New Power Technology
The World's Leading Platform for Sustainable Power Solutions

Advertising Solutions:
- Website
- eNewsletter
- Annual Reports & Sourcebooks
About
An annual magazine-style publication focused on the design and manufacturing of electric power and propulsion systems.

Target Audience
Decision makers involved in the design and manufacture of propulsion systems for e-mobility in all categories of vehicles, and other electrified power systems. Reaching design engineers, manufacturing engineers and managers, product development managers, supply chain managers, corporate executives involved in technical operations and purchase decisions.

Content
The publication will include a mix of technical and market articles, application profiles, and vendor product and service information. There are three principal components to the guide:
• Technology Review and Market Outlook articles written by leading industry professionals, analysts and staff editors.
• Advertisements.
• Vendor Showcase articles – As a participating vendor, you receive a corresponding free space to include your own editorial content such as a company profile, technical or application article, product announcement or news release.

Distribution & Demographics
The guide will publish via an initial digital distribution of 82,000 copies worldwide, followed by 12 months of continuing circulation and promotion through event distributions and online accessibility. Copies will also be distributed digitally to the audiences of key trade shows worldwide such as Battery & Hybrid/EV Technology shows; CWIEME events, CoilTech events, SpaceTech Expos; EASA, APEC and more. Geographic spread will be approximately 60% Americas, 35% Europe; 5% Other.

Markets Served

Who Should Advertise
Suppliers of electric powertrains and key components such as motors, batteries, fuel cells, charging systems, controls. Vendors of equipment, supplies and services for the design, manufacture and testing of electric power systems, such as the types of companies that exhibit at coil winding & electrical manufacturing shows.

Benefits to Participants
• Reach a large, highly targeted worldwide audience of top buyers.
• Participants are featured and showcased in the editorial content of the guide, and benefit from its solutions-oriented, sourcing impact.
• Powerful lead generation: Your ad, profile and article are hot-linked directly to your website for immediate, direct response. You control all follow-up and tracking.

Publish Date: March 1, 2024
Space Close: February 1, 2024
Materials Deadline: February 15, 2024
Format: 8.5” x 11” full-color, high-quality digital magazine, approx. 32 pages

e-Power Technology
Design & Manufacturing Solutions for the e-Mobility & Electrification Revolution

www.newpowertechnology.com
Fuel Cell & Hydrogen
2024 Technology Report

About
A bi-annual magazine-style publication focused on solutions in fuel cell and hydrogen technology for the design and manufacture of e-mobility and stationary power products.

Target Audience
There are three main segments of the target audience, all worldwide in scope:
1) OEM engineering and R&D decision-makers involved in the development and manufacture of fuel cell and hydrogen technologies, and integration into products and services for stationary power and e-mobility such as automobiles, buses, trucks, marine, rail and aviation, industrial applications, defense and transportation. (Approximately 70,000)
2) End-Users comprised of technical and operational professionals with organizations that implement fuel cell and hydrogen technologies into their operations to achieve safe, green and sustainable capabilities in markets such as utilities, manufacturing, government, military, transportation, energy/power, facilities and other high-volume power and fuel users. (Approximately 76,000)
3) Investment & Analyst community including public and private investment organizations that support fuel cell and hydrogen technology; capital market investment professionals who seek stakes in emerging companies and project finance; market analysts and media. (Approximately 4,000)

Content
The publication will include a mix of technical and market articles, application profiles, and vendor product and service information. There are three principal components to the guide:
• Technology Review and Market Outlook articles written by leading industry professionals, analysts and staff editors.
• Advertisements.
• Vendor Showcase articles – as a participating vendor, you receive a free space to include your own editorial content such as a company profile, technical article, application profile, product announcement or news release.

Distribution & Demographics
The guide will publish initially via a digital distribution of 150,000 copies worldwide. Beyond its initial distribution, the guide will have a full-year’s continuing distribution and promotion through online accessibility and to attendees at key trade shows worldwide. Geographic distribution is approximately 60% Americas; 35% Europe; 5% Other.

Markets Served

Who Should Advertise
Suppliers of products and systems, components, engineering and integration services and supplies for fuel cell power systems and hydrogen resources.

Benefits to Participants
• Reach a large, highly-targeted worldwide audience.
• Reach all market segments for fuel cell and hydrogen technologies with a single purchase.
• Participants are featured and showcased in the editorial content of the guide, and benefit from its solutions-oriented, sourcing impact.
• Powerful lead generation: Your ad, profile and article are hot-linked directly to your website for immediate, direct response. You control all follow-up and contact.

Publish Date: April 1 (Spring Issue,) September 1 (Fall Issue)
Space Close: March 1, August 1
Materials Deadline: March 15, August 15
Format: 8.5” x 11” full-color, high-quality digital magazine, approx. 32 pages

www.newpowertechnology.com
# Advertising Options

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Description</th>
<th>Dimensions</th>
<th>Rate</th>
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<tbody>
<tr>
<td>1-3 Page Edit</td>
<td>Editorial includes: 1800 words, 6 images</td>
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<tr>
<td>Full Page</td>
<td><em>includes up to 3 pages of editorial</em></td>
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<td>Premium Positions</td>
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<td>Outside Back Cover</td>
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<td></td>
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<tr>
<td>Inside Back Cover</td>
<td>+ $500</td>
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<tr>
<td>Inside Front Cover</td>
<td>+ $500</td>
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<tr>
<td>Preferred Page Positions</td>
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<tr>
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<tr>
<td>1/4 Page</td>
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<td>$1,275</td>
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<td><em>Profile is created by the production staff</em></td>
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## Advertising Sales Contact

Scott Webster  
**Director of Content & Sales**  
917-445-6122  
ScottW@WebcomCommunications.com

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**e-Power Technology**  
Design & Manufacturing Solutions for the e-Mobility & Electrification Revolution  
www.newpowertechnology.com
Website Advertising

newpowertechnology.com has thousands of visitors each month that are looking for news on the latest in electrification technology. Returning visitors as well as an increasing amount of new visitors provide advertisers with high quality potential customers.

Monthly Rates (NET)

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<thead>
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<th>Size</th>
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<th>3x</th>
<th>6x</th>
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<tr>
<td><strong>A</strong> Top Leaderboard</td>
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<tr>
<td>728 wide x 90 tall</td>
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<tr>
<td><strong>B</strong> Lower Leaderboard</td>
<td>$1,375</td>
<td>$675</td>
<td>$450</td>
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<tr>
<td>728 wide x 90 tall</td>
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<tr>
<td><strong>C</strong> Sidebar</td>
<td>$1000</td>
<td>$575</td>
<td>$400</td>
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<tr>
<td>468 wide x 300 tall</td>
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Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above. All positions are sold on a 50% alternating basis. Add 30% to the rate for 100% basis.
eNewsletter Advertising

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<td>Mid-Page Banner 468 wide x 60 tall</td>
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<tr>
<td>Sponsored Announcement * See below</td>
<td>$575</td>
<td>$400</td>
<td>$300</td>
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<tr>
<td>Product/Industry Posting * See below</td>
<td>$575</td>
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<td>$300</td>
</tr>
<tr>
<td>Event Posting</td>
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<tr>
<td>Job Posting</td>
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<td>White Paper Posting</td>
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- The New Power Technology eNewsletter goes out to 15,000 readers via email on the 10th and 25th of each month.
- Readers include technical contacts in the magnetics industry, as well as OEMs in need of the latest magnetic technology for use in their products

* Sponsored Announcement and Product Posting consists of a 1-line Headline, Image (125 x 125), and Text-Message up to 150 words.

Materials Deadlines

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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</table>
Digital Magazine Advertising Specifications & FTP Site Information

Complete ads accepted in PDF, TIFF or EPS formats only. No Word documents are accepted. All ads must be converted to CMYK and at 300 dpi resolution. All fonts and graphics must be included with 300 dpi (minimum) versions of EPS or TIFF, and CMYK images. You may e-mail small ad files (less than 5 mgs) to Scott Webster, Director of Content. Please see publication info page for materials deadline. A late fee will be incurred if materials are not received by deadline date.

Sending Files Electronically
For files less than 5 mgs, send file via e-mail to Scott Webster, Director of Content, at ScottW@WebcomCommunications.com.
For files over 5 mgs, file can be uploaded to Webcom’s FTP site using a compatible FTP software program.

FTP Site Instructions
1) Please e-mail Ross Webster, Director of Operations & Customer Service, at RossW@WebcomCommunications.com, to indicate you are uploading a file. Include your company name, the file name, and for which publication the advertisement is scheduled in.

2) With an ftp Client
host name: www.webcomcommunications.com
username: ads
password: Webcom21

3) Through Windows Explorer
ftp://ads@www.webcomcommunications.com
username: ads
password: Webcom21

Send production materials to:
Ross Webster, Director of Operations & Customer Service
Webcom Communications
501 S. Cherry Street, 11th Floor
Denver, CO 80246-1330
RossW@WebcomCommunications.com