

ES 2010 Editor

ISSUE	TOPICS	SPECIAL FEATURES	FREE BONUS DISTRIBUTION
JANUARY Ad Close: Dec. 1, 2009 Editorial Close: Nov. 20, 2009	AHR Show Issue ▶ Chilled beams ▶ IAQ ▶ Fire / smoke control ▶ Motors and drives	AHR EXPO PACKAGE Show Product Guide Specifier Spotlight Space Advertising Readership Study Green Intelligent Buildings MailLit Issue	• ABMA Annual Meeting — January 15-18, Scottsdale, AZ • Air-Conditioning, Heating, Refrigerating (AHR) Expo — January 25-27, Orlando
FEBRUARY Ad Close: Jan. 5, 2010 Editorial Close: Dec. 18, 2009	Green Health Care ▶ VRF cooling ▶ Humidification ▶ Piping ▶ Boilers		MARCH Ad Close: Feb. 2, 2010 Editorial Close: Jan. 19, 2010
APRIL Ad Close: March 2, 2010 Editorial Close: Feb. 19, 2010	Mission Critical HVAC ▶ Data center cooling ▶ Clean rooms ▶ VAV ▶ Air distribution	Advertising Readership Study <i>Today's Boiler</i>	• Tridium Niagara Summit — May 2-4, Las Vegas • DatacenterDynamics — April 29, Seattle
MAY Ad Close: April 1, 2010 Editorial Close: March 19, 2010	Green Commercial Buildings ▶ Chillers/chiller plants ▶ Dehumidification ▶ Pumps/flow control ▶ Radiant heat	Engineer's Technical Library <i>Green Intelligent Buildings</i>	• Datacenter Dynamics — TBD, Washington, D.C. • National Fire Protection Association — June 7-10, Las Vegas • ES Sustainable Solutions Conference — June 8-9, Minneapolis
JUNE Ad Close: May 3, 2010 Editorial Close: April 20, 2010	College/University Market ▶ VRF cooling ▶ Boilers / water heaters ▶ Dehumidification ▶ Motors and drives	MaiLit Issue	• APPA Annual Conference — June 20-23, Orlando • BOMA International — June 27-29, Long Beach, CA • Datacenter Dynamics — TBD, San Francisco
JULY Ad Close: June 1, 2010 Editorial Close: May 20, 2010	S 25 - BAS & Controls ▶ Fire/smoke control ▶ Air filtration ▶ IAQ/ventilation ▶ Thermal storage	Specifier Spotlight Space <i>Green Intelligent Buildings</i>	• ASHE Annual Convention — July 11-14, Tampa, FL • Government Energy Show—August 2-5, Dallas
AUGUST Ad Close: July 1, 2010 Editorial Close: June 18, 2010	Mission Critical HVACR ▶ Data center cooling ▶ Pharmaceutical HVAC ▶ Humidification ▶ Building automation	Advertising Readership Study 2010 Mechanical Products Sourcebook	• Datacenter Dynamics — TBD, Chicago
SEPTEMBER Ad Close: August 3, 2010 Editorial Close: July 20, 2010	Leisure Industry HVAC ▶ Dehumidification ▶ Kitchen ventilation ▶ Motors and drives ▶ Radiant HVAC	MaiLit Issue	
OCTOBER Ad Close: Sept. 1, 2010 Editorial Close: August 20, 2010	Green Commercial Buildings ▶ Building automation ▶ Smoke and fire control ▶ IAQ ▶ Motors and drives	Engineer's Technical Library MaiLit Issue <i>Today's Boiler</i>	• AMCA International Annual Convention — October 14-17, Adventura, FL • ASPE Engineered Plumbing Expo — November 1-2, Philadelphia
NOVEMBER Ad Close: Oct. 1, 2010 Editorial Close: Sept. 17, 2010	Indoor Air Quality ▶ Dehumidification ▶ Humidification ▶ Ventilation ▶ Filtration	Advertising Readership Study <i>Green Intelligent Buildings</i>	• AHRI Fall Meeting — November 14-16, Scottsdale, AZ • Greenbuild—November 16-19, Chicago • Datacenter Dynamics — Dec. 7, Dallas
DECEMBER Ad Close: Nov. 2, 2010 Editorial Close: Oct. 20, 2010	AHR Pre-Show Issue ▶ Boilers ▶ Chillers ▶ Pumps and flow controls ▶ Radiant heat	Podcast/Video Advertising Opportunity MaiLit Issue	

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RELATED PRODUCTS

Boilers, water heaters, infrared/radiant heaters, building automation systems, controls, energy management systems, sensors, ventilation, fan coil units, duct insulation, grilles, registers, diffusers, fans, blowers, air handlers, air cleaners, air curtains, air filters, water treatment, airflow instrumentation, IAQ products, dampers, humidification equipment.

Building automation systems and equipment, controls, sensors, refrigeration equipment, compressors, refrigeration valves, piping, coils, pumps, evaporative cooling, dehumidification, chillers, cooling towers, fans, blowers, air handlers, variable-speed drives, air terminals, airflow instruments, air cleaners.

Boilers, water heaters, air-distribution equipment, PTACs, heat pumps, controls, pool dehumidification, multi-zones, thermal storage, energy management systems, building automation systems, heat recovery, rooftops, humidification/dehumidification equipment, desiccants, ductless split systems, fan coil units, burners, fans, airflow instruments, water treatment, refrigeration equipment, walk-in coolers, coils.

IAQ products, humidification equipment, dehumidification equipment, rooftop units, controllers, building automation systems, coils, compressors, piping, refrigerants, lubricants, desuperheaters, desiccants, air curtains, alarms, dataloggers, ductless mini-splits, boilers, water heaters, fans, blowers, sensors, air handlers, air cleaners, smoke detectors, fire safety.

Louvers/dampers, chillers, controls, refrigeration valves, refrigerant management products, refrigeration equipment, cooling towers, pumps, compressors, heat exchangers, water treatment, piping, flowmeters, duct insulation, noise and vibration cancellation, dampers, air-handling equipment, coils, fans, building automation, sensors.

Controls, building automation systems, computer hardware, energy management systems, life-safety systems, smoke control systems, motors, variable-speed drives, power quality analyzers, dataloggers, sensors, chillers, cooling towers, fume hoods, clean room equipment, fans, blowers, duct insulation, boilers, water heaters.

Boilers, water heaters, infrared/radiant heaters, building automation systems, controls, energy management systems, sensors, ventilation, fan coil units, duct insulation, grilles, registers, diffusers, fans, blowers, air handlers, air cleaners, air curtains, air filters, water treatment, airflow instrumentation, IAQ products, dampers, humidification equipment.

Building automation systems and equipment, controls, sensors, refrigeration equipment, compressors, refrigeration valves, piping, coils, pumps, evaporative cooling, dehumidification, chillers, cooling towers, fans, blowers, air handlers, variable-speed drives, air terminals, airflow instruments, air cleaners.

Boilers, water heaters, air-distribution equipment, PTACs, heat pumps, controls, pool dehumidification, multi-zones, thermal storage, energy management systems, building automation systems, heat recovery, rooftops, humidification/dehumidification equipment, desiccants, ductless split systems, fan coil units, burners, fans, airflow instruments, water treatment, refrigeration equipment, walk-in coolers, coils.

IAQ products, humidification equipment, dehumidification equipment, rooftop units, controllers, building automation systems, coils, compressors, piping, refrigerants, lubricants, desuperheaters, desiccants, air curtains, alarms, dataloggers, ductless mini-splits, boilers, water heaters, fans, blowers, sensors, air handlers, air cleaners, smoke detectors, fire safety.

Humidification, dehumidification, energy management systems, fans and blowers, fire damper controls, cooling towers, air handlers, building controls, fire and safety controls, sensors, filtration, VRFs, water treatment chemicals, IAQ products, flowmeters, piping and valves.

Controls, building automation systems, computer hardware, energy management systems, life-safety systems, smoke control systems, motors, variable-speed drives, power quality analyzers, dataloggers, sensors, chillers, cooling towers, fume hoods, clean room equipment, fans, blowers, duct insulation, boilers, water heaters.

VALUE-ADDED BONUSES

Throughout the year, *ES* offers qualified advertisers in select issues value-added bonuses giving additional exposure, more sales leads and valuable market research!

► NEW! FREE Specifier Spotlight Space



January/February, July
Total 2 ad pages or more in Jan. and Feb. to get a bonus Free Spotlight page in Feb! In July, run a 1/2-page or larger and receive equal-size Spotlight space Free in the same issue. Spotlight page includes one 4/c image and 500 words (full page) or 250 words (1/2-page).

► FREE MailIts - We'll Send Your Sales Literature FREE! - A \$1,250 Value

MaiIts are packets of sales literature from full-page advertisers mailed by *ES* for FREE to 250 subscribers in the corresponding vertical market featured that month.

ISSUE	MARKET	AD CLOSING
February	Sustainable Institutional HVAC	January 5
March	K-12 Schools Go Green	February 2
June	LEED Colleges/Universities	May 3
September	Sustainable Campus HVAC	August 3
October	LEED Commercial Buildings	September 1
December	Pre-show Engineering Blitz	November 2

► FREE Advertising Readership Study - A \$5,000 Value

Half-page or larger advertisers in specific issues of *ES* (see editorial calendar) have their advertisements measured to determine ad effectiveness. The scores are reported to advertisers and serve as a great measure of your ad's impact. Available 4x in 2010.