

2010



pacworld

PROTECTION, AUTOMATION & CONTROL WORLD

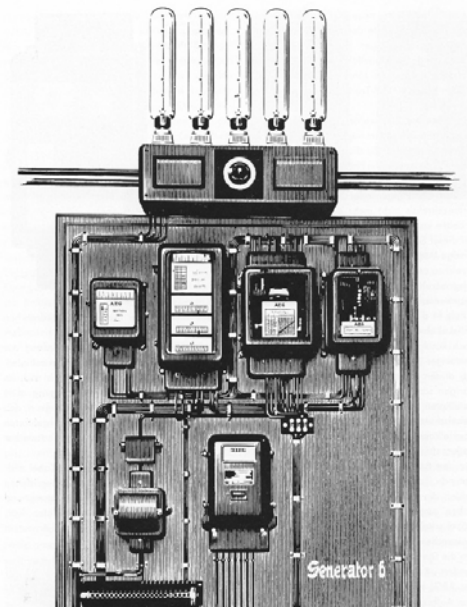


OUR MISSION

Help the electric power system protection, control and substation automation community understand and implement new and emerging technologies.

Support the application of open solutions and interoperability between multiple vendors' devices and systems.

Provide a global forum for top industry experts to express in a non-commercial way their opinion in order to establish the state-of-the-art of the industry.



mediakit

FROM THE EDITOR

The community of electric power system's **P**rotection, **A**utomation and **C**ontrol (PAC) specialists is comprised of small groups, spread around the world. They can be found in an industrial facility, utility, consulting company, university or other various establishments. Typically, we have a chance to meet one another and communicate during conferences, working groups or committee meetings while attending one of the industry's national or international events. This is not enough.

The PAC field is very specialized and going through significant changes — deregulation, downsizing, loss of expertise and changes in technology. The publishing of IEC 61850 – the standard for substation communications - is further revolutionizing our domain. We work in an ever-changing environment and it is clear that there is a need for a global forum, especially now with the global push for Smart Grids where protection, automation and control play a significant role.

PAC World is this forum. One that allows specialists from this field to exchange ideas and experiences, discover new technologies or advanced applications of the existing technology, learn about national or international conferences, gain access to reports from IEC, CIGRE and IEEE working groups or discuss concepts and philosophies used around the world.

The objective is to reach every single PAC specialist around the world and have them become active members of this global community. Selected articles, advanced application or historical materials, interviews, book reviews are published on a quarterly basis and distributed worldwide.

You can help us make **PAC World** a success by not only sponsoring the magazine and the web site, but by advertising your innovative products and solutions. By doing this you will:

- Support the global protection, automation and control community forum
- Introduce members of the PAC community to your company and achievements
- Understand the needs of the community that will help you in the development of new products or solutions

The magazine in both its printed and web formats is a living organism that will dynamically change based on your feedback. We listen to our readers, advertisers, and sponsors, because this is the only way that this will be a success. With your participation, we will become the best source for all the news of the electric power protection, automation and control industry.

After the great start in July 2007 and the excitement that the magazine and web site created worldwide, we invite you to tell us your ideas and make suggestions or comments that will help us making **PAC World** better and better.

If you have any questions or if you would like to discuss any of the above, please send me an e-mail at editor@pacw.org

Dr. Alexander Apostolov, Editor-in-Chief

OUR AUDIENCE

Specialist from all countries around the world that are interested in the field of electric power system protection, automation and control from:

- Large and small utilities
- Co-ops
- Independent power producers
- Industrial facilities
- Manufacturers
- Software developers
- System operators
- Consulting companies
- Universities
- Government agencies
- Testing companies
- Standardization organizations

BUILDING A COMMUNITY

PAC World is a forum of the worldwide community of electric power systems Protection, Automation and Control professionals.

It is a place for all of us to:

- Discuss the issues we are passionate about
- Share our good and bad experiences
- Learn to apply specific solutions to resolve different problems
- Learn about new PAC devices or tools
- Share papers, books, tools, stories, concerns, advice, etc.
- Learn about industry events (conferences, exhibitions, colloquiums)
- Learn about international PAC and local organizations and events
- Talk about the history of our industry
- Learn about IEC 61850 and other cutting edge technologies
- Educate the new generation of PAC specialists
- Establish a global PAC community
- Help define the future of our industry
- Share information of new non-PAC technology
- Anything else that we, as a community, agree is important to talk about.

CONTENT

Each issue of PACworld has content focused on informing the community on the recent developments in our industry, as well as several educational or applications related articles. The following is a list of the sections in the magazine:

Editor's Letter

Industry News

Technology News

Articles on:

- Protection: Transmission line, distribution feeder, transformers, generators, motors, capacitor banks, breaker failure, adaptive protection, etc.
- Substation Automation and Integration
- Non-conventional Sensors
- History of electric power systems Protection, Automation and Control
- Impact of Distributed Energy Resources
- Non-conventional Sensors
- IEC 61850 fundamentals and applications
- Software Tools
- Protection Related Legislation and Regulation Review
- System Integrity Protection Schemes
- Testing of Protection & Automation Systems
- Artificial Intelligence Applications in Protection and Automation

Industry Organizations' (IEEE, CIGRE, etc.) reports

New international (IEC, IEEE) standards reports

IEC 61850 update

Blackout Watch

Conference/Show reports

Book review

Lessons learned

I Think... (personal opinion of leaders in the industry)

The Guru (interview with a world known industry expert)

My Hobby (an interesting hobby of a member of our community)

Photo of the Year (selected from photos submitted by the readers of PAC World)

Classified

Informative advertising

DISTRIBUTION AROUND THE WORLD

More than 23 000 copies of the magazine are distributed in the following regions

Estimated No. of copies	Continent
6 200	Europe
6 200	North America
4 000	South America
4 000	Asia
2 000	Africa
600	Australia

EDITORIAL PLANNER

Since PACworld is dedicated to the field of electric power systems protection, automation and control (as can be seen from the contents of the magazine), every issue will have material related to all these areas.

At the same time, each issue will have a Cover Story and some related to it additional articles focused on a subject of specific interest to the industry.

The following are the planned cover stories for this year:

Issue	Cover Story
March 2010 Ad Closing: 15 January	Reliability and Redundancy of PAC Systems
June 2010 Ad Closing: 15 April	Transformer Protection
September 2010 Ad Closing: 15 July	Substation Communication Networks
December 2010 Ad Closing: 15 October	Testing of IEC 61850 Based Devices and Systems

AD RATES

PACworld is designed as a high quality professional magazine that should not only provide valuable information to the reader, but should also deliver it in the best possible manner. That is why only 4 color ads will be accepted.

The following are the ad rates in US dollars:

	2 page	1 page	½ page	¼ page
1x (each)	7900	4000	2050	1080
2x (each)	7660	3880	1990	1040
4x (each)	7430	3760	1930	1010
8x (each)	7190	3640	1870	980
12x (each)	6950	3520	1800	950
16x (each)	6720	3400	1740	910

We are interested in hearing your ideas for new advertising programs, so please contact us to discuss a plan that will better showcase your product.

AD DIMENSIONS

Spread (2 pages): 410 x 260 mm

Bleed Page: 205 x 260 mm

Full Page (trim size): 185 x 240 mm

1/2 Page Bleed (horizontal): 205 x 130 mm

1/2 Page (vertical): 90 x 240 mm

1/4 Page (vertical): 90 x 117 mm

For bleed pages, keep essential matter 10 mm from top, bottom and sides of bleed edge.

Live matter for facing pages should not be closer than 3 mm to center of fold on either side of gutter. The publisher reserves the right to crop 2 mm from either side of a full page or half page to compensate for variations in trim.

MECHANICAL SPECIFICATIONS

Magazine Trim Size: 205 x 260 mm

Two-page spread: Build as two single facing pages

AD MATERIALS

Ads are only accepted as high-resolution PDF files with embedded fonts (print-ready or press optimized).

All images must be in CMYK mode, 300 dpi resolution. Multiple pages need to be submitted as single page files. Color proof required and all elements must be placed at 100% size.

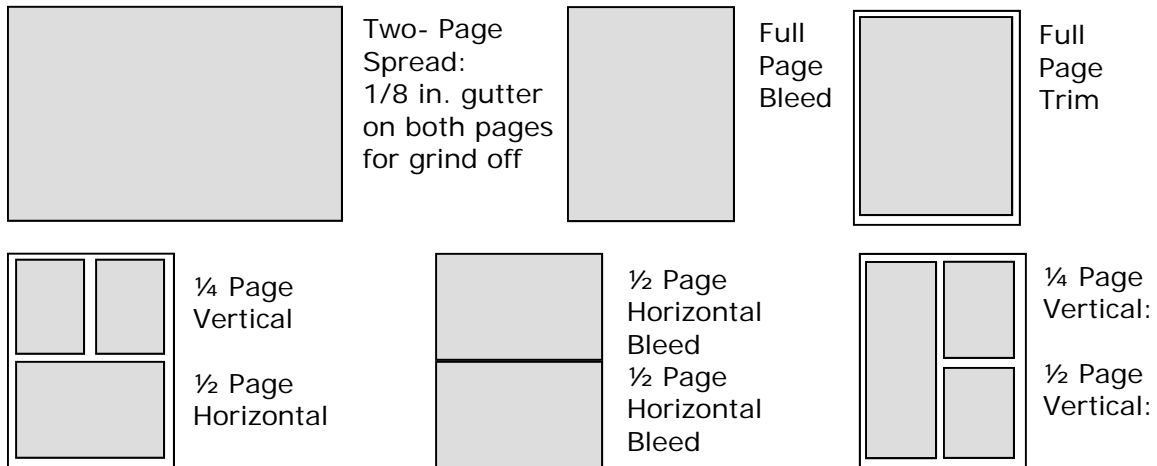
Please include all fonts, images, and other attachments needed for output.

For FTP files uploading instructions please e-mail to: ads@pacw.org

Ads submitted in any other format or not conforming to the above specifications will incur production charges. All ads must be submitted at 100 percent of final size. PAC World is not responsible for color accuracy if advertiser does not provide a color-accurate proof.

POLICY

Advertisers copy is subject to approval. Advertisers and Advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therein against publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any items or individuals pictured in the advertisement. Publisher reserves the right to reject any advertisement.



E-MAIL CONTACTS

For advertising question, comments or suggestions, please e-mail to: ads@pacw.org

For any other question, comments or suggestions, please e-mail to: editor@pacw.org

ADVISORY BOARD

To ensure that the content of the magazine is at a high level that meets the needs of the industry, we have invited world known experts in the field of electric power systems protection, automation and control as members of the Advisory Board.

They help us with their ideas, comments and suggestions to improve the content and quality of the magazine.

The members of the PAC World Advisory Board are (in alphabetical order):

Prof. Peter Crossley (UK)

Prof. Xinzhou Dong (China)

Jorge Miguel Ordacgi Filho (Brazil)

Rodney Hughes (Australia)

Prof. Paul Lee (Korea)

Dr. Damir Novosel (USA)

Prof. Mohindar Sachdev (Canada)

Graeme Topham (South Africa)

THE PAC WORLD TEAM

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Contributing Editors: Clare Duffy (Ireland)
Christoph Brunner (Switzerland)

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Graphic Design: Terry McCoy (USA)
Dan Serban (Romania)
Iagoda Lazarova (USA)

Web Master: Ognian Samokovliiski (Bulgaria)

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