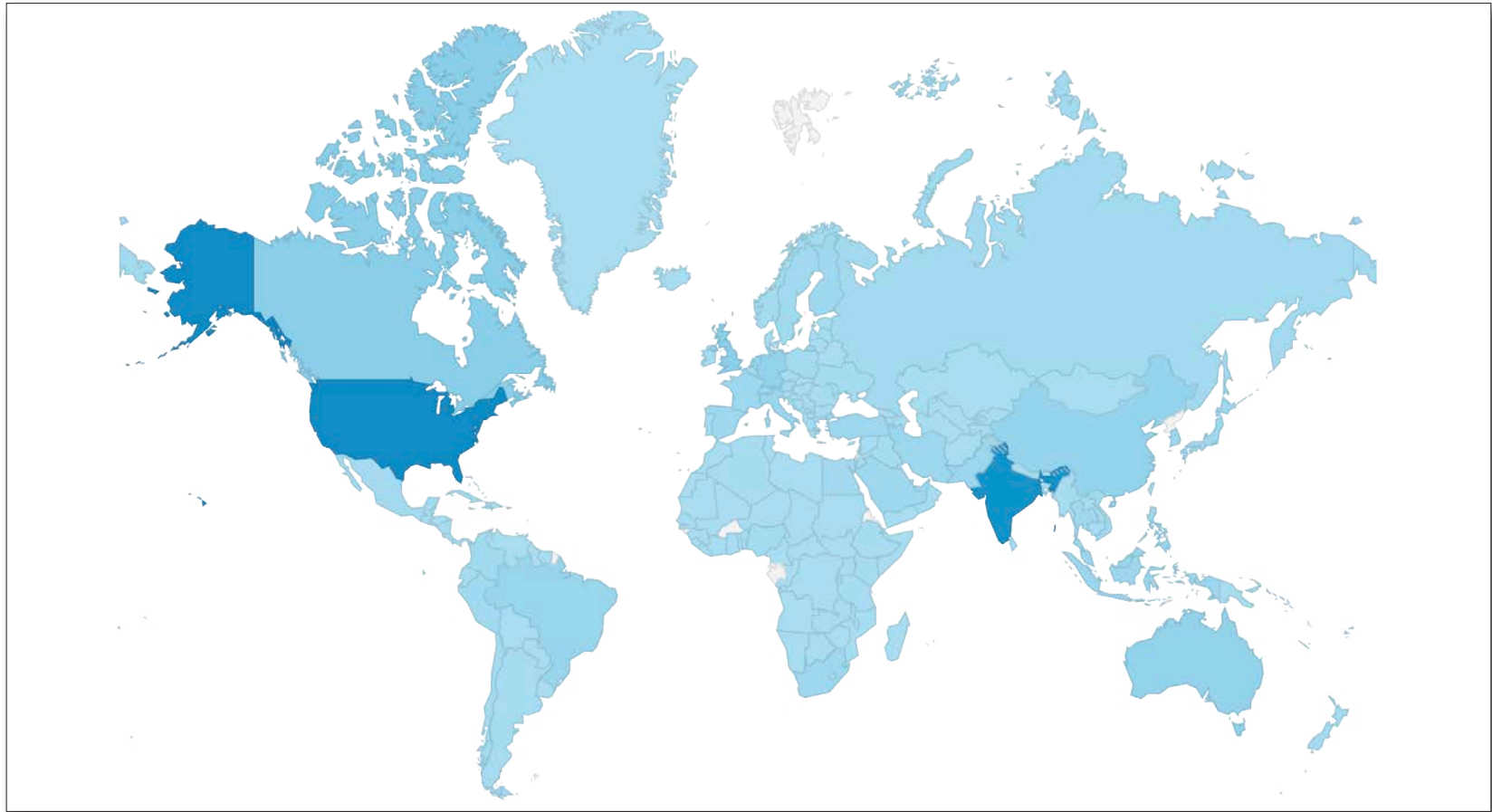




ADVERTISING OPPORTUNITIES 2021

For more information & advertising program proposals, please contact:
Marvin Zimmerman
mzimmerman@inmr.com

REACH POTENTIAL CUSTOMERS IN 9600 CITIES & 180 COUNTRIES*



* Intensity of blue corresponds with proportion of all visitors to INMR.com from that country.

Source: Google Analytics (June 1, 2020 to May 31, 2021)

**No other website gives you such access
to the world's T&D sector**

INMR.COM REACHES T&D PROFESSIONALS IN ALL WORLD MARKETS

Country	# Annual Visitors to INMR.com	Country	# Annual Visitors to INMR.com
India	24,300	Philippines	1,800
United States	22,400	South Africa	1,700
Canada	4,100	Thailand	1,700
United Kingdom	3,600	South Korea	1,700
Australia	2,900	Iran	1,500
Germany	2,600	Italy	1,500
China	2,600	Saudi Arabia	1,400
Brazil	2,300	Turkey	1,400
Malaysia	2,300	France	1,300
Netherlands	2,000	Spain	1,200
Indonesia	1,900	Finland	1,200
Pakistan	1,800	United Arab Emirates	1,200

Plus

Vietnam	900	Sweden	900	Austria	800
Mexico	900	Singapore	900	Russia	800
Egypt	900	Peru	800	Switzerland	700
Japan	900	Colombia	800	Bangladesh	600

& visitors from 150 additional countries

Source: Google Analytics - Jun 1, 2020 to May 31, 2021

INMR.COM

Web's highest rated site in the T&D field*

- over 1000 free technical articles on insulators, surge arresters, bushings, cable accessories, line design, network maintenance & more – all sorted & searchable by topic
- Visited each year by over 100,000 T&D professionals from 180 countries
- Highest average time on site compared to similar media sites (e.g. 10 times higher than TDWorld.com*)

INMR.COM

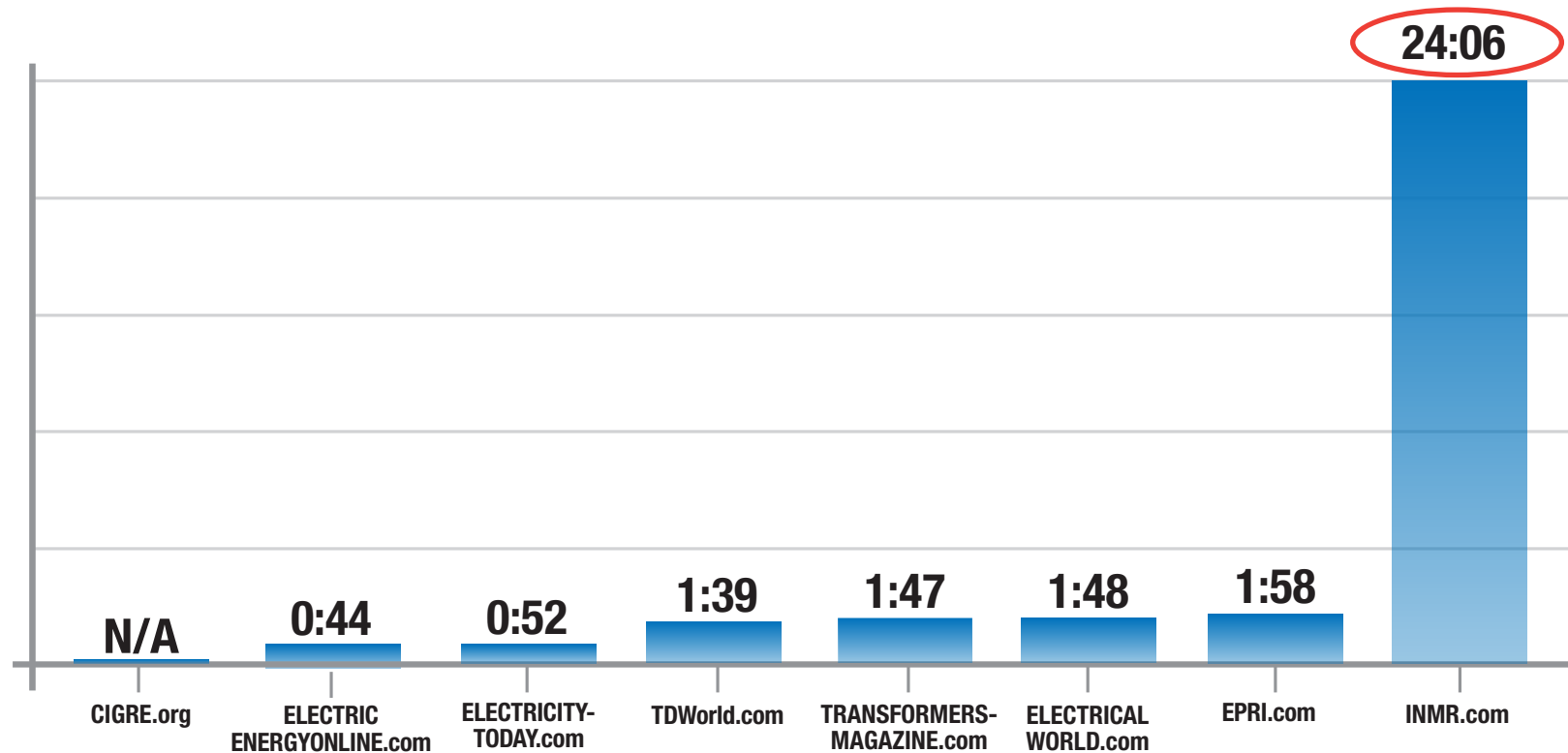
Comparative Alexa Rankings of Selected T&D Websites (as of Jul 20, 2021)

Site	Ave. daily time on site/ visitor (minutes)	Ave. Pageviews/visitor	Bounce Rate
INMR.com	24:06	11	23.1%
EPRI.com	1:58	1	69.6%
Electricalworld.com	1:48	1	68.8%
Transformers-magazine.com	1:47	5	60%
TDWorld.com	1:39	1.4	72.8%
Electricity-today.com	0:52	2	N/A
Electricenergyonline.com	0:44	1.2	77.8%
CIGRE.org	N/A	2	N/A


*Alexa is a service that monitors over 250 million active websites worldwide and ranks each according to number of daily visitors, average time on site and average page views per visit. Based on all these parameters, each site is assigned a global rank, which changes slightly every day since it is based on data collected over the most recent 180-day period.

INMR.COM

Longest Average Daily Time on Site Per Visitor (Minutes)



Source: ALEXA.com July 20, 2021



Enriching Technical Knowledge of T&D Professionals

[ARTICLES BY CATEGORY](#)
[BUYERS GUIDE](#)
[LABORATORY GUIDE](#)
[WORLD CONGRESS](#)
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[ADVERTISE](#)

THIS WEEK

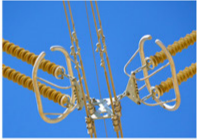
FREE! subscribe to INMR WEEKLY TECHNICAL REVIEW



Communication Between Devices Will Be Key in Grids of the Future

Specialized software has become available to assist statistical dimensioning of insulators intended for service in polluted areas. The methodology took 10 years to develop including conversion into software that verifies calculations by comparison with service experience.


[READ MORE...](#)




Shielding Electrodes for AC & DC Insulators

Shielding electrodes are usually specified for AC lines to eliminate corona from insulator fittings...


[READ MORE...](#)




Asset Replacement Strategies in Ageing Grids (Video)




Optimizing Specification of Non-Gapped Line Arresters



Challenges in Continued Development of Metal Oxide Surge Arresters (Part 2 of 2)




Comparison of Methodologies to Detect Damaged Composite




INTEGRATED ENGINEERING SOFTWARE
Simulation Tools for Electromagnetic Design


MOST READ SEPTEMBER




Dry Paperless Bushings for T&D Power Systems in Bushings




Sheath Voltage Limiter Failure from Improper Bonding of Cable Sheaths (Video) in Arresters, Cables & Accessories




Testing to Reduce Transformer Failure Risk in Testing




Optimized Selection of Post Insulators for Disconnectors & Other Substation Applications (Video) in Insulators




Maximizing & Validating Ultimate Capacity in High Strength Insulator Applications in Insulators




Porcelain Insulators Under Cyclic Loading (Video) in Insulators, Substation Design



Fault Current Withstand Capability in Arresters



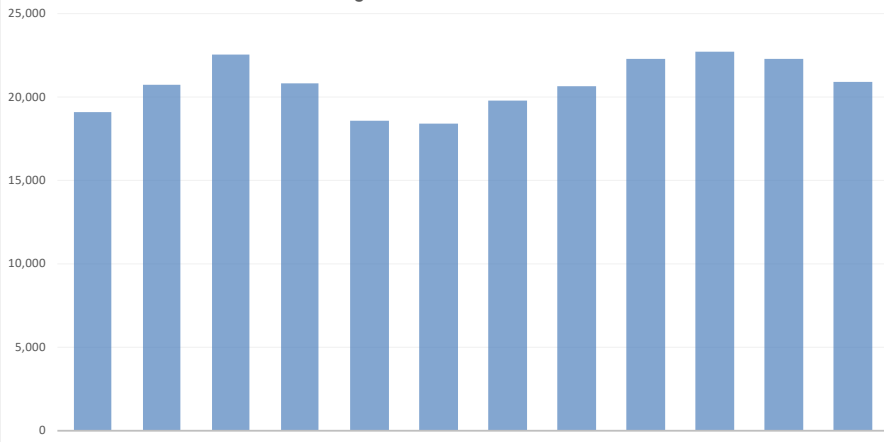
Challenges in Continued Development of Metal Oxide Surge Arresters (Part 2 of 2) in Arresters



Synthetic Dry Bushings for Application in HV Power Transformers & Reactors in Bushings

Pageviews for period: Jan 1 - Dec 31, 2020
+245,000


Pageviews at INMR.com




Month	Pageviews (Approximate)
January	19,000
February	20,500
March	22,500
April	20,500
May	18,500
June	18,500
July	19,500
August	20,500
September	22,000
October	22,500
November	22,000
December	20,500

7

INMR WEEKLY TECHNICAL REVIEW




No. 04 - January 25, 2021




Shielding Electrodes for AC & DC Line Insulators

This article reviews different shielding requirements for both AC and DC lines and presents results of past investigations conducted on cap & pin insulator strings.




Practical Considerations in Surge Protection

This article discusses Hydro One Network's approach to overvoltage protection as well as various mitigation strategies employed – from the routine to the creative. Surge arrester replacement strategy, inspection and failure analysis are also ...




Utility Program to Monitor Condition of Station Arresters

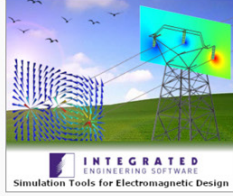
To protect expensive assets at its substations, Elektroprenos BiH – the company operating the power system in Bosnia and Herzegovina – began installing metal oxide (MO) surge arresters in each of its HV transformer bays about 25 years ago. This program saw virtually ...



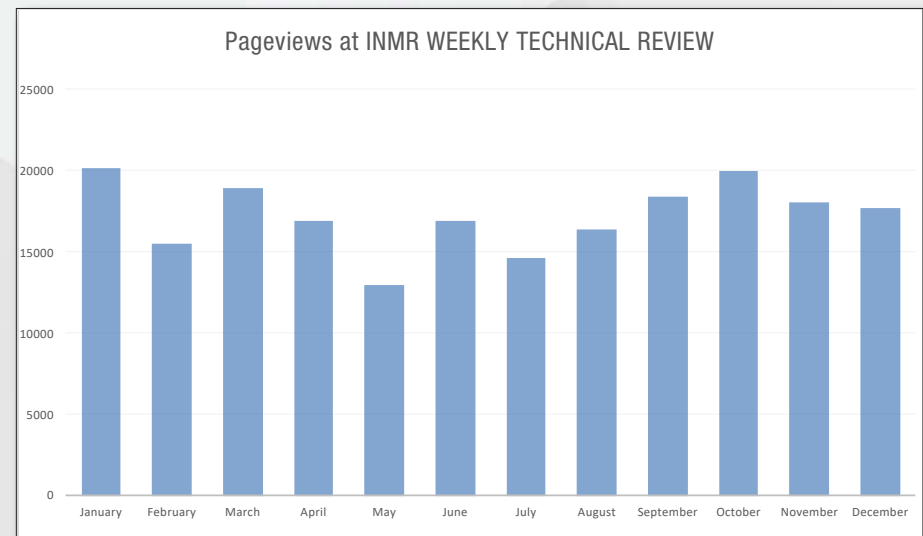
Test Requirements for HV Bushings

Bushings are key components of HV substation equipment such as transformers and switchgear, allowing conductors to transfer energy from one insulating medium to another. Most typically, this is from an oil or SF6 insulation environment to air. Bushings are also used in air-to-air applications such as wall bushings ...






Pageviews for period: Jan 1 - Dec 31, 2020
+200,000




INMRBUYERSGUIDE.com


**BUYERS
GUIDE**


Leading Suppliers to the World's Electrical Power Industry

Search for Suppliers by Product Category

Arresters EGLA or NGLA Type HV Station Class MV Distribution Class	Bushings Oil-impregnated Paper Other Types Resin-impregnated Paper Resin-impregnated Synthetic	Cable Accessories Cable Joints Cable Terminations
Electrical Insulators for Substation Equipment Hollow Core Insulators - Composite Hollow Core Insulators - Porcelain	Electrical Insulators: Overhead Line Overhead Line Insulators - Composite/Polymeric Overhead Line Insulators - Glass Overhead Line Insulators - Hybrid Overhead Line Insulators - Porcelain	Fittings & Line Hardware
FRP Rods & Tubes	Laboratory & Field Testing Equipment	Miscellaneous Components, Equipment & Software
Other Network Components Cutouts Wildlife Protection Products	Production Equipment & Tools Injection Molding Machinery Molds	Silicones & RTV Silicone Coatings HTV/LSR Silicone Materials for Electrical Components RTV Silicone Coatings
Support Insulators for Substations Station Post Insulators - Composite Station Post Insulators - Porcelain		

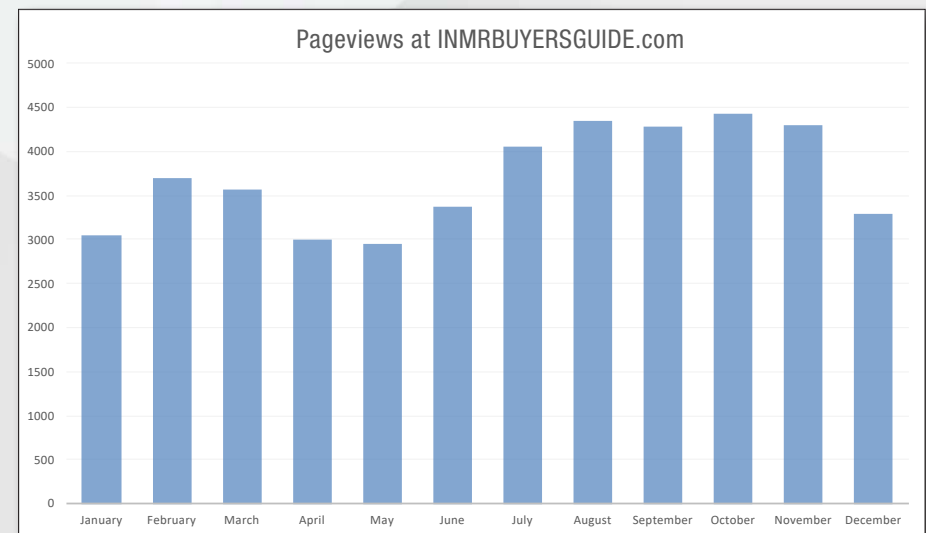


Liling Dongfang Electroceramic
China



Porcelain & Composite
Insulator Manufacturer

Pageviews for period: Jan 1 - Dec 31, 2020
+40,000



INMRLABORATORYGUIDE.com

INMR | LABORATORY
GUIDE

Find the Right Laboratory to Meet Your Testing Needs

What are you looking for?

Search for Laboratories

Acoustic Measurements

High Current Tests


High Power Tests

High Voltage Tests

Mechanical Tests

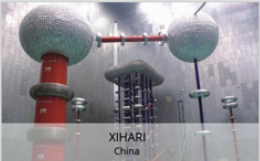
Seismic Tests

Featured Laboratories




KEMA Labs
Italy

KEMA Labs World Renowned
Testing, Inspections
& Certification



XIHARI
China

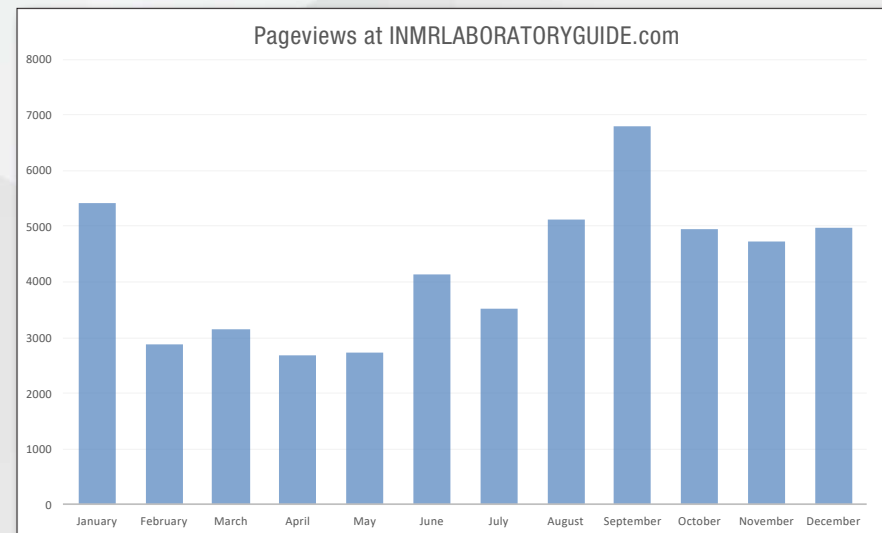
XIHARI Testing for
Reliabilities



EGU HV Laboratory
Czech Republic

EGU Real Independent
Testing

Pageviews for period: Jan 1 - Dec 31, 2020
+50,000



SUMMARY OF BENEFITS INMR.COM WEBSITES & INMR WEEKLY TECHNICAL REVIEW

- **Precise targeting to your market**
- **Superior rating compared to other websites**
- **High frequency of visits**
- **Loyal users**
- **Highest number of daily page views per visitor**
- **Longest time on site**
- **A diverse worldwide audience in 180 countries & 9500 cities**

RATES FOR ONLINE ADVERTISING

INMR.COM

Frequency per Year	Cost
1 to 3 months	US \$ 3600/month
4 - 6 months	US \$ 2900/month
7 to 9 months	US \$ 2750/month
10 to 12 months	US \$ 2500/month

INMR WEEKLY TECHNICAL REVIEW

Frequency per Year	Cost
1 to 4 ad insertions	US \$ 695 per Week
5 - 20 ad insertions	US \$ 595 per Week
21 - 50 ad insertions	US \$ 545 per Week
50 or more ad insertions	US \$ 495 per Week

*Banner sizes for INMR.com & INMR WEEKLY TECHNICAL REVIEW:
1350 x 260 px
300 x 250 px

SPECIFICATIONS FOR ONLINE ADVERTISING

	Acceptable	Not Acceptable
File Type	PNG, GIF, JPG	Flash, OOG, MP4, HTML, MOV
File Size	Under 300 kb	More than 350 kb
Delivery	Zip, RAR or original file	-
Resolution	72 to 96 dpi	More than 96 dpi
Animation Time	8 to 15 seconds	Less than 8 seconds More than 15 seconds
Loops	1 loop per animation time	-

INMR WEEKLY TECHNICAL REVIEW DATES FOR 2021

January							February							March							April							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
					1	2		1	2	3	4	5	6		1	2	3	4	5	6					1	2	3	
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13	4	5	6	7	8	9	10	
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20	11	12	13	14	15	16	17	
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27	18	19	20	21	22	23	24	
24	25	26	27	28	29	30	28							28	29	30	31				25	26	27	28	29	30		
31																												
May							June							July							August							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
						1			1	2	3	4	5					1	2	3	1	2	3	4	5	6	7	
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	
	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	
23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31	29	30	31					
30	31																											
September							October							November							December							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
			1	2	3	4						1	2		1	2	3	4	5	6					1	2	3	4
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31		
							31																					

Site	Ave. daily time on site/ visitor (minutes)	Ave. Pageviews/visitor	Bounce Rate
INMR.com	15:52	9.7	24.5%
CIGRE.org	3:24	2	N/A
Electricenergyonline.com	2:42	1.6	77.8%
Electricalworld.com	2:31	2	50%
Transformers-magazine.com	2:22	3	46.2%
EPRI.com	2:11	2	59.1%
TDWorld.com	1:26	1.2	84.4%
Electricity-today.com	0:51	2	N/A