ABOUT INMR.com

INMR.com is one of the world’s leading websites in the field of power engineering, covering electrical insulators, surge arresters, bushings and cable accessories as well as inspection equipment & laboratory testing services for transmission and distribution applications.

- Highly Practical & Supported by Excellent Images
- Articles from Across the Globe
- Demonstrated Success in +180 Countries for 25 Years

Visitors from across all sectors of the electrical power industry give you truly complete market coverage

- Electrical power supply utilities & grid operators
- Manufacturers (OEMs) of MV & HV electrical equipment & apparatus incl. transformers, breakers, switches, reactors, etc.
- Manufacturers of MV & HV line components incl. insulators, arresters, bushings, cable accessories, fittings, etc.
- Turnkey line contractors, builders & maintenance companies
- Electrified railways & traction
- Engineering consultants in the electrical power sector
- HV & HP test laboratories
- Universities & research institutions
Regular Columns

Editorial

Marvin Zimmerman, Publisher, INMR & Chairman of INMR WORLD CONGRESS

Mr. Zimmerman holds a BSc in Chemistry and also an MBA in International Business from McGill University in Montreal. After a 15-year career as Principal of a firm of consultants specializing in international marketing, in 1993 he founded INMR - a technical journal covering the field of insulators and other network components used on lines and at substations. He is INMR’s Editor and Publisher and also organizer of the INMR WORLD CONGRESS, held every two years since 1995.

Commentary by Pigini

Alberto Pigini, Consultant, Italy

Dr. Pigini received a Doctoral Degree in Electrical Engineering from the University of Milan. He worked for more than 35 years at CESI, first as a researcher, then as Research Manager and finally as Division Director, responsible for a number of aspects of HV electrical system, including environmental impact and generation. He is a Distinguished Member of CIGRE, fellow of IEEE and active in various WG and Committees at these bodies. He now acts as a consultant to international clients and is a Columnist for INMR.

Wisdom on Overhead Lines

Konstantin Papailiou, CIGRE SC Overhead Lines, Switzerland

Dr. Papailiou received his doctorate degree from the Swiss Federal Institute of Technology (ETH) Zürich and his post-doctoral qualification as lecturer (Dr.-Ing.habil.) from the Technical University of Dresden. Until his retirement at the end of 2011 he was CEO of the Pfisterer Group, a company he has served for more than 25 years. He is past Chairman of the CIGRE Study Committee 'Overhead Lines‘ and has published numerous papers and co-authored the EPRI Book ‘Wind-Induced Conductor Motion’ as well as a monography on ‘Silicone Composite Insulators’. He is also the Editor of the first CIGRE ‘Green Book on Overhead Lines’ and the Editor-in-Chief of ‘CIGRE Science & Engineering’.

From the World of Testing

Jacob Fonteijne, Executive Vice President at DNV GL KEMA Laboratories, Netherlands

Reporting from CIGRE

Frank Schmuck, Switzerland

Dr. Frank Schmuck has been working in the field of composite outdoor insulation for 30 years. In 1994 he became a member of various CIGRE and IEC Working Groups and runs the CIGRE Working Group “Insulators” since 2006. Since 2007 he writes as columnist for the INMR. He has co-authored a monography on ‘Silicone Composite Insulators’ in 2011 and contributed the insulator chapter to the first CIGRE ‘Green Book on Overhead Lines’ in 2014.

Transient Thoughts

William Chisholm, International Consultant, Canada

Dr. Chisholm is an internationally recognized expert in the effects of adverse weather on overhead power lines, including icing on insulators, lightning and grounding and thermal rating. He has been an IEEE Fellow for almost a decade years – a distinction given after his long career at Ontario Hydro and Kinetics. He combines his consulting work around the globe with teaching and writing for INMR as well as Wiley & McGraw Hill and also volunteers in the IEEE executive rotation as Chair and Past Chair of the PES T&D Committee.

Woodworth on Arresters

Jonathan Woodworth, ArresterWorks, United States

Mr. Woodworth is founding partner of ArresterWorks, a 10-year old independent consulting firm. His areas of specialization include insulation coordination studies, surge arrester design and application issues and arrester forensic analysis. He has written more than 35 columns and articles for INMR on surge arresters since 2008 and is Convenor of IEEE Working Group and co-Convenor of IEC Working Group responsible for High Voltage Arrester Test Standards. He has been active in this industry since 1980 when he first joined Cooper Power Systems.

Focus on Cable Accessories

Klaus-Dieter Haim, Dean, Electrical Eng. Dept., Zittau-Görlitz University of Applied Sciences, Germany

Professor Haim studied Electrical Engineering at the University of Zittau earning his Doctor’s degree in 1983 in the field of HV network design and optimization. His career covered a diverse range of assignments, from a research project for EDP to serving as a Professor in Algeria. Between 1994 and 2005, he worked as Head of Production for medium voltage cable accessories at Cellpack before assuming his current position. He is a Sr. Fellow for electrical power systems and networks and Dean of the Electrical Engineering Department at University of Applied Sciences Zittau/Görlitz.

Silicone Technology Review

Jens Lambrecht, Manager, Application Engineering, Wacker Chemie, Germany

Dr. Lambrecht studied radio and power engineering, earning a doctorate degree from Dresden University of Technology. Since that time, he has made his career as a development engineer for silicone cable accessories as well as a specialist in application engineering for silicones for both medium and high voltage applications. He has been with Wacker Chemie since 2005.
AUDIENCE

Unparalleled International Coverage.
More than 180 Countries*
*from Oct. 20, 2016 to Oct. 19, 2017

Distribution by Continent

<table>
<thead>
<tr>
<th>Continent</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.A.</td>
<td>14.7%</td>
</tr>
<tr>
<td>CANADA</td>
<td>6.3%</td>
</tr>
<tr>
<td>IRAN</td>
<td>3.0%</td>
</tr>
<tr>
<td>UNITED KINGDOM</td>
<td>3.3%</td>
</tr>
<tr>
<td>GERMANY</td>
<td>4.0%</td>
</tr>
<tr>
<td>CHINA</td>
<td>2.0%</td>
</tr>
<tr>
<td>INDIA</td>
<td>11.3%</td>
</tr>
<tr>
<td>BRAZIL</td>
<td>2.4%</td>
</tr>
<tr>
<td>AUSTRALIA</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

Distribution by Countries

100,000+ SESSIONS

50.4%
FEATURED TOPICS

CABLE ACCESSORIES AS ENABLERS FOR THE GRID OF THE FUTURE

Power grids and distribution networks currently face challenges such as increased urbanization and...
MORE
- Field Experience with EGLA Type Arresters in Mexico
- Designing Composite Hollow Core Insulators for Pollution Performance under AC & DC
- Insulator Test Station Helps Support Preventative Maintenance Strategy
- E-Field Modeling to Improve Transmission Line Performance
- Information for Attendees to the 2017 INMR WORLD CONGRESS

INMR.com
235,000+
AD IMPRESSIONS/YEAR

100,000+
SESSIONS/YEAR

INMR.com

Glass Insulators Used for Network Expansion at Norwegian TSO

Statsnett, the Norwegian TSO, is in the process of a major network expansion along its Western Corridor – the transmission grid in the...

Rules for UAVs in U.S. Benefit Power System Applications

Perhaps the major constraint to the burgeoning growth of unmanned aerial vehicle (UAV) technology is governmental oversight to ensure...

Technology & Application Review of Arresters that Extend Life...

There are basically three types of arresters used to protect high voltage power cables. The first, known by two names – deadfront (DFE)...

INMR.com

ALL PHOTOS & ARTICLES ARE ARCHIVED AT
When You Compare Web Site Performance of Power Industry Information Media, You Quickly See There is No Comparison

<table>
<thead>
<tr>
<th></th>
<th>Page Views/User</th>
<th>Time on Site (minutes)</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>inmr.com</td>
<td>7.90</td>
<td>12.23</td>
<td>41.80%</td>
</tr>
<tr>
<td>cigré.org</td>
<td>2.80</td>
<td>2:53</td>
<td>65.60%</td>
</tr>
<tr>
<td>ieee.org</td>
<td>3.93</td>
<td>3:60</td>
<td>50.50%</td>
</tr>
<tr>
<td>epri.com</td>
<td>2.10</td>
<td>5:30</td>
<td>65.90%</td>
</tr>
<tr>
<td>ceati.com</td>
<td>1.00</td>
<td>1:44</td>
<td>73.30%</td>
</tr>
<tr>
<td>tdworld.com</td>
<td>1.40</td>
<td>1:59</td>
<td>79.50%</td>
</tr>
<tr>
<td>electricenergyonline...</td>
<td>1.40</td>
<td>1:25</td>
<td>83.00%</td>
</tr>
<tr>
<td>transformers-magazine...</td>
<td>1.90</td>
<td>3:22</td>
<td>68.20%</td>
</tr>
</tbody>
</table>

Source: Screen Shot of comparative site data by independent web monitoring agency, ALEXA.com, as of Oct. 11, 2017

With over 55,000 different visitors each year from 188 countries, INMR.com significantly outperforms other industry sites such as tdworld.com, electricenergyonline.com, and even CIGRE.org and IEEE.org, with much higher average page views per visitor, much higher average time on site per visitor and much lower ‘bounce rates’*

*(when a visitor does not click on any link and simply leaves the site).

**YOUR ADVERTISING MESSAGE IN INMR.com DELIVERS MOST EFFECTIVE AD IMPRESSIONS & GREATEST IMPACT.**
INMR WEEKLY TECHNICAL REVIEW covers the power engineering industry. Delivers an average monthly access to 8,000 opens every week and 340,000 ad impressions per year.
Comparison of Methodologies to Detect Damaged Composite Insulators

Program of Pollution Countermeasures Paid Off at Key Transmission Substation
In the early 2000s, an important substation supplying power to a cluster of process-based industries in Canada recorded a decade without unplanned outages. While this may not seem so extraordinary, what makes the achievement remarkable is that during the 1990s and early 1990s this station was one...

Ageing Lake Crossing Presents Range of Asset Management Issues
In a day when power utilities across the globe have to increasingly deal with ageing power infrastructure, one transmission line crossing a wide lake presents an example of the types of asset management issues that can be involved. The project in this case is made all the more interesting...

Principal Failure Modes for Surge Arresters
The failure of an arrester almost always results in a complete short circuit inside its housing. In most scenarios, failure occurs due to dielectric breakdown, whereby the internal structure has deteriorated to the point where the arrester is unable to withstand applied voltage, whether normal system...

www.inmr.com | 2018 Media Kit © INMR
INMRBUYERSGUIDE.com

Leading Suppliers to the World’s Electrical Power Industry

Search for Suppliers by Product Category

- Arresters
  - Distribution Arresters
  - Station Class Arresters
- Bushings
  - Oil Impregnated Paper (OIP)
  - Resin Bonded Paper (RBP)
- Cable Accessories
  - Cable Connectors
  - Cable Joints
- Electrical Insulators
  - Glass Insulators
  - Polymer/Composite Insulators
- FRP Rods & Tubes
- Metal Fittings

DETAILS
- Companies listed by product
- Detailed company and product information
- Sales contacts worldwide
- Key management contact information

FACTS
- 6.10 average page views per visit
- Virtually no bounce rate - serious visitors

37,500+
AD IMPRESSIONS/YEAR

PRESENT YOUR COMPANY TO THOUSANDS OF BUYERS FROM ACROSS THE WORLD
INMRBUYERSGUIDE.com
OPTIONS

INMR BUYER'S GUIDE

Leading Suppliers to the World's Electrical Power Industry

Search for Suppliers by Product Category

- Arresters
  - Distribution Arresters
  - Station Class Arresters

- Bushings
  - Oil Impregnated Paper (OIP)
  - Resin Bonded Paper (RBP)

- Cable Accessories
  - Cable Connectors
  - Cable Joints

- Electrical Insulators
  - Glass Insulators
  - Polymer/Composite Insulators

- FRP Rods & Tubes

- Metal Fittings

- Miscellaneous Components & Equipment

- Molds

A 728x90

B 300x250

C 300x250

D 300x250
INMRLABORATORYGUIDE.com

Details

- Laboratories listed by type of test
- Detailed laboratory & tests information
- Sales contacts worldwide
- Key management contact information

Facts

- 4.23 average page views per visit
- Virtually no bounce rate - serious visitors

27,000+

AD IMPRESSIONS/YEAR

PRESENT YOUR LABORATORY TO THOUSANDS OF POWER ENGINEERS FROM ACROSS THE WORLD

INMRLABORATORYGUIDE.com
OPTIONS
# OPTIONS & ADVERTISING RATES: 2018

<table>
<thead>
<tr>
<th>INMR WEEKLY TECHNICAL REVIEW</th>
<th>300 x 250 px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 1 to Dec. 31</td>
<td>$33,600</td>
</tr>
<tr>
<td>Jan. 1 to June 30 or July 1 to Dec. 31</td>
<td>$22,160</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INMR.com</th>
<th>728 x 90 px</th>
<th>300 x 250 px</th>
<th>300 x 125 px</th>
<th>530 x 150 px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 1 to Dec. 31</td>
<td>$51,600</td>
<td>$44,400</td>
<td>$23,220</td>
<td>$44,400</td>
</tr>
<tr>
<td>Jan. 1 to June 30 or July 1 to Dec. 31</td>
<td>$30,960</td>
<td>$26,640</td>
<td>$13,930</td>
<td>$26,640</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INMRBUYERSGUIDE.com</th>
<th>728 x 90 px</th>
<th>300 x 250 px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 1 to Dec. 31</td>
<td>$21,600</td>
<td>$21,600</td>
</tr>
<tr>
<td>Jan. 1 to June 30 or July 1 to Dec. 31</td>
<td>$12,960</td>
<td>$12,960</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INMRLABORATORYGUIDE.com</th>
<th>728 x 90 px</th>
<th>300 x 250 px</th>
<th>300 x 125 px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 1 to Dec. 31</td>
<td>$21,600</td>
<td>$21,600</td>
<td>$12,960</td>
</tr>
<tr>
<td>Jan. 1 to June 30 or July 1 to Dec. 31</td>
<td>$12,960</td>
<td>$12,960</td>
<td></td>
</tr>
</tbody>
</table>

*All rates in US$
# ADVERTISING SPECIFICATIONS

<table>
<thead>
<tr>
<th>Acceptable</th>
<th>Not Acceptable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format Size</td>
<td>See chart below</td>
</tr>
<tr>
<td>File Type</td>
<td>PNG, GIF, JPG</td>
</tr>
<tr>
<td>File Size</td>
<td>Under 100 kb</td>
</tr>
<tr>
<td>Delivery</td>
<td>Zip, RAR or original file</td>
</tr>
<tr>
<td>Resolution</td>
<td>72 to 96 dpi</td>
</tr>
<tr>
<td>Animation Time</td>
<td>8 to 15 seconds</td>
</tr>
<tr>
<td>Loops</td>
<td>1 loop per animation time</td>
</tr>
</tbody>
</table>

## Format Size (in pixels)

<table>
<thead>
<tr>
<th>Position</th>
<th>INMR.com</th>
<th>INMRBUYERSGUIDE.com</th>
<th>INMRLABORATORYGUIDE.com</th>
<th>INMR WEEKLY TECHNICAL REVIEW</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>728(w) x 90(h)</td>
<td>728(w) x 90(h)</td>
<td>728(w) x 90(h)</td>
<td>300(w) x 250(h)</td>
</tr>
<tr>
<td>B</td>
<td>530 x 150</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>300 x 250</td>
</tr>
<tr>
<td>C</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>300 x 250</td>
</tr>
<tr>
<td>D</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>300 x 250</td>
</tr>
<tr>
<td>E</td>
<td>300 x 125</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>300 x 250</td>
</tr>
<tr>
<td>F</td>
<td>300 x 250</td>
<td>728 x 90</td>
<td>728 x 90</td>
<td>300 x 250</td>
</tr>
<tr>
<td>G</td>
<td>300 x 250</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>H</td>
<td>300 x 250</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>
INMR 25TH ANNIVERSARY SPECIAL EDITION

THE BOOK OUR INDUSTRY HAS BEEN WAITING FOR

► Chapter 1: INMR’s Best Photos Since 1993 & Their Stories
► Chapter 2: People Who Influenced Progress in this Industry
► Chapter 3: World’s Unique Transmission Towers
► Chapter 4: Most Intriguing Overhead Line Design
► Chapter 5: Most Intriguing Substation Design
► Chapter 6: Commemorating Lost Industry Luminaries
► Chapter 7: Review of Insulator Technologies
► Chapter 8: Review of Surge Arrester Technologies
► Chapter 9: Review of Bushing Technologies
► Chapter 10: Developments in Cable Accessories
► Chapter 11: Laboratory Testing & Certification
► Chapter 12: Assessing & Designing for Pollution
► Chapter 13: Manufacturing Processes & Best Manufacturing Photos
► Chapter 14: Corona
► Chapter 15: Wildlife Protection
► Chapter 16: Silicone Rubber & RTV Silicone Coatings
► Chapter 17: Weather Extremes & Natural Disasters
► Chapter 18: Recalling Past INMR WORLD CONGRESSES 1995-2018

To Be Published March 2018
# INMR 25th Anniversary Special Edition

## Advertising Rates & Specifications

<table>
<thead>
<tr>
<th>2 Page Spread</th>
<th>Full Page</th>
<th>½ Page</th>
<th>¼ Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9,995</td>
<td>$6,995</td>
<td>$4,995</td>
<td>$2,995</td>
</tr>
<tr>
<td>+ 50 free copies</td>
<td>+ 25 free copies</td>
<td>+ 10 free copies</td>
<td>+ 5 free copies</td>
</tr>
</tbody>
</table>

*All rates are in US$*

### 2 Page Spread

- **2 page spread ad:**
  - 38.00 cm W x 27.30 cm H
  - + 0.317 cm Bleed
  - (15" W x 10.75" H)
  - + .125" Bleed

- **Safe Area per Page:**
  - Written area not to exceed 16.51 cm W x 25.2 cm H
  - (6.5" W x 9.9" H)

### Full Page

- **Full page ad:**
  - 19.00 cm W x 27.30 cm H
  - + 0.317 cm Bleed
  - (7.5" W x 10.75" H)
  - + .125" Bleed

- **Safe Area per Page:**
  - Written area not to exceed 16.51 cm W x 25.2 cm H
  - (6.5" W x 9.9" H)

### ½ Page

- **Half page ad:**
  - 17.11 cm W x 12.11 cm H
  - (6.74" W x 4.77" H)
  - No Bleed

### ¼ Page

- **Quarter page ad:**
  - 8.38 cm W x 11.81 cm H
  - (3.30" W x 4.65" H)
  - No Bleed

---

- **Professional printing & color**
- **Paper weight:**
  - 140M coated gloss
- **Stitch binding**
- **Page count:**
  - ~350
- **Advertising material supplied electronically:**
  - PDFs/JPEGs (300dpi)
CONTACT INFO

General Inquiries
E-mail: info@inmr.com

Publisher & Editor
Marvin L. Zimmerman
E-mail: mzimmerman@inmr.com

Mailing Address
P.O. Box 95,
Westmount (Montréal),
Québec, Canada H3Z 2T1
Telephone: (1) 514-939-9540
Telefax: (1) 514-939-6151