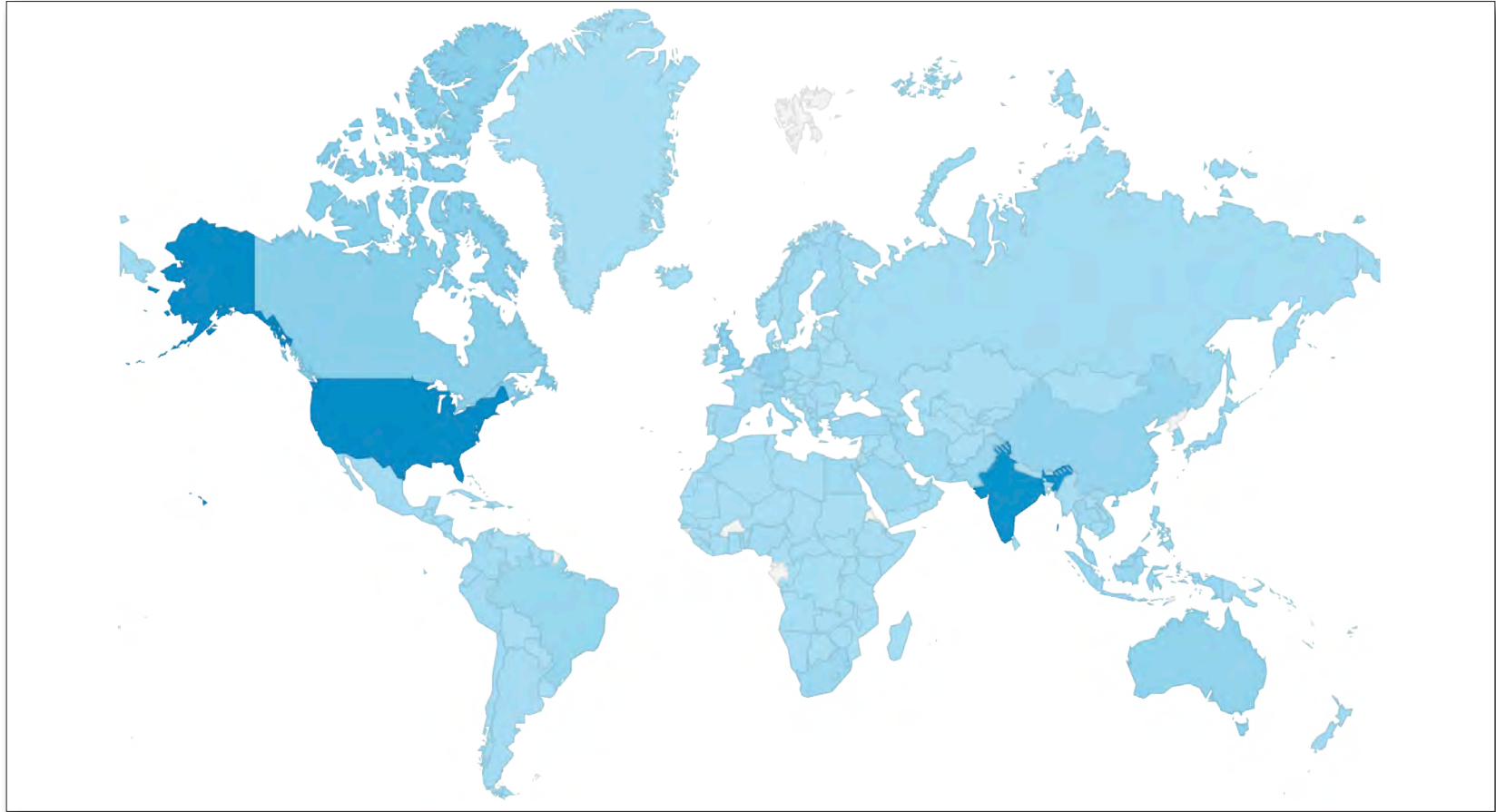




ADVERTISING OPPORTUNITIES 2024

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

REACH POTENTIAL CUSTOMERS IN 192 COUNTRIES*



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

Source: Google Analytics (Jan 1, 2022 to Dec 31, 2022)

**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	23,300	Malaysia	1,800
United States	19,000	Philippines	1,800
China	9,500	Peru	1,800
Canada	5,700	Colombia	1,700
United Kingdom	4,100	South Korea	1,600
Australia	3,100	Italy	1,600
Germany	2,900	Netherlands	1,500
Mexico	2,500	South Africa	1,500
Brazil	2,400	Pakistan	1,500
Saudi Arabia	2,100	Thailand	1,500
Spain	2,000	France	1,400
Indonesia	1,900	Türkiye	1,400

Plus

Chile	1,400	Sweden	1,100	Russia	800
United Arab Emirates	1,200	Iran	1,000	Argentina	800
Egypt	1,100	Japan	900	Hong Kong	800
Singapore	1,100	Vietnam	900	Switzerland	800

& visitors from 150 additional countries

Source: Google Analytics - Aug 1, 2022 to Jul 31, 2023


Español | 中文

Enriching Technical Knowledge of T&D Professionals


ARTICLES BY CATEGORY ONLINE LECTURES BUYERS GUIDE LABORATORY GUIDE WORLD CONGRESS CONTACT US GALLERY

This Week FREE! Subscribe to INMR WEEKLY TECHNICAL REVIEW



Testing for Safety & Other Risks of HV Cable Terminations, Bushings & Arresters

Catastrophic failure of an oil-insulated HV cable termination can launch porcelain shards at high velocity in all directions. While rare, this is a reminder of the risks should arcing occur inside a porcelain-housed component filled with oil or pressurized gas. [READ MORE >](#)



Surge Arrester Stresses Due to Harmonic Resonance Temporary Overvoltages in Transmission Systems (Video)


New resonances can be created at low frequencies depending on system strength and grid configuration. Such harmonic resonances could be excited under system transient events, resulting in temporary overvoltages. These TOVs are lightly damped and harmonically distorted and can stress system components both dielectrically and thermally. [READ MORE >](#)



New Insulating Compound for Dry Type HV Cable Accessories



Thermal Inspections Help Prioritize Maintenance



Experience Laboratory Testing of Power Cables & Accessories



Overcoming Corrosion of Disc Insulators on DC Lines

New Release



INTEGRATED ENGINEERING SOFTWARE
Simulation Tools for Electromagnetic Design

FEATURED CONTENT



Removing an Arrester from Service


In Arresters

The answer to the question of when to remove an arrester from service is not always straightforward. [Read](#)



Surge Arrester Stresses Due to Harmonic Resonance Temporary Overvoltages: Case Study of Dutch Grid (Video)

In Arresters



Reconditioning, Recycling & Disposal of Insulators

In Insulators

With increasing scrutiny of all issues linked to climate change, manufacturers and users alike are now paying

Pageviews for period: Past 12 months
+305,000

Pageviews at INMR.com

Month	Pageviews
January	24,500
February	22,500
March	24,500
April	23,500
May	24,500
June	23,500
July	22,500
August	23,500
September	23,500
October	24,500
November	24,500
December	23,500

4

INMR WEEKLY TECHNICAL REVIEW

INMR WEEKLY TECHNICAL REVIEW No. 1 - Jan 3, 2021



Case Histories of Composite Insulator Performance in Distinct Service Environments: Coastal, Mountain & Forest

Although polymeric insulators offer stable performance even in the worst environmental conditions, premature deterioration can be especially problematic when they are put into service in areas with accelerated aging factors such as heavy pollution combined with frequent moisture, high ultraviolet radiation, dust and heat.



High Voltage Performance

Comparing Hydrophobicity Recovery of Different HV Silicone Rubber Insulators (Wolc)

The hydrophobic property of silicone rubber insulators can deteriorate in polluted environments but can be recovered by migration of low molecular weight silicone chains from the bulk material to the surface. This presentation compares the relative performance of three different silicone insulator manufacturers in terms of hydrophobicity recovery using IEC standard test 11.



Experience Applying Transmission Line Arresters

Shield wires on transmission lines combined with good earthing ensure lightning performance but can themselves become a liability if they get up and get sagging, leading to risk of flashover between them and phase conductors below.





Get to Know This Supplier

Latest Version 11.3

INTEGRATED SOLUTIONS FOR ELECTRICITY DELIVERY

Characterizing Pollution Severity

The widespread use of ESDO is a consequence to characterize pollution severity in due largely to its simplicity, without need for expensive measuring equipment.



Dimensioning Silicone-Coated Glass Insulators for Polluted Environments

Direct comparison of the relative performance of hydrophobic, coated glass with the steady hydrophobic behavior of the uncoated glass is key to understanding the dynamics of hydrophobicity in service.



FEATURED SUPPLIERS

DEKUMA
High-Speed Rubber Molding Machines



IZOELEKTRO



Creating Rubber and Resin Technology into rational profile of rubber injection molding machines and tools

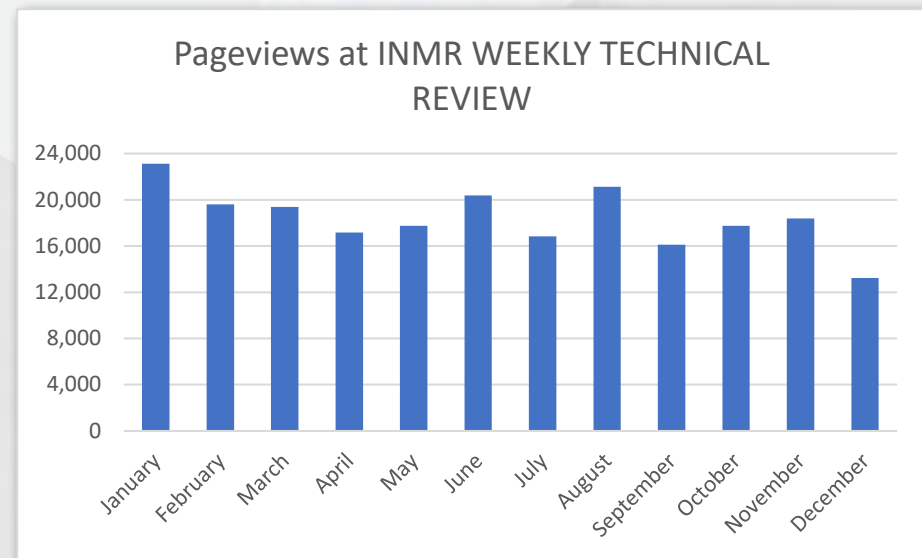
Find Your Supplier in INMR'S BUYERS GUIDE

Selecting Non-Capped Line Arresters

Even though NCLAs have been in existence and covered by technical articles for many years, it is a component which incurs expenses in the accumulating.



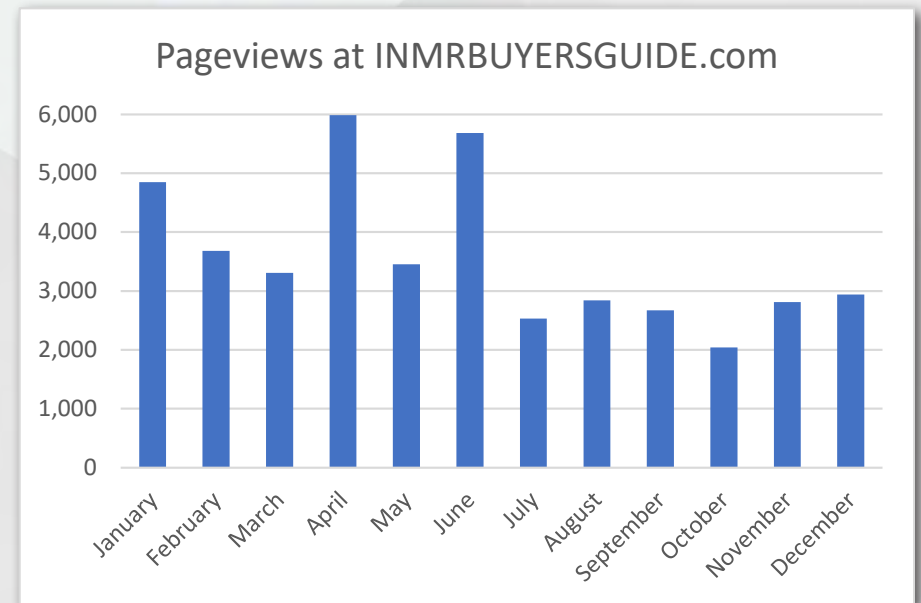
Pageviews for period: Past 12 months
+220,000



INMRBUYERSGUIDE.com

The screenshot shows the INMR Buyers Guide website. At the top, it says "INMR BUYERS GUIDE" and "Leading Suppliers to the World's Electrical Power Industry". Below this is a search bar with the text "Search for Suppliers by Product Category". There are 12 buttons arranged in a 4x3 grid, each representing a product category: Arresters, Bushings, Cable Accessories, Cutouts, Fittings & Line Hardware, FRP Rods & Tubes, Insulators, Laboratory & Field Testing Equipment, Miscellaneous Equipment & Software, Production Equipment & Tools, Silicones & RTV Silicone Coatings, and Wildlife Protection Products. At the bottom, there are two promotional banners: one for "INTEGRATED ENGINEERING SOFTWARE" (Simulation Tools for Electromagnetic Design) and another for "SI-COAT 570" by CSI Silicones Inc.

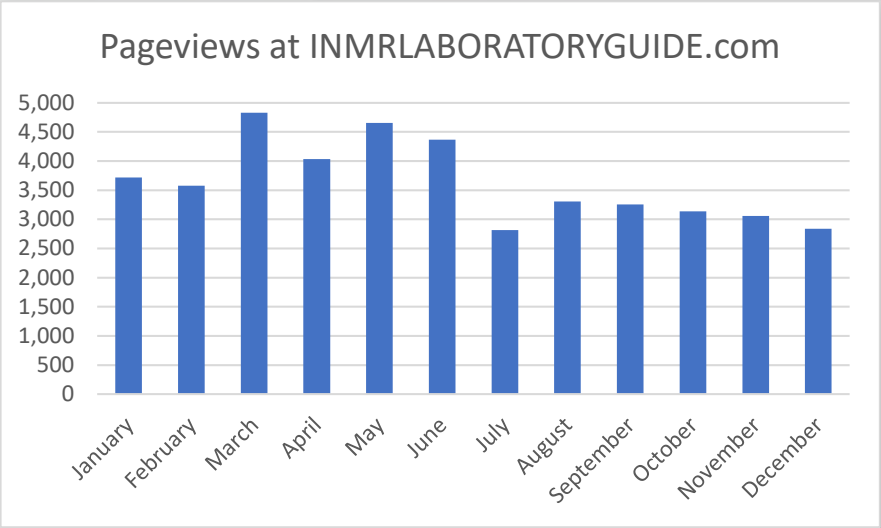
Pageviews for period: Past 12 months
+45,600



INMRLABORATORYGUIDE.com

The screenshot shows the homepage of INMR Laboratory Guide. At the top, it says 'INMR LABORATORY GUIDE'. Below that is a navigation bar with the text 'Find the Right Laboratory to Meet Your Testing Needs' and a search bar with the placeholder 'What are you looking for?' and a 'Search' button. Underneath is a section titled 'Search for Laboratories' with six buttons: 'Acoustic Measurements', 'High Current Tests', 'High Power Tests', 'High Voltage Tests', 'Mechanical Tests', and 'Seismic Tests'. The 'Featured Laboratories' section displays four featured items: 'KEMA Labs Italy' (World Renowned Testing, Inspections & Certification), 'EGU HV LABORATORY' (REAL INDEPENDENT TESTING, EGU HV Laboratory, Czech Republic), 'EGU HV LABORATORY AND LIVE TESTING' (MORE INFO), and 'INTEGRATED ENGINEERING SOFTWARE' (Simulation Tools for Electromagnetic Design, Version 11.4).

Pageviews for period: Past 12 months
+60,500



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

- **Precise targeting to your market**
- **High frequency of visits**
- **Loyal users**
- **Highest number of daily page views per visitor**
- **Longest time on site**
- **A diverse worldwide audience in 192 countries**

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 2022

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
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30	31																										

May							June							July							August							
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29	30	31	26	27	28	29	30	24	25	26	27	28	29	30	28	29	30	31										
									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	
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							30	31																				