

Benefits of Advertising in *Nuclear Plant Journal*

- *Nuclear Plant Journal*, a 27 year old publication, has the **lowest per-thousand (circulation) advertising cost** compared to any other nuclear industry publication in the world.
- *Nuclear Plant Journal* has the **highest BPA-audited circulation (12,000)** compared to any other audited publication targeted specifically to the nuclear power industry. *Nuclear Plant Journal's* utility circulation is 4,500, which is again the highest.
- **We work with our clients to help them in their total marketing efforts. Editorial participation is cost-free.** Click the "Advertising" button on the *Nuclear Plant Journal* web site home page (<http://www.nuclearplantjournal.com>) to review advertising and editorial information.
- **Web Site Address**
We will publicize your company's web site address in the Journal issue in which your ad appears. Supply the web site address with your insertion order.
- There will be a direct link from the *Nuclear Plant Journal* web site to advertisers' web sites for a period of two months for each advertisement. The advertiser must provide their web site or e-mail address with the advertising insertion order.
- **Display your organization's profile** in the Products and Services section of the *Nuclear Plant Journal* web site (<http://www.nuclearplantjournal.com>). E-mail a 100-word profile to NPJ@goinfo.com.

Notes

1. Visit www.nuclearplantjournal.com for electronic media information and Product and Service Directory participation and advertising guidelines.
2. The cost for advertising in *Nuclear Plant Journal* is a **fixed price**.

Contact:

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<http://www.NPJOnline.com>



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