subscribers/past attendees
- 📢 Announcement on CCJ home page
- 📧 Continual promotion in CCJ e-newsletters
- 📄 Print CCJ promotion
- 📄 CCJ recap article published
- 📺 Webinar recording posted and distributed



Great Content Drives Audience Development

Extend your reach to readers of CCJ and CCJ ONLINE

Custom Virtual Events

CCJ can take your ideas and make them reality, well, virtual reality. With our unparalleled experience in digital events for user groups, training courses, and technical webinars, we can now host your company's custom event for maximum exposure to CCGT decision makers. Call **Scott Schwieger** @ 702-612-9406 to discuss large-scale product and services demonstration opportunities, and see how the whole world can learn about your capabilities.

CCJ's up-to-the minute information portal

Live reports from the field and from the industry's most important user group meetings. Email newsletters keep users informed of latest developments and solutions. With travel budgets being trimmed, not everyone can make it these meetings and share in the valuable information exchange. Extending the reach of the user groups through CCJ Onsite amplifies your message to the entire gas turbine community.

Reach those who couldn't attend the meetings with an ad on CCJ Onsite.



Rates:

- Leaderboard Duo (top & bottom): \$1250
- both positions available per E-Newsletter
- Right Rail Ads: three available positions per E-Newsletter \$750

Ad Specifications:

- Leaderboard Duo (Top & Bottom):
- Dimensions: 728 x 90
- File Size: 200K
- Right Rail ads:
- Dimensions: 300 x 250
- File Size: 200K

Must be .gif (animated or static) or .jpg

Scheduled conferences (reports, announcements, relevant content)

- Generator Users Group (2)
- 501F and 501G Users — Siemens Technology (3)
- V Users — Siemens Technology (1)
- WTUI — GE Aeroderivative Gas Turbines (2)
- CCJ Best Practices Awards, Gas Turbine Projects, Advanced-class Turbines (4)
- 7F Users Group — GE Technology (4)
- Frame 6 and Frame 5 - GE Technology (1)
- Combined Cycle Users Group - CCUG (3)
- Steam Turbine Users Group — STUG (2)
- 7EA Users Group — GE Technology (3)
- HRSG (2)
- Alstom Owners Group (2)

Newsletter and email blasts go to our list of 15,500 people around the world.

Newsletters with ads will be archived on CCJ Onsite for one year.

With Microsoft Outlook animated graphics are not displayed in the actual email, only the first frame. You must view in browser to enable animation. Prior versions do allow animation in email.

SPONSORED CONTENT

CCJ Onsite: Vendor Solutions Custom E-blasts

Rate: \$3000 per deployment

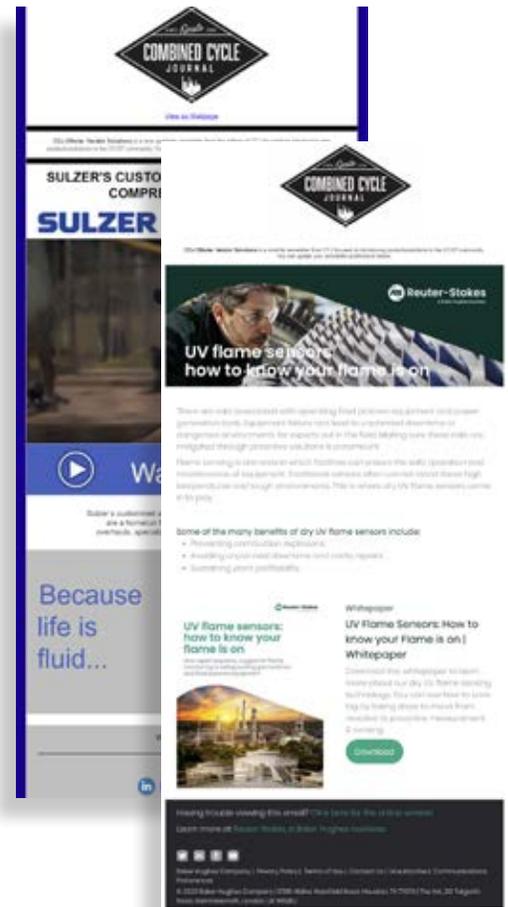
- Limited to twelve (12) sole-sponsored emails per year.
- Valuable target-marketing opportunity for companies trying to reach end-users at gas-turbine-based power facilities.
- Easily deploy white papers, product announcements, and a variety of marketing collateral.
- Great tool for lead generation.
- Custom, vendor-sponsored content sent out to the CCJ digital, global subscriber base of ~15,500 in the form of an email newsletter.
- Emails are posted as a page on CCJ for continued access.

Specifications:

HTML: 650 px width limit, 500kb HTML

Optimize images for fast loading

Hi-Res PDF equivalent: 7 x 10 inches (like a full page print advertisement)



Hybrid Marketing Programs

Please call to discuss a variety of customizable opportunities where **COMBINED CYCLE Journal** will partner you to develop a blend of sponsored and customized editorial with a digital- and print-focused advertising campaign for a full-fledged marketing effort focused on the gas-turbine-powered electric generation industry.

CCJ is the exclusive, trusted media partner with exclusive access for the following independent, user-run organizations with responsibility for gas and steam power-generation assets, including but not limited to:

- ✚ 7F Users Group
- ✚ 7HA & 9HA Users Group
- ✚ Western Turbine Users
- ✚ Combined Cycle Users Group
- ✚ 501F Users Group
- ✚ 501G Users Group
- ✚ 7EA Users Group
- ✚ Frame 6 Users Group
- ✚ Frame 5 Users Group
- ✚ Siemens V Users Group
- ✚ Steam Turbine Users Group
- ✚ Generator Users Group
- ✚ Power Plant Controls User Group
- ✚ HRSG Forum with Bob Anderson
- ✚ NAES Plant Manager Meeting
- ✚ NAES O&M Manager Meeting
- ✚ Siemens FGH Technology Conference

An integral part of our collaboration is to assist with informal introductions to key players at user group meetings, steering committee members, potential channel partners, etc., to help facilitate the campaign implementation and growth objectives.

Partnership benefits:

- Custom editorial expertise.
- Unparalleled market intelligence.
- Trusted, veteran industry source.