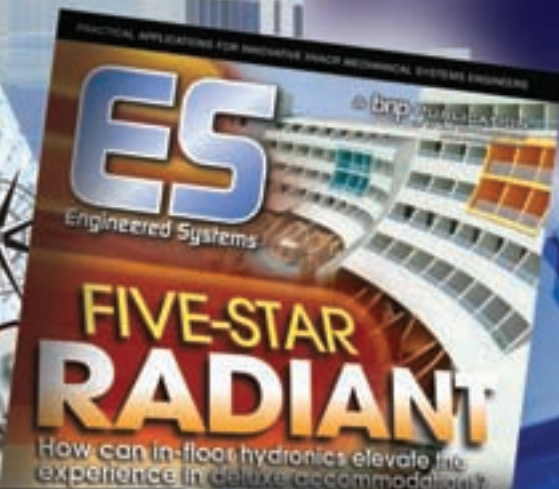


ES

Engineered Systems

NEW in 2011

- ▶ Social Media Sponsorships
- ▶ The *Production Line* eNewsletter
- ▶ Enhanced Digital Editions



DIGITAL & PRINT



2011 Media Planning Guide



Energy-Efficient Solutions for HVACR Mechanical and Consulting Engineers

Engineered Systems (ES) is the best read and most useful engineer-focused publication¹ serving the commercial, industrial and institutional building market. Our quality editorial, combined with a circulation of proven product purchase-influencers² makes *ES* your best advertising value. In print, online, eNewsletters and at events across the country, *ES* is your ultimate source of HVAC engineering sales leads.

▶ *ES* reaches a high-quality circulation:

50,200 total qualified subscribers, including 9,931 digital edition subscribers.²

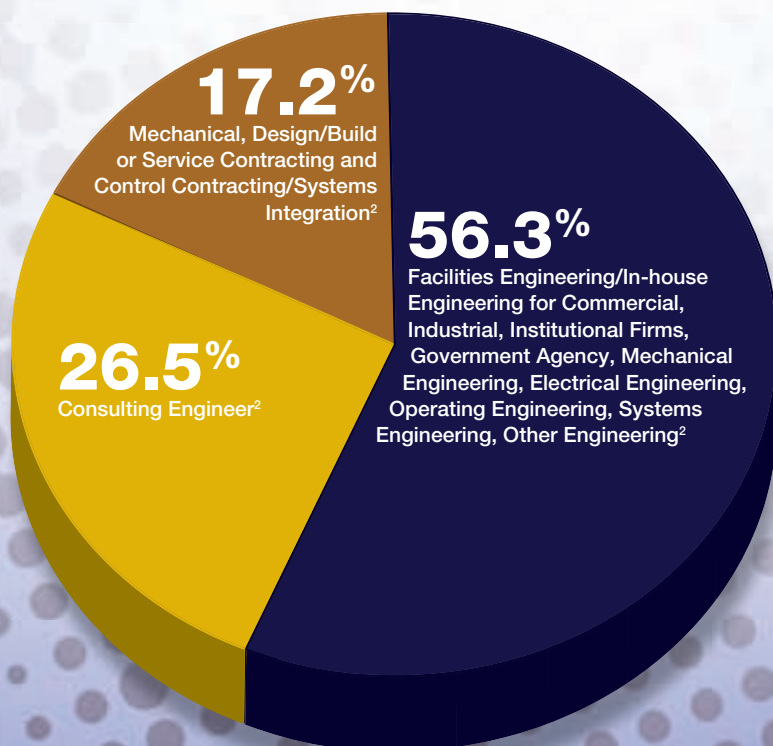
100% are direct request subscribers, including mechanical systems and consulting engineers.²

91.3% influence the design, specification or purchase of mechanical systems and/or components.²

78.2% hold management titles.²

▶ *ES* subscribers specify, recommend, authorize or purchase the following types of equipment/systems/services:³

Air Conditioning Equipment	88%
Heating Equipment - Air	83%
Ventilation Equipment	79%
Piping & Valves	73%
Insulation (Duct & Pipe)	69%
Motors & Drives	68%
Heating Equipment - Hydronic	67%
Building/Energy Management Systems	65%
Water Heaters	64%
Sensors, Monitors, Transmitters	63%
Humidification/Dehumidification Equipment	62%
Smoke & Fire Control	57%
Heating Equipment - Steam	56%
Refrigeration Equipment	54%



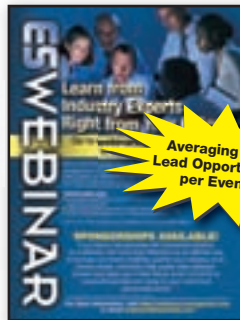
¹ ES Reader Preference Study, Sept. 2007.
² ES December 2010 BPA Circulation Statement, TQ = 50,200.
³ AdScore Advertising Readership Study, Feb. 2008.

2011 Integrated Media

Readership and recall improves when you combine print ads with electronic and direct communication. Contact your sales rep for pricing and custom Integrated Media Program information.



NEW!



Enhanced Digital Edition

Enhance your print ads and reach digital magazine subscribers with video, animation, and more.

Educational Webinars

Your exclusive Webcast event generates huge impressions and sales leads.

Print Advertising

The foundation of any successful engineer-focused integrated media program.

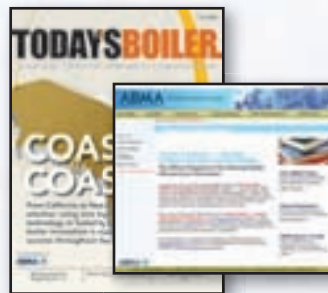
Online Rich Media Ad

Generate brand awareness and drive traffic to your Web page with these unique online ads.



Social Media Sponsorships

Promote your products directly to ES Twitter and Facebook fans.



Today's Boiler

The Official Publication and eNewsletter of the ABMA targets hydronics and steam heat engineers in 2011.



Mechanical Products Sourcebook Deluxe Listing

Show off your products, spec sheets and contact information in this searchable online HVACR directory.



eNewsletter

Show off new products and drive traffic through our IAQ, Controls and new products eNewsletters.



Video Package

Engage engineers online through 2-minute video ads and/or audio podcast sponsorships.



Custom eNewsletter

Your custom message produced in e-mail or eNewsletter form and deployed to all ES subscribers with e-mail addresses.



Blog Sponsorship

Position your company as a thought-leader by sponsoring an industry blog on our Web site.



Online Product of the Month

Grab extra online exposure as the home page "Product of the Month" in your product category.

Reader Profile

Profile of the *ES* Mechanical Systems Engineering Reader¹

▶ Experienced

Average 24 years in the mechanical systems industry.

▶ Loyal

Mechanical systems engineering professionals read *ES* more than any other industry publication.

▶ Going Multimedia

Average 11 hours per week are spent on the Internet for business purposes.

▶ Active in the Buying Process

ES subscribers are excellent prospects for your product.

92% have taken a research, discussion or direct purchase action in the last 12 months as a result of the articles and ads in *Engineered Systems*!²

▶ Their Facilities:³

Commercial Building	60.3%
School/University	51.5%
Manufacturing Facility/Industrial Plant	50.9%
Government/Municipality/Military Building	48.9%
Hospital/Health Care	45.9%
Hotel/Motel/Resort	34.4%
Retail/Chain Store/Mall	32.9%
Restaurant/Fast Food	32.8%
Assembly: Arena/Theater/Convention Center	27.6%
Prison/Correctional Facility	24.6%
Supermarket/Convenience Store	24.2%
Data Center	20.9%
Other	4.3%

¹ *ES* Reader Profile Study, December 2008.
² AdScore Advertising Readership Study, Feb. 2008.
³ *ES* December 2010 BPA Circulation Statement. TQ: 50,200.
⁴ *ES* Reader Preference Study, Sept. 2007.
⁵ AdScore Advertising Readership Study, April 2008.

129,000+ TOTAL MONTHLY READERS⁵

An average 1.49 additional people read each copy of *ES*. Including pass-along copies, that's an estimated 129,000+ monthly *ES* readers!⁵

MOST USEFUL

More survey respondents named *ES* as the one HVACR mechanical systems-related magazine most useful to them in their work.⁴

#1 MAGAZINE FOR ADVERTISING

Mechanical engineers named *ES* the #1 publication to primarily advertise in for reaching industry professionals like themselves.⁴



An Impressive Market

ES Reaches Influential HVAC Engineering Professionals¹

\$5.2 Million

Mean dollar value of mechanical systems, equipment, components, and/or services specified, authorized and/or purchased annually.¹

24 Buildings

Mean number of buildings for which they are involved in the purchasing process annually.¹

► On Average, Percentage Of Their Work Is Done In¹...

- 39%** – New Construction
- 61%** – Retrofit/Replacement/Renovation

► Rely On Trade Advertising¹

Nearly 50% of ES readers cannot be reached through any other HVACR publication. If you are not advertising in ES you are missing a valuable market for your products!

In addition to ES, to which of the following trade publications do they read regularly (3 out of 4 issues)?¹

- ASHRAE Journal Only 46%
- Consulting Specifying Engineer . . Only 32%
- HPAC Engineering Only 40%

► ES Provides a Strong Market Position for Your Advertising!

ES' superior editorial creates superior ad readership! In turn, this combination creates a powerful response from HVAC decision-makers. That's why more ad pages have run in ES over the past 10 years than in any other market publication.²



¹ ES Reader Profile Study, December 2008.
² IMS Data, and publisher's own data.

Editorial Profile

Engineered Systems, written by top quality editors, drives readership among the professionals you need to reach, providing an ideal platform for your advertising.

▶ Robert Beverly, *Editor*



Beverly has been with *Engineered Systems* since 1998, serving as editor for over a decade. Beverly also brings previous experience editing regional cultural magazines to the job. From working with authors to moderating Webinars and writing newsletters, he helps maintain *ES*' reputation for delivering practical, insightful engineering information in an accessible, attractive way.

▶ Caroline Fritz, *Managing Editor*



Fritz is a graduate of Bowling Green State University, and has worked on a variety of publications throughout Ohio and Colorado. She is in charge of managing copy flow and the editorial production process, securing art, and writing the product and literature sections for the magazine.

▶ Kevin Heslin, *Contributing Editor*



Heslin is an award-winning editor with more than 20 years experience in the editorial departments of business-to-business and technical publications. During his career, he has written and spoken about topics including energy cost and reliability, electrical safety, and data centers. Heslin is also the editor of *Mission Critical* magazine.

▶ Howard McKew, P.E., *Columnist*



McKew is a veteran writer and author of popular *Engineered Systems* columns including Back To Basics, The Facility Files and Tomorrow's Environment. McKew is director of Building Solutions Group, Richard D. Kimball Company, Inc. located in Andover, MA.

▶ Columns & Departments

▶ Commissioning

Rebecca Ellis, P.E., chimes in with expert advice on how to navigate the processes and people involved in commissioning a facility.

▶ Back2Basics & The Facility Files

This interactive quiz by Howard McKew, P.E. is part of a reference library taken with Amanda McKew's valuable checklists in "The Facility Files".

▶ Building Automation

From wireless to system integration, building automation continues to evolve at a rapid pace. Consultants and popular presenters Paul Ehrlich, P.E. and Ira Goldschmidt, P.E. take a monthly look at practical solutions for a changing industry.

▶ Efficiency Incentives

Mark Jewell, the founder of Real WinWin, writes this special quarterly column on the latest opportunities for owners and facilities to cut costs and increase efficiencies through a variety of utility and equipment rebates and programs.

▶ Products & Literature

The latest equipment to hit the market and new product literature, with photos, and concise descriptions.

▶ Issues & Events

This department collects legislative and code developments, research advancements, conference news, and dozens of other industry updates.

▶ Case In Point

Each month, a few real-world problems-turned-successes reveal how the right analysis and equipment did the trick.

▶ Tomorrow's Environment

Veteran columnist Howard McKew, P.E., wraps up the issue by looking at engineering trends, often opening the door on a little room for improvement.

Editorial Excellence



► Editorial Advisory Board

Lee Army — Shambaugh & Sons Inc.
Andrew C. Åsk, P.E. — Consulting Engineer
Victor Atherton — University of Miami
John C. Brady, P.E. — Chevron Texaco
John M. Cheney, Jr., P.E., FPE — Hayes, Seay, Mattern & Mattern
Robert Cowan, P.E. — Premier, Inc.
Kevin Dickens, P.E. — Jacobs Facilities, Inc.
Paul Ehrlich, P.E. — Building Intelligence Group
Rebecca T. Ellis, P.E. — Questions & Solutions Engineering
Jennifer Fair, P.E. — PSA Consulting Engineers
Ron S. Gupta, AIA — Parsons Power Group, Inc.
Philip Leader, P.E. — Albert Kahn Associates, Inc.
Evans J. Lizardos, P.E. — Lizardos Engineering Associates, P.C.
Jack Mc Gowan — CEM Energy Control, Inc.
Howard McKew, P.E. — Richard D. Kimball Company, Inc.
John S. Nelson, P.E. — Affiliated Engineers, Inc.
James B. (Burt) Rishel, P.E. — tekWorx, LLC
Vincent A. Sakraida, P.E., LEED AP — Western Engineering & Research Corp.
Gideon Shavit, Ph.D. — CONTROL emPOWERment
Ken Sinclair — AutomatedBuildings.com
Richard S. Sweetser — Exergy Partners Corp.
Grant N. Wichenko, P.E. — Appin Associates, Inc.

► Engineers rely on *Engineered Systems* Articles:*

- “Very interesting products, ads, vendors.”
- “[Online] search is more industry-focused than Google search.”
- “Very aggressive in staying ahead of the curve.”
- “Very useful information; see information about new technology that I have not seen elsewhere.”

ES Reader Profile Report, Dec. 2008.

**Submit a Case In Point,
Press Release, Feature Idea & More.
Visit www.esmagazine.com and click on Editorial**

ES 2011 Editor

ISSUE	TOPICS	SPECIAL FEATURES	FREE BONUS DISTRIBUTION
JANUARY Ad Close: Dec. 1, 2010 Editorial Close: Nov. 19, 2010	AHR Show Issue <ul style="list-style-type: none"> ▶ Chilled beams ▶ IAQ ▶ Fire / smoke control ▶ Motors and drives 	AHR EXPO PACKAGE	Show Product Guide <ul style="list-style-type: none"> • AHR Expo — Jan. 31-Feb. 2, Las Vegas • DatacenterDynamics — TBD
FEBRUARY Ad Close: Jan. 4, 2011 Editorial Close: Dec. 17, 2010	Institutional HVAC <ul style="list-style-type: none"> ▶ VRF cooling ▶ Humidification ▶ Piping ▶ Boilers 		FREE Specifier Spotlight <i>High-Performance Buildings</i> MaiLit Issue
MARCH Ad Close: Feb. 1, 2011 Editorial Close: Jan. 19, 2011	K-12 School <ul style="list-style-type: none"> ▶ Classroom ventilation ▶ Hydronics ▶ Chillers ▶ Temporary HVAC 	MaiLit Issue	<ul style="list-style-type: none"> • DatacenterDynamics — March 10, New York
APRIL Ad Close: March 1, 2011 Editorial Close: Feb. 18, 2010	Mission Critical HVAC <ul style="list-style-type: none"> ▶ Data center cooling ▶ Clean rooms ▶ VAV ▶ Air distribution 	Today's Boiler	<ul style="list-style-type: none"> • DatacenterDynamics — April 13, Phoenix
MAY Ad Close: April 1, 2011 Editorial Close: March 18, 2011	High-Performance Commercial Bldgs <ul style="list-style-type: none"> ▶ Chillers/chiller plants ▶ Dehumidification ▶ Pumps/flow control ▶ Retrofits 	Engineer's Technical Library <i>High-Performance Buildings</i>	<ul style="list-style-type: none"> • DatacenterDynamics — May 17, Seattle • NFPA — June 12-15, Boston
JUNE Ad Close: May 2, 2011 Editorial Close: April 15, 2011	College/Universities <ul style="list-style-type: none"> ▶ VRF cooling ▶ Boilers/water heaters ▶ Dehumidification ▶ Motors and drives 	MaiLit Issue	<ul style="list-style-type: none"> • APPA National Conference — June 19-22, Washington, D.C. • BOMA Annual Conference — June 26-28, Washington, D.C. • DatacenterDynamics — June 30, San Francisco
JULY Ad Close: June 1, 2011 Editorial Close: May 20, 2011	Health Care <ul style="list-style-type: none"> ▶ Fire/smoke control ▶ Air filtration ▶ IAQ/ventilation ▶ Thermal storage 	FREE Specifier Spotlight <i>High-Performance Buildings</i>	<ul style="list-style-type: none"> • ASHE Annual Conference & Expo — July 17-20, Seattle
AUGUST Ad Close: July 1, 2011 Editorial Close: June 17, 2011	Mission Critical HVACR <ul style="list-style-type: none"> ▶ Data center cooling ▶ Pharmaceutical HVAC ▶ BIM/3-D modeling ▶ Building automation 	2011 Mechanical Products Sourcebook	<ul style="list-style-type: none"> • DatacenterDynamics — August 16, Washington, D.C.
SEPTEMBER Ad Close: August 1, 2011 Editorial Close: July 15, 2011	Corporate/Campus HVAC <ul style="list-style-type: none"> ▶ Geothermal systems ▶ Kitchen ventilation ▶ Motors and drives ▶ Radiant HVAC 	MaiLit Issue	<ul style="list-style-type: none"> • ES High-Performance Buildings Conference — Sept. 13-14, Tysons Corner, VA • Healthcare Facilities Symposium—Sept. 20-21, Chicago • Greenbuild—October 5-6, Toronto, Ontario, Canada • DatacenterDynamics — October 6, Chicago
OCTOBER Ad Close: Sept. 1, 2011 Editorial Close: Aug. 19, 2011	Commercial Retrofits <ul style="list-style-type: none"> ▶ Building automation ▶ Smoke and fire control ▶ IAQ ▶ Motors and drives 	Engineer's Technical Library MaiLit Issue	<ul style="list-style-type: none"> • AMCA International Annual Meeting — October 19-22, Koloa, HA • ASPE 2011 Technical Symposium — October 27-30, Orlando
NOVEMBER Ad Close: Oct. 3, 2011 Editorial Close: Sept. 16, 2011	High-Performance Health Care <ul style="list-style-type: none"> ▶ Dehumidification ▶ Humidification ▶ Ventilation ▶ Filtration 	High-Performance Buildings Today's Boiler	<ul style="list-style-type: none"> • AHRI Annual Meeting, — Nov. 13-15, Bonita Springs, FL • DatacenterDynamics — December 6, Dallas
DECEMBER Ad Close: Nov. 1, 2011 Editorial Close: Oct. 21, 2011	AHR Expo Pre-Show Issue <ul style="list-style-type: none"> ▶ Boilers ▶ Chillers ▶ Pumps and flow controls ▶ Radiant heat 	Video Advertising Opportunity MaiLit Issue	

Special Advertising Calendar

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 ½-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

MaiLits 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	Institutional HVAC	January 4
March	K-12 Schools	February 1
June	Colleges/Universities	May 2
September	Campus HVAC	August 1
October	Commercial Retrofits	September 1
December	Pre-show Engineer Blitz	November 1

► **AHR Expo Video Ad Opportunity**

Run your ads in both the Dec. AHR Expo Pre-show issue and the Jan. Show issue to receive a discounted turnkey video ad opportunity. We'll shoot your ad on the AHR Expo show floor! Ask your us for more details.



ES 2011 RATES

Standard Sizes	1-Time	3-Times	6-Times	9-Times	12-Times	18-Times	24-Times	36-Times
Full Page (7" x 10")	\$8,030	\$7,820	\$7,550	\$7,185	\$6,995	\$6,285	\$6,025	\$5,800
1/2 i (4 5/8" x 7 3/8")	\$5,470	\$5,275	\$5,040	\$4,740	\$4,430	\$4,230	\$4,115	\$3,825
1/2 h (7" x 4 7/8") 1/2 v (3 3/8" x 10")	\$4,520	\$4,400	\$4,240	\$3,980	\$3,675	\$3,530	\$3,515	\$3,315
1/3 s (4 3/8" x 4 7/8") 1/3 v (2 1/4" x 10")	\$3,500	\$3,465	\$3,285	\$3,030	\$2,730	\$2,680	\$2,625	\$2,455
1/4 (3 3/8" x 4 7/8")	\$2,545	\$2,525	\$2,400	\$2,235	\$2,075	\$1,995	\$1,945	\$1,775

6-TIME, 9-TIME AND 12-TIME FULL PAGE ADS MAY QUALIFY FOR LOWER PROGRAM RATE. NO. 26 • EFFECTIVE JANUARY 2011 • ISSUED AUGUST 2010

Frequency determined by number of insertions used within 12 months from date of first insertion.

► General Advertising Rates

► Frequency Rates

Determined by number of insertions used within 12 months from date of first insertion. Minimum rate holder for earning frequency rate on larger space: 1/4 page.

► Color Rates

Color (other than black) available in all ad sizes. Standard colors are 4A red, blue, green, and yellow. Cost per color, per page, in addition to space rates:

	<u>2 Color</u>	<u>Page or less</u>	<u>Spread</u>
Standard Color		\$675	\$1,055
	<u>4 Color</u>	\$1,495	\$2,290

► Bleed Ads

No extra charge for bleed.

Spread, full bleed	16 1/2" x 11"
Spread, gutter bleed	15" x 10"
Page bleed	8 1/4" x 11"
Trim size	8" x 10 3/4"
Live area	7" x 10"

Vital live matter must be kept at least 3/8" away from trim edges on bleed pages.

► Special Positions


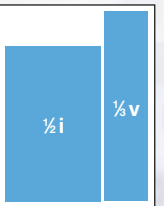

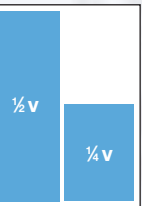
Inside Pages	space rate, plus 10%
Inside Covers	space rate, plus 15%
Back Cover	space rate, plus 20%

(Back cover ad must be 4 color.)

► Combination Rates

Attractive combination rates and special packages are available with other BNP Media publications, including *Air Conditioning, Heating & Refrigeration News; Mission Critical; Industrial Heating; SNIPS; Plumbing & Mechanical and/or PM Engineer*. Consult Publisher for details.

► Ad Sizes

			
Full-page 7" x 10"	1/2-page island 4 5/8" x 7 3/8"	1/2-page horizontal 7" x 4 7/8"	1/2-page vertical 3 3/8" x 10"
Full-page Bleed 8 1/4" x 11"	1/3-page vertical 2 1/4" x 10"	1/3-page square 4 3/8" x 4 7/8"	1/4-page 3 3/8" x 4 7/8"

Shipping Instructions

Address all insertion orders, electronic file, and proofs to:

Kelly Southard, ES Production Manager

2401 W. Big Beaver Rd., Ste 700, Troy, MI 48084

Phone: (248) 244-6409, Fax: (248) 786-1348

southardk@bnpmedia.com

Mechanical Specs

Ask about our V.I.P. Rate Program — Your Best Value

▶ Mechanical Requirements

Publication Trim Size: 8" x 10³/₄"

Type or Page Size: 7" x 10"

Binding: Saddle Stitch or Perfect Bound.

Printing: Heat-set, web-fed offset.

Screen: 150 lines printed. Magazine is Computer-To-Plate.

Composition: Mechanical charges based on Publisher's prevailing rate will be billed for all production work at gross.

▶ Digital Ad Requirements

Platforms: Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions).

File Formats: Quark, Photoshop, Indesign and Illustrator files accepted. PDF's are accepted, please call production manager for correct Distiller settings.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors should be CMYK, unless a spot color purchased.

Electronic Submission: CD-ROM disks accepted. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Ad Size: Crop marks for full-page ads should be at trim size 8" x 10³/₄". Bleed ads should extend beyond trim crop marks by 1/4" on each side. Vital matter must be kept at least 1/4" away from trim edges. Fractional ads should match sizes published in media kit.

Ad Materials Close: First of month preceding date of issue.

▶ Regional & Split Run

Insertions made on state or zip code basis. Business classification also available. Accepted in full-page ad format. Advertisers not listed in advertisers' index. Limited availability. Consult *ES* Production Manager for rates and availability. Rates are proportionate to amount of circulation used, with a minimum fee of 42% of regular advertising rates, plus non-commissionable handling charges for each regional ad.

Geographic Splits:

Black and white \$510
Two Color 595

Four Color \$820
Inserts. 1,085

For demographic split runs consult publisher.

▶ Inserts

Rates: Competitive rates for supplied and ROP inserts quickly available. Contact local representative or *ES* Production Manager.

Size: A full-page insert must measure 8¹/₄" x 11", allowing 1/8" trim at top, bottom, and outside. Vital live matter must be kept 3/8" from all edges. A 3¹/₂" x 5" stitch-in card can accompany a full-page ad. 4¹/₂-inch flap required for stitching card (or a 2-page insert). Cost is \$1,005, plus mechanical cost incurred will be billed. Cost for an oversized stitch-in postcard is \$1,915. Consult *ES* Production Manager for details and quantity.

Stock: Maximum insert weight 80 lb. coated 25" x 38" basis or equivalent. Heavier stock may be accepted at 10% premium. Send sample mock-up to *ES* Production Manager for approval.

Shipping: Printed inserts should be shipped prepaid. Contact *ES* Production Manager for destination. Include publication name, issue date and quantity on cartons.

**Questions? Contact Kelly Southard,
Production Manager at (248) 244-6409.**

▶ TERMS AND CONDITIONS

Agency Commission: 15% of gross billing allowed to recognized agencies on space, color, and position. Bills are issued same day as publication. Commission not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints, other mechanical charges and non-display classified advertising.

Payment Terms: Invoices are payable in US Funds only, Net 30 days. 1¹/₂% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their ad program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an

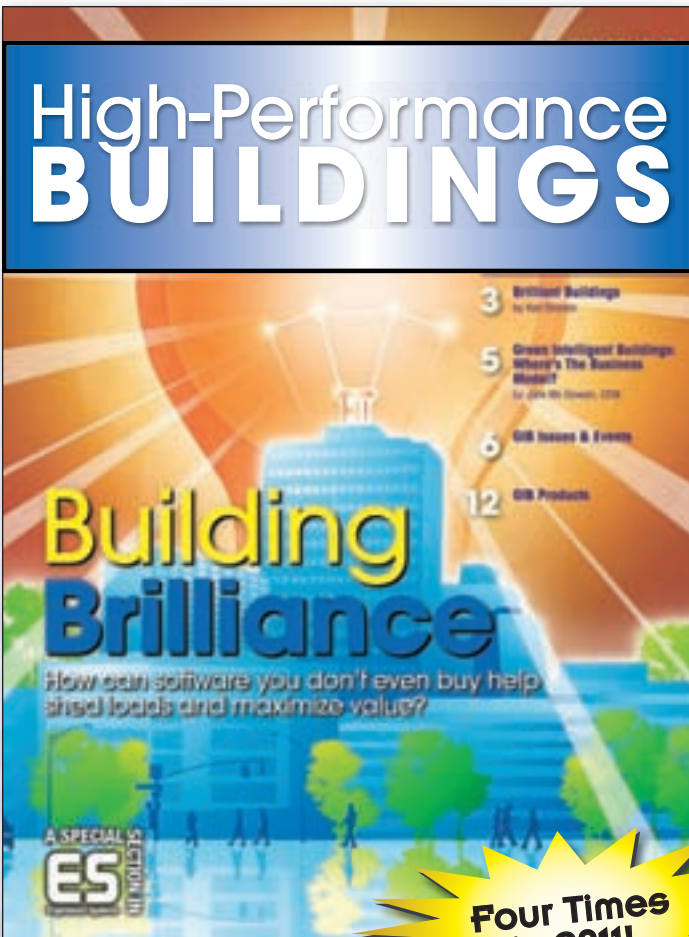
outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

Copy and Contract: Advertiser and agency assume liability for all content (including text, representation, and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher. Acceptance of advertising copy and art is subject to Publisher's approval.

Short Rates and Rebates: Advertisers will be short rated if, within 12 months from the date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within 12 months from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Special Purpose

► ES High-Performance Buildings Special Sections



Four Times in 2011!

This highly targeted special section focuses on efficiency and integration in facility engineering and design.

► HPB Reaches Every ES Mechanical Systems Engineering Subscriber!¹

Issue	Ad Close
February	January 4
May	April 1
July	June 1
November	October 3

¹ Publisher's own data.

► High-Performance Buildings Conference

ES Engineered Systems High-Performance Buildings

Sponsor *Engineered Systems'* High-Performance Buildings Conference and engage HVACR engineers as they share technologies, processes, systems, and solutions necessary to deliver and operate high-performance buildings.

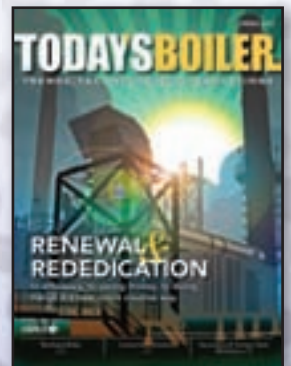
September 13-14
Tysons Corner, VA

Don't miss out on this exclusive opportunity!

Visit www.esmagconference.com for further details and to download a sponsorship prospectus.

► Today's Boiler

The Official Publication of the American Boiler Manufacturer Association mails with *ES* in 2011! Target HVACR engineers who design and work with hydronic systems in this exclusive publication. The *Today's Boiler* eNewsletter will also deploy in 2011. Ask for more details.



Issue	Ad Close
April	March 1
November	October 3

Source Advertising

► 2011 Mechanical Products Sourcebook

The industry Sourcebook dedicated exclusively to mechanical systems engineering Professionals in the HVAC/R industry!

Online Edition launches in August!

Enhanced Listings appear in the August issue in front of ES engineering subscribers!*

Place a full-page ad in August and receive multiple FREE Listing Bonuses:

- Printed Listing with boldface
- 4-Color Logo in Supplier Listing Section and online
- Live Web Link
- E-mail lead form
- Improved online search positioning



► 2011 Premium Package — Best Value and Best Exposure

Enhance your listing with a Premium package and get top positioning in the alphabetical and product search results (online with star designation), plus:

- Printed Listing in August
- 3 Product Spec Sheets (.PDFs) online
- 4-color logo in the print and online
- 3 online Banner Ads
- Live Web links
- E-mail lead form

WWW.ESMAGAZINE.COM/SOURCEBOOK



*Publisher's own data.

► Show Product Guide

Showcase your new products for 2011 in the *ES Show Product Guide*. Mailed with the January issue of *ES* and distributed to attendees at AHR Expo, this special supplement is the perfect way to announce your new products and promote your current products, jumpstarting your sales for the year! *Show Product Guide* ads also distribute in the *ES* Digital Edition with live Web links.



Specifications

The ads are 3" x 2 1/2" and include a 4-color photo of your product and up to 50 words of copy.

Ad Closing: December 1, 2010

Advertising Rates

1 Unit	\$905
2 Units	\$730 each
3 Units	\$610 each
4 Units	\$475 each

► Engineer's Technical Library

Available twice a year, this attractive section highlights your sales brochures, manuals, catalogs, and other literature with a 4-color photo and up to 50 words of copy. This feature runs in the May and October issues. *ES'* audience is responsive and active in seeking new ways to design and produce more efficient HVACR systems, making the *Engineer's Technical Library* the perfect forum to expose your literature — and sell your products. *ETL* Units also distribute in the *ES* Digital Edition with live Web links!



May Issue Closing: April 1

October Issue Closing: September 1

Advertising Rates

1 Unit	\$905
2 Units	\$730 each
3 Units	\$610 each
4 Units	\$475 each

To Reserve Ad Space in ES Special Editions

Contact Mary Wray at 248-244-6488, fax: 248-244-3920, or e-mail: wraym@bnpmedia.com

Shipping: Ship all contracts, instructions, and materials to: *Engineered Systems*, (note which option you are interested in) Attn: Mary Wray, 2401 W. Big Beaver Rd. Suite 700, Troy, MI 48084

ES eMedia &

New: BPA-Audited Website Traffic

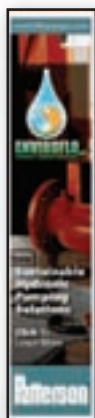
Now, ES offers audited proof of www.esmagazine.com traffic. For the first time ever, you can compare the audiences of any sites that also use BPA Worldwide's SiteCensus reporting application. BPA and Site-Census collect and measure only human Web traffic.

December 2010 BPA Circulation Statement.

25,152 Average Monthly Page Impressions¹
12,617 Average Monthly Unique Browsers¹



Banner Ads
 468 x 60 pixels
Call for pricing!



Skyscraper Ads
 120 x 600 pixels
Call for pricing!



Button Ads
 120 x 60 pixels
Call for pricing!

Material requirements:
 Maximum File Size: 40K. Can be animated
 72 dpi resolution .jpg or .gif.



▶ Rich Media

Get creative and interactive - visit **portfolio.bnpmmedia.com** for a complete rich media advertising menu. Includes live and interactive samples, such as:

Page Peel Ad
 Appears as a corner "peeled" back with an animation.



Floating Ad
 Animation that floats over the home page and rests as a banner or skyscraper-sized ad.

Expandable Banner Ad
 Appears as a banner-sized ad users may "pull-down" to see additional animated information.

▶ Social Media Sponsorships

Promote your products directly to ES Twitter and Facebook fans.

Twitter Widget
 Feed your Tweets to our publication homepage.

Sponsored Tweets
 Send us your message and we'll launch it to our followers.

Facebook Welcome Page
 Be front and center! When fans visit our Facebook page, this is the first page they see.

Facebook Notes
 Your note (includes link and image) on our Facebook page reaches the newsfeeds of all our fans! Contact your sales rep for pricing.



eNewsletters

► IAQ & Controls eNewsletters



Three ES eNewsletters deploy each month, one focused on Controls (*ES Controlling Interest*), one on IAQ (*ES Clean Air Focus*), and our latest new product eNewsletter (*The Production Line*). Banner, Tile, Skyscraper and Video ads are available! Call for pricing.

	Controlling Interest	Clean Air Focus	Production Line
Current Distribution:²	10,000+	12,000+	4,300+
Open Rate:²	21.8%	19.9%	29.2%

ES eNewsletters together average more than 520 reader clicks per edition!²

Material requirements:

Maximum File Size: 40K. Can be animated 72 dpi resolution .jpg or .gif.

► Custom eNewsletters

Engage HVAC engineers with your own dedicated eNewsletters loaded with specialized content. We manage the entire project for you and deploy your message with a publisher introduction. All open and clickthrough rates are trackable for maximum sales leads. Contact us for rates and editorial topic ideas.



► Enhanced Digital Edition

Reach HVAC engineers by sponsoring one or all 12 Digital Editions in 2011. Your ad will be featured adjacent to the Digital Edition front cover and will also appear in our Digital Edition e-mail cover note. Other advertising opportunities are available...

Sponsorship Positions

Presentation Page, Toolbar Logo, Skyscraper Ad, Banner Ads, Tab

Lead Generation Tools

Call Back Card, Business Reply Card

More Digital Opportunities

Blow-in Cards, Belly-Bands, Gatefolds, Audio, Video, and more!



Educational Webinars

Check it out at

<http://Webinars.ESMagazine.com>

ES Webinars are one-hour educational sessions broadcast online via streaming audio/video. Webinars can be topic-specific (ES provides content and discussion expertise or client-specific (you provide content and messaging.) Either way ES handles everything for you – marketing & promotion, participant registration and all connectivity.

► Quality Leads

Interact with mechanical systems engineering professionals in charge of commercial, institutional and industrial facilities. Build a high-quality sales leads database from captured demographics. ES Webinars have seen over 1,000 attendees!¹

► Credibility

Your association with *Engineered Systems* lends credibility to your brand and positions you as an industry leader.

► Staying Power

Webinars are archived online at esmagazine.com for 12 months and available for viewing 24 hours a day, 7 days a week.

¹ Publisher's own data.

**As many as 1,000+
Lead Opportunities
per Event!**



► Sponsor Benefits:

- All leads provided via reporting link with real-time access for 12 months to captured data (name, company, title, phone, address, email and more)
- Your logo and link on registration page and audience console
- Advertisement promoting your event in ES print issues
- Multiple promotional e-mail blasts to ES e-subscribers
- Promotional banner and button on ES Web page
- Write-up and promotional banner in ES eNewsletters
- Promotion in ES digital editions
- Promotional flyers at ES booth at any relevant tradeshows
- Editorial write-up in the magazine
- Event reminders emailed to all registrants to drive highest attendance possible
- Archived event posted on esmagazine.com for 12 months

► Webinar Format:

- 45 minute presentation, 15 minute Q&A
- PowerPoint style slide presentation
- Capabilities include live polling and results; viewer submitted questions throughout live event; flash video compatible (ask your sales rep for more information)
- Moderated by ES Editor, Robert Beverly
- Multiple speakers allowed from remote locations

Ask your sales rep about co-sponsor opportunities!

► Contact your sales rep today to reserve your date and time!

1.0 CE-PDH Certificate of Completion available for those who attend and qualify!

Marketing Services

▶ Custom Media Division— Personalized Media Solutions



Are you thinking of starting your own magazine, Web site, or white paper? Creating an advertorial, blog, podcast or video program? Let us do the work for you, from start to finish. Our Custom Media Division combines media experts with

Engineered Systems' readership. Let us partner with you to produce a powerful media package that showcases your message in the marketplace. Contact Peter Moran at 914-882-7033 or e-mail moranp@bnpmedia.com.



<http://custommedia.bnpmedia.com>

▶ Clear Seas Research— Making the Complex Clear

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will help your business grow and succeed in today's marketplace through use of brand assessment & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools.

For more information contact Beth Surowiec at 248-786-1619 or e-mail surowiecb@clearseasresearch.com.



Captive Audience • Industry Knowledge • Clear Insight



www.clearseasresearch.com

▶ List Rental

BNP Media's postal, telemarketing, and email mailing lists offer quality data that will produce responsive sales leads. With over 21 segmented databases and 56 subscriber files, you can reach top decision-makers in high-growth, key business markets that are connected to your industry. To take advantage of these exceptional revenue-generating lists contact:

Robert Liska for postal inquires at:
845-731-2726
robert.liska@eraepd.com



Shawn Kingston for email inquiries at:
845-731-3828
shawn.kingston@eraepd.com



To view datacards for all lists or to get more information on list rental, please visit <http://bnp.edithroman.com>.

▶ Reprints & ePrints

Use reprints of your advertisement or even articles from *Engineered Systems* as marketing tools, and let us do the printing for you. For a nominal cost, reprints of advertisements and articles are available upon request for quantities of 500 or less. .PDF prints are also available.

Contact Jill DeVries
248-244-1726
devriesj@bnpmedia.com
for a no-obligation quote.



ES

Engineered Systems

2011

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Mary Wray Special Sales

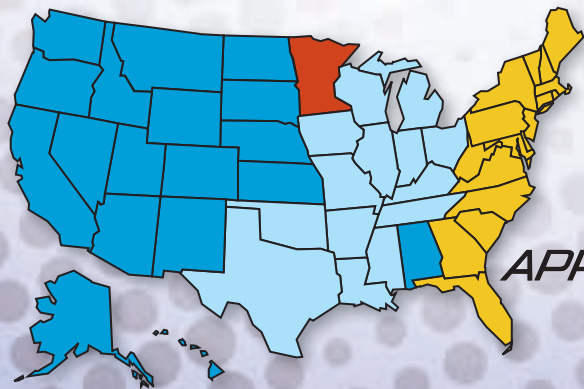
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BNP MEDIA HELPS PEOPLE SUCCEED
 IN BUSINESS WITH SUPERIOR INFORMATION

Classified Advertising

Display Classified Rates

1x	3x	6x	9x	12x	24x	36x
\$169	\$161	\$157	\$152	\$148	\$144	\$140

(per column — inch)

Regular Line Classified Rates

1x	3x	6x	9x	12x	24x	36x
\$131	\$125	\$123	\$113	\$108	\$105	\$102

(per insertion of 50 words; each additional word is \$2.00)

Positions Wanted: \$95 per insertion of 50 words; each extra word is \$1.95.
Department Number Service: \$9.50 per insertion to remain anonymous.
Agency Commission: Agency commission is not allowed on regular line classifieds. Classifieds do not count towards general advertising frequency. Commission allowed on display ads only, provided they are camera-ready.

Online Classified Rates

1x	3x	6x	9x	12x
\$212	\$194	\$186	\$160	\$156

(per insertion of 50 words; each additional word is \$2.00)

Online classifieds are posted on ES' website, www.esmagazine.com. Rates include the print edition and the website, in "Line Classified" format only. Minimum appearance of 30 days online to a maximum of 365 days online depending upon frequency used.

Classified Ad Closing:

First week of the month preceding date of issue.
 Contact Michael O'Connor
phone: (610) 354-9552, **fax:** (610) 354-9390
e-mail: oconnorm@bnpmedia.com.

