

Smart Utilities

Challenges and Opportunities: Indian Perspective



A special publication from **India Infrastructure Publishing**

**Indian
Infrastructure**

POWERLINE

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Indian utilities are going through an exciting and at the same time a very challenging period. They are under pressure from regulators and governments to improve customer service as well as the overall operating and financial performance.

Meeting these objectives will not be easy. Most of these utilities, especially in power and water, have neglected customer service and have a history of operational inefficiency and financial losses. They are, for the most part, over-manned with low use of IT and low levels of automation. The management practices in use are outdated.

The utilities will need to go through a dramatic transformation and become "smart utilities". IT and IT-related technologies and solutions will play a critical role in this transformation, helping achieve higher levels of operational efficiency and managerial effectiveness.

The mission of this publication is to highlight that role, with focus on both the challenges and opportunities presented by the need to become "smart utilities". For each sector and for every topic, it will feature independent analysis, utility perspective and industry viewpoint – in the form of situation analyses, interviews, case histories and expert opinion.

The sectors covered will be power, gas and water. The topics covered will include:

- ❖ Utility Management
- ❖ Network Management
- ❖ System Planning
- ❖ SCADA/GIS
- ❖ Customer Service
- ❖ Metering/Billing/Collection
- ❖ Asset Management
- ❖ Financial Management
- ❖ Regulatory Compliance
- ❖ Field Force Management
- ❖ Fleet Management
- ❖ IT Requirements and Solutions
- ❖ Etc.

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Circulation and Readership

The circulation will exceed 4,000 with a total readership of over 40,000. In addition to paid subscriptions, this special publication will be mailed with the compliments of *Power Line* and *Indian Infrastructure* to all the top managers in every utility (in the power, gas and water sectors) and also to key officials in relevant agencies (government, regulatory, funding, etc.). A special effort will be made to market the publication to utility-related technology providers, equipment manufacturers, sector consultants, IT hardware and software solution/service providers, etc. The publication will be heavily promoted in *Indian Infrastructure* and *Power Line* magazines and at important industry events.

The publication will be of tremendous reference value and will have a long shelf-life (at least one year). The printing, production and paper quality will be of the highest standard. It will provide an excellent environment for utility-related equipment manufacturers and technology providers to showcase their products and services.

Advertiser Participation

There are two types of opportunities for participation and presence in this important publication – Advertising and Editorial (case histories and viewpoints).

Advertising Tariffs

Frequency: Quarterly

Ad position	Rate (USD)
Full page	2,400
Right-side page	2,640
Back cover	4,800
Inside front/back covers	3,600
Double spread	4,800
Special positions (first 25 pages)	2,880

The positions will be offered on a first-come, first-served basis.

Case Histories/Viewpoints: This participation will be in the form of relevant and appropriate case histories and expert viewpoints (upto two pages). The publishers have a right to reject any editorial that they consider irrelevant or inappropriate. The price for this participation will be **\$3,600 for up to two pages.**

The combined price for both forms of participation will be **\$4,800 for up to two pages of case histories/viewpoints and one full page ad.**

Technical Specifications for Advertisements

Final size of the page (finished size)	: 210 mm x 273 mm
Non-bleed ad size (within the print area)	: 190 mm x 253 mm
Bleed size (3 mm extra from all sides over and above finished size)	: 216 mm x 279 mm

Artwork Preference: Print-ready .pdf format – "CMYK", or Tiff file minimum 350 dpi, .eps/vector/.cdr (version 12.0), closed files with all fonts embedded, colour proofs of the artwork and progressives needed for print reference.

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Advertiser Participation

There are two types of opportunities for participation and presence in this important publication – Advertising and Editorial (case histories and viewpoints).

Advertising Tariffs

Frequency: Quarterly

Ad position	Rate (Rs)
Full page	1,00,000
Right-side page	1,10,000
Back cover	2,00,000
Inside front/back covers	1,50,000
Double spread	2,00,000
Special positions (first 25 pages)	1,20,000
Full page plus book mark	1,50,000

The positions will be offered on a first-come, first-served basis.

Case Histories/Viewpoints: This participation will be in the form of relevant and appropriate case histories and expert viewpoints (upto two pages). The publishers have a right to reject any editorial that they consider irrelevant or inappropriate. The price for this participation will be **Rs 1,50,000 for up to two pages.**

The combined price for both forms of participation will be **Rs 2,00,000 for up to two pages of case histories/viewpoints and one full page ad.**

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