

Each year, T&D's Issue 2 (April/May) is a bumper edition, often referred to as the "Yellow Pages" of the Electricity Supply Industry. In addition to the usual features, adverts and advertorials, this edition incorporates the annual Purchasing Directory i.e. a buyer's guide showcasing 28 categories of industry products and service.

The Directory's matrix layout i.e. Suppliers (*listed across the page in alpha order*) and Products (*listed down the page in alpha order*), enables easy reference.

The category listings are also profiled for the duration of the year on our website [www.powertrans.com.au](http://www.powertrans.com.au) thus offering the advertiser an additional extensive twelve month showcase.

The Advertiser nominates their preferred advertising placement from the following categories:

#### **T&D PURCHASING DIRECTORY CATEGORIES:**

- Cable Conductors & Fittings
- Communications Equipment
- Connectors & Accessories
- Consultancy Services
- Distribution Equipment
- Emergency Power
- Fibre Optics
- Fuses & Fittings
- Instrumentation Test & Measurement
- Insulators
- Motor Control Gear
- Outsourcing
- Power Conditioning Equipment
- Power Factor Correction
- Power Generation
- Power System Measurement
- Protection & Control
- Refurbishment & Services
- Safety Equipment & Accessories
- Software Systems Monitoring & Control
- Surge Protection
- Switchgear Low Voltage
- Switchgear Medium Voltage
- Switchgear High Voltage
- Training
- Transformers
- Transformer Accessories & Services
- Transmission Equipment & Services

#### **ADVERTISING RATES**

Standard Advertising rates and No Charge Advertorial options apply for Issue 2 i.e. the Purchasing Directory component is at no further charge for the advertiser.

Issue 2 advertisers will be allocated ONE column in EACH of AS MANY categories they require, at NO CHARGE.

Advertisers may purchase additional column space to cater for multiple divisions/different contact details on the same page. P.O.A.

Non-advertisers may request to purchase column space only. P.O.A. and subject to availability.

#### **INTEGRITY OF INFORMATION**

There is no limit to the number of product listings ticked by each supplier but T&D requests the submission of correct information to retain the integrity of this Directory for the end-user.

#### **NEW PRODUCT LISTINGS**

Submissions for NEW product listings and/or a NEW Category are invited but must be requested in their first draft. No additional new listings are possible after final proofs are sent. Please speak with your Account Manager with any further queries.

#### **FINAL PROOFING**

A PDF file of the completed category pages will be emailed to all advertisers for final proofing. Advisement of required amendments will have a strict deadline.