

ASHRAE Journal

2012 Rate Card

Product Planning Guide



Rate Card No. 68

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for the January 2012 issue



American Society of
Heating, Refrigerating and
Air-Conditioning Engineers, Inc.



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ASHRAE® JOURNAL

The magazine of the American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc.

WHY CHOOSE ASHRAE JOURNAL TO REACH THE HVAC&R MARKET?

The 50,000+ engineers and other building design professionals who influence, direct and shape the HVAC&R industry are members of ASHRAE.

ASHRAE Journal is the monthly publication of the Society, received by all members in good standing in print and digital formats.

System designers and facility operators trust ASHRAE Journal's peer-reviewed content, ranking it No. 1 for credibility based on numerous independent reader research studies.

Why? ASHRAE Journal is useful for on-the-job projects, provides sound engineering information and authoritative authors.

Whether the objective is to create product awareness locally or globally, ASHRAE Journal delivers the most important readership in the HVAC&R market.

Bonus Distribution: ASHRAE Journal gives bonus distribution at industry shows and through the digital edition of ASHRAE Journal. The digital ASHRAE Journal contains all of the print contents and reaches 30,000 e-mail addresses. Through interactive links, readers can click directly to advertiser Web sites or request more information about products and services.

WHO ARE ASHRAE MEMBERS?

ASHRAE enables key HVAC&R practitioners to exchange information and promote acceptance of advanced building technologies. ASHRAE combines all the key disciplines into one organization: researchers, equipment design and sales engineers, system design engineers, architects, contractors, operators, code officials, and educators. ASHRAE Journal reaches more HVAC&R professionals than any other publication.

ASHRAE forms this community not only through a publication, e-newsletters and a Web site, but also:

- More than 50,000 members worldwide, including consulting engineers, contractors, manufacturers, manufacturing representatives, and architects
- Total of 171 Chapters that hold monthly meetings in more than 132 countries
- Technical Committees covering 142 fields of interest who sponsor approx. \$3 million in annual research grants
- Standards Writing Committees on 123 topics
- International meetings and congresses and topical conferences
- Training through the ASHRAE Learning Institute, including instructor-led courses, webinars, and on-demand eLearning
- Hundreds of publications produced including the ASHRAE Handbook volumes and books on specialized topics within the HVAC&R industry.
- Co-sponsorship of the AHR Exposition, the world's largest show for HVAC&R equipment

RELIABLE, CREDIBLE, AUTHORITATIVE

ASHRAE Journal is alone within the HVAC&R marketplace when it comes to the prestige and credibility of its editorial content.



ASHRAE Journal is the preferred vehicle for publication by authors respected in the field for their engineering knowledge and experience. ASHRAE Journal's editors consider more than 140 articles and columns from authors who want ASHRAE Journal's prestige of publication. ASHRAE Journal articles also may originate from ASHRAE committees to improve understanding of advanced applications.

Articles are selected through an editorial process centered around the one thousand members of ASHRAE who serve on ASHRAE Technical Committees. Articles are chosen for technical accuracy, relevance and effective communication.

The review process not only ensures selection of the best papers, but it also ensures that articles are free of commercial bias, one of the reasons why ASHRAE Journal is highly respected in the industry.

The HVAC&R community is bound together by ASHRAE, which includes **ASHRAE Journal**, the four-volume **ASHRAE Handbook**, **e-newsletters** and **www.ASHRAE.org**. No other organization in the field compares to ASHRAE.

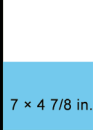
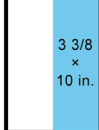
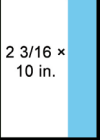
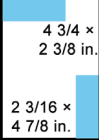
2012 ASHRAE JOURNAL

Month	Ad Closing	Market Focus
January	Nov. 10* Nov. 29	Humidity Control
February	Jan. 3	Refrigeration Radiant Cooling Kitchen Ventilation
March	Feb. 1	Data Centers Dedicated Outdoor Air Systems
April	Mar. 1	Ventilation/Air Distribution Energy Recovery
May	April 2	Schools/Educational Facilities Geothermal Technologies
June	May 1	Variable Speed Systems Health Care Facilities
July	June 1	Central Plant Cooling Commercial Buildings
August	July 2	Refrigeration (commercial) Humidity Control
September	Aug. 1	Sustainable Buildings Retrofitting Older Facilities
October	Sept. 3	Data Centers/Mission Critical Environments Variable Air Volume (VAV)
November	Oct. 1	Industrial Buildings Thermal Energy Storage
December	Nov. 1	Boilers and Heating Energy Modeling

PRODUCT PLANNING GUIDE

Special Opportunity	Special Product Focus	Bonus Distribution
The Journal's Official Product & Show Guide for AHR Expo	AHR Expo Products	AHR Expo; ASHRAE Winter Conference
InfoCenter	Chillers, Cooling Towers, Valves, Pumps, Water Treatment	CMX/ CIPHEX
ASHRAE Technology Awards; Ad-Q Feedback Advertising Study	BAS, Thermostats, Lighting, Sensors	
Bonus White Paper for Full-Page Advertisers	Software, Energy Monitoring	
InfoCenter	Data Center Equipment	
Bonus White Paper for Full-Page Advertisers	Air Distribution Products, Fans, Dampers, Louvers, Vents	ASHRAE Annual Conference
Bonus Matching Space for Sustainable Products Capabilities Section	Humidification and Dehumidification Equipment, IAQ	
InfoCenter	Heating Equipment	
Ad-Q Feedback Advertising Study	Geothermal, Solar and other Renewable Energy Products	
ASHRAE Research Report	Motors, Drives, Compressors, Heat Exchangers	IFMA
InfoCenter Smart Grid & BACnet Today	Controls, Refrigeration	Greenbuild
Bonus Matching Space for 2013 New Product Preview Section	Filtration, Insulation	

2012 ASHRAE JOURNAL

		1x	3x	6x	12x
		\$7,205	\$6,565	\$6,250	\$5,960
Full Page	Full Bleed				
		\$5,215	\$4,835	\$4,605	\$4,390
	2/3 Page				
		\$4,970	\$4,520	\$4,305	\$4,100
	1/2 Island				
		\$4,255	\$3,865	\$3,680	\$3,505
1/2 Horizontal	1/2 Vertical				
		\$3,190	\$2,895	\$2,760	\$2,630
1/3 Vertical	1/3 Square				
		\$2,490	\$2,260	\$2,150	\$2,055
	1/4 STD.				
		\$1,975	\$1,775	\$1,685	\$1,600
	1/6 Page				

ADVERTISING RATES *

18x **24x**

\$5,675 \$5,405

Color Rates Add:

Four Color \$1,415
 PMS Match \$875
 Std. Second Color. \$620
 Metallic: Call for Quote

Covers

(Includes four color rate):
 Inside Covers: \$8,540
 Back Cover: \$8,875

**ASHRAE Journal's Official
 AHR Product & Show Guide**

B/W Ad Rates:**

\$3,900 \$3,715

Full Page. \$8,675
 2/3 Page \$6,505
 1/2 Island. \$6,245
 1/2 Page \$5,200
 1/3 Page \$3,900
 1/4 Page Std. \$3,035
 1/6 Page \$2,170
 Inside Cover \$12,080
 Back Cover \$13,090

\$3,340 \$3,180

\$2,500 \$2,380

InfoCenter Color Rates:

1/4 page
 (3 3/8 x 4 in.) \$1,535 gross.
 1/8 page
 (3 3/8 x 1 7/8 in.) \$1,270 gross.

\$1,950 \$1,860

** Rates include 30,000 digital distribution at no extra cost. Readers receive digital editions for additional access and quick delivery.*

\$1,520 \$1,445

*** Three-time advertisers may apply regular ASHRAE Journal rates for the Show Guide*

ASHRAE JOURNAL PUBLICATION DETAILS & POLICIES

A. Publication Specs:

Trim size 8 3/16 in. × 10 7/8 in., web offset printing, perfect binding. Inside paper stock is 34 to 45lb. coated web offset, cover is 80lb. coated offset. Vital advertising matter should be kept at least 1/2 in. away from trim edge.

Spreads should allow 3/8 in. at center for the gutter.

Specifications for bleed:

- Single page bleed: 8 7/16 in. × 11 1/8 in.
- Spread bleed: 16 3/4 in. × 11 1/8 in.

B. Digital Ad Submission:

Delivery of Materials: Digital material may be submitted by e-mail, FTP or CD-ROM. E-mails should be addressed to Vanessa Johnson, vjohnson@ashrae.org, and under 10 megabytes in size. Digital ad files over 10 megabytes should be sent via FTP (contact Vanessa Johnson for FTP instructions) or mailed on a CD-ROM.

Applications: PDF files are the preferred format for receiving digital ads. Fonts must be embedded or subset within the file. PDF files using the PDF-X1a standard are acceptable. Native files are accepted in the following programs on PC or Macintosh platforms: Quark, InDesign, Pagemaker, Illustrator, Freehand, Photoshop. We cannot accept AutoCAD (drw) native files. Native files must have all graphic artwork and fonts included.

Fonts: Postscript fonts are preferred. Both printer and screen fonts must be included. True Type fonts should not be used or converted to paths/outlines in a drawing program.

Graphics: The resolution for photographs is 300 dpi in a TIF format. Line art should be saved in a drawing application. If line art is created in Photoshop resolution needs to be 1200 dpi in a TIF or EPS format. Do not compress graphics by saving as JPG or checking LZW compression. All graphics should be cropped and saved at the size used within the application.

Color: All full color graphics must be saved as CMYK files. Spot color (PMS) is only used if you are paying for the additional PMS color cost. Graphics should never be saved as RGB.

Proofs: A contract-quality proof created from the final file must be submitted with each color ad. If an advertiser fails to submit a contract-quality proof, the ad will be run as it was created in their file to SWOP standards, and the Publisher will not be responsible for color output. B&W ads must be accompanied by a laser print.

C. Production charges:

All art, drawings, photographs, and other work provided by the publisher will be charged to the advertiser at cost.

D. Inserts:

Earned black and white frequency rates apply. Stock is not to be heavier than 80 lb. coated or uncoated book paper. Specification, shipping and quantity will be supplied upon request to Vanessa Johnson.

E. Special positions guaranteed:

An additional 15% charge is applied to the earned black-and-white page rate.

F. Payments, short rates and rebates:

Payment terms are net 30 days from the invoice date. Recognized advertising agencies are allowed 15% of gross billing on space, color and special position. The agency commission discount is only offered to those agencies that pay within 30 days of invoice date. First time advertisers/agencies may be required to submit credit references. Commission is not allowed on such charges as artwork, reprints and classified advertising. A 1.5% monthly finance charge will be added to all open balances over 30 days old. Advertisers will be short-rated, if within a 12 month period from the date of the first insertion, they do not use the number of insertions upon which their billings have been based. Advertisers will be rebated, if within a 12 month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

G. Publisher's copy protective clause:

The advertiser and advertising agent assume liability for all content, including text, representation and illustrations, of advertisement printed and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject any advertising.

H. Format:

Any deliberate attempt to simulate the publication format is not permitted, and the publisher reserves the right to place the word 'advertisement' or similar wording at the top of the copy that resembles editorial matter.

I. Errors:

Publisher is not liable for errors in reader response listings, circle numbers, or the ad Index.

J. Cancellation policy:

Written notice must be received no later than one week prior to closing date. Cover positions are non-cancellable.

K. Shipping instructions:

All orders and materials should be sent to Vanessa Johnson, Advertising Production & Operations Coordinator, ASHRAE Journal; 1791 Tullie Circle NE; Atlanta, GA 30329, phone 678-539-1166.

L. Proof sheets:

Proofs of all typeset advertisements will be furnished in time for approval provided deadlines are met in submitting material.

M. Issuance:

Published monthly.

N. Closing dates: See Product Planning Guide. For material to be set and inserts, materials must be received by the Closing Date.

O. ABC Audited:

ASHRAE Journal is owned and published by the American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc., established in 1914. To view the publisher's statement compiled by ABC, visit www.accessabc.com or contact ASHRAE Journal at 404-636-8400.

P. Distribution:

United States, Canada, and International.

INTEGRATED MARKETING OPPORTUNITIES

No other HVAC&R resource has the recognition and reach of ASHRAE. Reach the most important decision-makers through the following opportunities.

ASHRAE JOURNAL'S OFFICIAL AHR EXPO PRODUCT & SHOW GUIDE: CHICAGO, JAN. 23-25

As an ASHRAE/AHRI co-sponsored show, ASHRAE provides its unique and contractual distribution agreements for entryway, registration and floor distribution of the Product & Show Guide with complete product and show coverage. More than 75,000 copies of the Show Guide will be distributed, including 20,000 copies onsite at Show registration, entryways and at six locations on the Show floor.

Ad closing date: November 29

Orders and materials received by Nov. 10 qualify for an additional 5% discount.

ASHRAE CONFERENCE SPONSORSHIPS

Reach the cream of the crop through an ASHRAE Conference Sponsorship. The top engineering firms are represented at ASHRAE Conferences. Beginning at \$2,500, ASHRAE will provide your company with recognition from today's engineering leaders. Contact ASHRAE about these opportunities and bonus recognition on the ASHRAE.org homepage.

ASHRAE'S DIGITAL JOURNAL

ASHRAE's Digital Journal provides the same complete content and reaches more than 30,000 readers every month through an e-mail blast and at ASHRAE.org. The Digital Journal also allows users to instantly access information about company services and products through interactive hotlinks.

ASHRAE JOURNAL'S OFFICIAL SHOW DAILY

Show Daily is the only newspaper distributed on the AHR Expo floor and at entryways. More than 20,000 total copies are distributed on the Show floor on the first and second days of AHR

Expo. See Page 7 of the 2012 Integrated Marketing Guide for rates.

Ad closing date: January 9, 2012

BONUS MATCHING SPACE IN DECEMBER AND JULY ISSUES OF ASHRAE JOURNAL

Full-page or half-page ads in these issues qualify for free matching space. The free matching space design provides for creative promotions of product features and how they help solve design issues.

INFOCENTER

Promote a Web site, catalog, or technical bulletins in this quarterly ASHRAE Journal section. InfoCenter ads include a 4-color photo and title, and available in 1/4 page or 1/8 page sizes.

ASHRAE.ORG — THE HIGHEST TRAFFICKED HVAC&R ENGINEERING WEB SITE

Reach decision-makers on ASHRAE.org through ASHRAE.org Web ads, product directory, and the ASHRAE.org Dedicated Show Site. ASHRAE.org is the most viewed HVAC&R engineering Web site with more than 1 million page visits each month.

ELECTRONIC NEWSLETTERS

The HVAC&R Industry reaches 70,000 industry professionals with the latest industry news, products and free ASHRAE Journal content. Society Connections reaches 60,000 e-mails with ASHRAE news, free downloads of ASHRAE Journal articles and other Society information.

ASHRAE HANDBOOKCD LINKS

Reach engineers searching for technical information and system equipment solutions by linking your company Web site to the ASHRAE HandbookCD.

FIND YOUR BEST INTEGRATED MARKETING OPPORTUNITIES

Each company has its own needs. Visit ASHRAE's advertising portal at www.ashrae.org/advertise for an interactive site that will explain the opportunities offered by ASHRAE.

INTEGRATED ONLINE MARKETING

ASHRAE.ORG — THE HIGHEST TRAFFICKED HVAC&R ENGINEERING WEB SITE

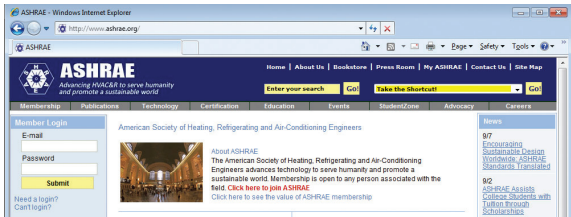
Reach decision-makers on ASHRAE.org through ASHRAE.org Web ads, product directory, and the ASHRAE.org Dedicated Show Site. ASHRAE.org is the most viewed HVAC&R engineering Web site with more than 1 million page visits each month.

ELECTRONIC NEWSLETTERS

The HVAC&R Industry reaches 70,000 industry professionals with the latest industry news, products and free ASHRAE Journal content. Society Connections reaches 60,000 e-mails with ASHRAE news, free downloads of ASHRAE Journal articles and other Society information.

ASHRAE HANDBOOKCD LINKS

Reach engineers searching for technical information and system equipment solutions by linking your company Web site to the ASHRAE HandbookCD.



ADDITIONAL MARKETING OFFERS

CONTACT A SALES OFFICE TO FIND OUT HOW YOU QUALIFY FOR ASHRAE'S ADDED RATE CARD OPPORTUNITIES.

Four one-eighth page

InfoCenter ads in color \$5,090

ASHRAE HandbookCD Web links

(includes three chapter links) \$1,800

One-time use of the ASHRAE Journal

subscription list. \$125/CPM

Additional Chapter Web links. \$150/link

Listing in ASHRAE.org

Product Directory \$2,400

Plus Customized Savings on E-Newsletter and Web-Based Advertising Opportunities

VALUE-ADDED MARKETING OPPORTUNITIES— NO ADDITIONAL COST

Advertisers receive more support and value through ASHRAE. Make your advertising dollar go farther with free advertiser reports, automatic lead generation and value packages.

AD-Q ADVERTISER REPORT

- Advertisers placing a half-page or larger ad in the March or September issues receive a free copy of the Ad-Q Advertiser Report.
- The report contains research compiled by internationally respected market research firm Harvey Research.
- This is a free and easy way to measure the effectiveness of your advertising efforts and return-on-investment.

ADVERTISING E-MAIL BLAST AND LEAD REPORTS

- An e-mail blast is sent each month to nearly 40,000 people with hotlinks for product and service information from ASHRAE Journal advertisements.
- Receive automatic responses to advertisements through online access to leads, including postal addresses and e-mail.
- Automatically generated reports can be downloaded online into text (.txt), comma separated values (.csv), and dBASE III (.dbf) files.

Find Your Best Integrated Marketing Opportunities

Each company has its own needs. Visit ASHRAE's advertising portal at www.ashrae.org/advertise for an interactive site that will explain the opportunities offered by ASHRAE.

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION

Eastern Sales Representatives

Nelson & Miller Associates

Denis O'Malley; Bob Fox

Phone (203) 356-9694

E-Mail:

sales@nelsonmiller.com

Southeastern Sales Representative

Millennium Media, Inc.

Doug Fix; Lori Gernand

Phone (770) 740-2078

E-Mail: dfix@bellsouth.net;

lg@lindenassoc.com

Ohio Valley Sales Representative

LaRich & Associates

Tom Lasch

Phone (440) 247-1060

E-Mail:

tlasch@larichadv.com

Western Sales Representatives

LaRich & Associates

Phone (440) 247-1060

Nick LaRich (print)

E-Mail:

nlarich@larichadv.com

Steve Wafalosky (print)

E-Mail:

stevew@larichadv.com

Tom Lasch (electronic)

E-Mail:

tlasch@larichadv.com

Midwestern Sales Representatives

Kingwill Company

Baird Kingwill; Jim Kingwill

Phone (847) 537-9196

E-Mail:

barry@kingwillco.com;

jim@kingwillco.com

Southwestern Sales Representative

Lindenberger &

Associates, Inc.

Gary Lindenberger,

Lori Gernand

Phone (281) 855-0470

E-Mail:

gl@lindenassoc.com;

lg@lindenassoc.com

China, Hong Kong & Taiwan

Sales Representative

China Business Media

Sean Xiao

Phone: +86 591 8386 3000

E-Mail:

sean.xiao@chinabizmedia.com

Korea Sales Representative

YJP & Valued Media

YongJin Park

Phone: +82-2 3789-6888

E-Mail: hi@YJpvm.kr

DON'T KNOW WHO TO CONTACT?

Contact the business staff below.

ASHRAE Advertising Office

1791 Tullie Circle NE

Atlanta, GA 30329

Phone: (404) 636-8400

Fax: (678) 539-2174

www.ASHRAE.org

Business Staff

Publisher: W. Stephen Comstock

E-mail: comstock@ashrae.org

Manager of Advertising Sales: Greg Martin

E-Mail: gmartin@ashrae.org

Advertising Production Coordinator:

Vanessa Johnson

E-Mail: vjohnson@ashrae.org