

# 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

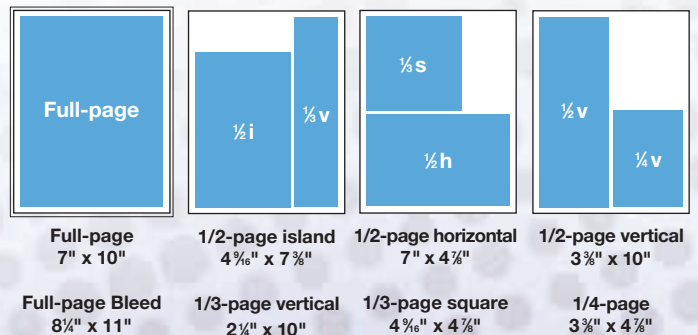
Inside Pages . . . . .	space rate, plus 10%
Inside Covers . . . . .	space rate, plus 15%
Back Cover . . . . .	space rate, plus 20%

(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



## 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 10<sup>3</sup>/<sub>4</sub>"

**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 10<sup>3</sup>/<sub>4</sub>". 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 8<sup>1</sup>/<sub>4</sub>" x 11", allowing 1/8" trim at top, bottom, and outside. Vital live matter must be kept 3/8" from all edges. A 3<sup>1</sup>/<sub>2</sub>" x 5" stitch-in card can accompany a full-page ad. 4<sup>1</sup>/<sub>2</sub>-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. 1<sup>1</sup>/<sub>2</sub>% 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.