

Air Conditioning | Heating | Refrigeration

# the NEWS

# EDITORIAL CALENDAR AND RATE CARD 2024

- **TWICE MONTHLY IN PRINT**
- **WEEKLY & MONTHLY eNEWSLETTERS**
- **DAILY ONLINE COVERAGE OF:**
  - RESIDENTIAL • COMMERCIAL
  - REFRIGERATION • IAQ
  - SMART TECHNOLOGIES
  - AND MANY MORE INNOVATIVE  
PRODUCT TRENDS!








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ISSUE	EDITORIAL FOCUS	SPECIAL ADVERTISING OPPORTUNITIES	EVENTS AND CONFERENCES	READ STUDY
<p><b>01/01</b></p> <p>Ad Close: 10/15/23</p>	<ul style="list-style-type: none"> <li>• <b>2024 HVACR Directory</b></li> </ul>			
<p><b>01/08</b></p> <p>Ad Close: 12/15/23</p>	<ul style="list-style-type: none"> <li>• <b>Most Innovative Products</b></li> <li>• <b>AHR Pre-Show</b></li> <li>• <b>FROSTlines</b></li> <li>• <b>DISTRIBUTION</b>trends</li> </ul>	<p>Pre-AHR Product Showcase section for advertisers Ask your rep.</p> <p>Special AHR Expo Rates</p>	<p>AHR Expo Chicago, IL Jan. 22-24</p>	
<p><b>01/22</b></p> <p>Ad Close: 01/05</p>	<ul style="list-style-type: none"> <li>• <b>AHR Show Issue</b></li> <li>• <b>State of the Industry</b></li> <li>• <b>Marketing Tools and Sales Strategies</b></li> <li>• <b>FROSTlines</b></li> <li>• <b>SNIPS</b> NEWS</li> </ul>	<p>AHR Expo eNews Wrap-Ups</p>	<p>AHR Expo Chicago, IL Jan. 22-24</p> <p>International Builders Show Las Vegas Feb. 27-29</p>	
<p><b>02/12</b></p> <p>Ad Close: 01/26</p>	<ul style="list-style-type: none"> <li>• <b>Decarbonization</b></li> <li>• <b>IAQ</b></li> <li>• <b>Refrigerants</b></li> <li>• <b>FROSTlines</b></li> <li>• <b>SNIPS</b> NEWS</li> </ul>	<p>NATE eNewsletter</p>		
<p><b>02/26</b></p> <p>Ad Close: 02/09</p>	<ul style="list-style-type: none"> <li>• <b>AHR Post Show Issue</b></li> <li>• <b>FROSTlines</b></li> </ul>			
<p><b>03/11</b></p> <p>Ad Close: 02/23</p>	<ul style="list-style-type: none"> <li>• <b>ACCA Issue</b></li> <li>• <b>Humidification</b></li> <li>• <b>Compressors</b></li> <li>• <b>FROSTlines</b></li> <li>• <b>SNIPS</b> NEWS</li> </ul>	<p>App Focus</p>	<p>EPIC Conference Anaheim, CA • March 11-12</p> <p>ACCA Orlando, FL • March 11-14 ✓</p> <p>MCAA Orlando, FL • March 17-21</p>	
<p><b>03/25</b></p> <p>Ad Close: 03/08</p>	<ul style="list-style-type: none"> <li>• <b>Ductless</b></li> <li>• <b>Tools</b></li> <li>• <b>Rooftops</b></li> <li>• <b>FROSTlines</b></li> <li>• <b>DISTRIBUTION</b>trends</li> </ul>		<p>IIAR Orlando, FL March 24-27</p>	
<p><b>04/08</b></p> <p>Ad Close: 03/22</p>	<ul style="list-style-type: none"> <li>• <b>Residential Cooling Showcase</b></li> <li>• <b>Renewables</b></li> <li>• <b>FROSTlines</b></li> <li>• <b>SNIPS</b> NEWS</li> </ul>	<p>NATE eNewsletter</p>		
<p><b>04/22</b></p> <p>Ad Close: 04/05</p>	<ul style="list-style-type: none"> <li>• <b>Chillers</b></li> <li>• <b>Thermostats</b></li> <li>• <b>Data Centers</b></li> <li>• <b>FROSTlines</b></li> </ul>			

ISSUE	EDITORIAL FOCUS	SPECIAL ADVERTISING OPPORTUNITIES	EVENTS AND CONFERENCES	READ, STUDY
<b>05/06</b>  Ad Close: 04/19	<ul style="list-style-type: none"> <li>• <b>Transportation</b></li> <li>• <b>Heat Pumps</b></li> <li>• <b>High-End HVAC</b></li> <li>• <b>FROSTlines</b></li> </ul> 	NATE eNewsletter  App Focus		
<b>05/20</b>  Ad Close: 05/03	<ul style="list-style-type: none"> <li>• <b>Commercial Cooling Showcase</b></li> <li>• <b>Air Handlers</b></li> <li>• <b>FROSTlines</b></li> </ul> 		AHRI Spring Meeting Washington, D.C. May 20-22	
<b>06/03</b>  Ad Close: 05/17	<ul style="list-style-type: none"> <li>• <b>Portable HVAC</b></li> <li>• <b>Refrigerants</b></li> <li>• <b>Health Care Market</b></li> <li>• <b>FROSTlines</b></li> </ul> 			
<b>06/17</b>  Ad Close: 05/31	<ul style="list-style-type: none"> <li>• <b>Smart Homes</b></li> <li>• <b>Software</b></li> <li>• <b>IAQ</b></li> <li>• <b>FROSTlines</b></li> </ul>	Summer Product Showcase		
<b>07/01</b>  Ad Close: 06/14	<ul style="list-style-type: none"> <li>• <b>Sustainable Commercial Buildings</b></li> <li>• <b>Geothermal</b></li> <li>• <b>Dehumidification</b></li> <li>• <b>FROSTlines</b></li> </ul> 	App Focus		
<b>07/15</b>  Ad Close: 06/28	<ul style="list-style-type: none"> <li>• <b>Indoor Agriculture</b></li> <li>• <b>Expanded Services</b></li> <li>• <b>Coils and Condensing Units</b></li> <li>• <b>FROSTlines</b></li> </ul> 			
<b>07/29</b>  Ad Close: 07/12	<ul style="list-style-type: none"> <li>• <b>Dealer Design Awards</b></li> <li>• <b>FROSTlines</b></li> </ul>	Dealer Design Awards Place your logo with this prestigious contest!  Sponsored Digital Spotlight		
<b>08/12</b>  Ad Close: 07/26	<ul style="list-style-type: none"> <li>• <b>Business Management Services and Software</b></li> <li>• <b>Commercial Refrigeration</b></li> <li>• <b>Internet of Things and AI</b></li> <li>• <b>FROSTlines</b></li> </ul> 	NATE eNewsletter		
<b>08/26</b>  Ad Close: 08/09	<ul style="list-style-type: none"> <li>• <b>Top 40 Under 40</b></li> <li>• <b>Rooftops</b></li> <li>• <b>FROSTlines</b></li> </ul>			

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<b>09/09</b>  Ad Close: 08/23	<ul style="list-style-type: none"> <li>• Compressors</li> <li>• IAQ</li> <li>• Building Automation</li> <li>• FROSTlines</li> </ul> 	NATE eNewsletter		
<b>09/23</b>  Ad Close: 09/06	<ul style="list-style-type: none"> <li>• High-End HVAC</li> <li>• Hospitality</li> <li>• Digital Marketing</li> <li>• FROSTlines</li> </ul> 		MSCA Conference Colorado Springs, CO Sept. 22-24	
<b>10/07</b>  Ad Close: 09/20	<ul style="list-style-type: none"> <li>• Residential Heating Showcase</li> <li>• Radiant Heat</li> <li>• FROSTlines</li> </ul> 	App Focus	SMACNA Conference, Palm Desert, CA Oct. 27-30	
<b>10/21</b>  Ad Close: 10/04	<ul style="list-style-type: none"> <li>• Heat Pumps</li> <li>• Thermostats</li> <li>• Top Women in HVAC List</li> <li>• FROSTlines</li> </ul>	Women in HVAC Awards	Women in HVACR Location TBD, Date TBD	
<b>11/04</b>  Ad Close: 10/18	<ul style="list-style-type: none"> <li>• Commercial Heating Showcase</li> <li>• FROSTlines</li> </ul> 	NATE eNewsletter	AHRI Leadership Forum Palm Springs, CA Nov. 17-19	✓
<b>11/18</b>  Ad Close: 11/01	<ul style="list-style-type: none"> <li>• Decarbonization</li> <li>• Ductless</li> <li>• Chillers</li> <li>• FROSTlines</li> </ul> 		HARDI Conference Atlanta, GA Dec. 7-10	
<b>12/02</b>  Ad Close: 11/15	<ul style="list-style-type: none"> <li>• Multi-Family Residential</li> <li>• Green Products</li> <li>• Energy Management</li> <li>• FROSTlines</li> </ul> 			
<b>12/16</b>  Ad Close: 11/29	<ul style="list-style-type: none"> <li>• Refrigerants</li> <li>• Geothermal</li> <li>• Legislative Update</li> <li>• FROSTlines</li> </ul>			

## 4-COLOR NET RATES

AD SIZE	DIMENSIONS	COL. IN.	1X	3X	6X	9X	12X	24X	SPECS FOR BLEEDS
Tabloid Page (Non-Bleed)	10.125" x 14"	70	\$13,584	\$12,769	\$11,954	\$11,139	\$10,188	\$9,373	<b>Tabloid page trim size:</b> 10.875" x 14.75"  <b>Tabloid page, full bleed:</b> 11.125" x 15"  <b>Tabloid spread, full bleed:</b> 22" x 15"  <b>Tabloid spread, gutter bleed only:</b> 21" x 14"  <b>Junior page trim size:</b> 8.375" x 10.75"  <b>Junior page bleed:</b> 8.75" x 11"  <b>Junior spread, gutter bleed:</b> 17" x 10"  Vital matter must be kept at least .375" from trim edges on bleed pages.  Trim is .125" on top, bottom, and face.
Tabloid Spread (Non-Bleed)	21" x 14"	140	\$16,538	\$15,546	\$14,553	\$13,561	\$12,404	\$11,411	
Junior Page	8.125" x 10"	40	\$9,104	\$8,558	\$8,012	\$7,465	\$6,828	\$6,282	
Junior Spread	16.75" x 10"	80	\$15,750	\$14,805	\$13,860	\$12,915	\$11,813	\$10,868	
2/3 Vertical	4" x 13.5"	27	\$9,950	\$9,353	\$8,756	\$8,159	\$7,463	\$6,866	
2/3 Square	6" x 8"	24	\$7,431	\$6,985	\$6,539	\$6,093	\$5,573	\$5,127	
1/2 Vertical	4" x 10"	20	\$6,219	\$5,846	\$5,473	\$5,100	\$4,664	\$4,291	
1/2 Horizontal	8.125" x 5"	20							
1/3 Vertical	4" x 7.5"	15	\$4,614	\$4,337	\$4,060	\$3,783	\$3,461	\$3,184	
1/3 Square	6" x 5"	15							
1/4 Vertical	1.875" x 10"	10	\$4,405	\$4,141	\$3,876	\$3,612	\$3,304	\$3,039	
1/4 Square	4" x 5"	10							
1/6 Vertical	1.875" x 5"	5	\$1,103	\$1,037	\$971	\$904	\$827	\$761	
1/6 Horizontal	4" x 2.5"	5							
4-Color Cover Banner	5" x 2"		\$3,725	\$3,502	\$3,278	\$3,055	\$2,794	\$2,570	

## GENERAL ADVERTISING RATES

**FREQUENCY RATES:** Determined by number of insertions used within 12 months from date of first insertion. Minimum rate holder size for earning frequency rate on larger space: 10 column inches. Advertisements are accepted in any size, 2 column inches or more in depth. For advertisements that fall between the standard ad sizes shown above, please contact your sales rep for pricing. **Special contract rates are available based on ad size and frequency. Contact your Sales Manager or Production Manager for more information.**

**COMBINATION RATES & PROGRAMS:** Special programs and rates for advertisers running in *THE ACHR NEWS*, and other BNP Media publications are available. Contact your sales rep.

## PUBLICATION CLOSING DATES

**PUBLISHED 26 MONDAYS EACH YEAR.** Last advertising forms for all materials close 17 days prior to date of issue except for special issues designated on calendar. Holidays may affect the closing of an issue. (See calendar.) When proof must be submitted for approval, copy must be in the hands of the Publisher two weeks preceding date of insertion. **Please note: Closing date is noon on Friday, 17 days prior to date of issue.**

## CLASSIFIED ADVERTISING

**PAYMENT/COMMISSION:** Payment with order required. 15% commission allowed on display ads provided to specifications.

**CLOSING:** Classified advertising closes 10 days before issue date (Friday). In the event of a Monday holiday, the closing is one day earlier (Thursday).

**SHIPPING:** Address all classified space orders, artwork, proofs, copy, and digital files to *THE ACHR NEWS'* Classified Ad Manager at the Troy, MI address.

**TO RESERVE SPACE:** Contact the Classified Ad Manager.

Michael O'Connor  
 Phone: 610.354.9552  
 Fax: 248.502.2106  
 E-mail: oconnorm@bnpmedia.com

## CLASSIFIED PRINT RATES

FREQUENCY	1X	3X	6X	9X	12X	24X	36X
Display Classified Per column inch Minimum Depth: 2"	\$255	\$240	\$224	\$209	\$191	\$176	\$161

## INSERTS

**RATES:** Competitive rates for supplied and ROP inserts are quickly available.

Contact a territory representative or *THE ACHR NEWS*' Production Manager. If .375" pick up on high folio or if .125" head trim is omitted, there will be a tipping charge. On inserts of less than four pages, a 4.5" bind-in flap is required for stitching. A 5.5" x 3.5" stitch-in card can be run. A 4.5" bind-in flap is required for stitching. If a card needs to tip, call Production Manager for the minimum tipping size. Cost is \$1,913, plus the mechanical costs incurred will be billed. Consult *THE ACHR NEWS*' Production Manager for details.

**PRODUCTION REQUIREMENTS:** Contact *THE ACHR NEWS*' Production Manager for available issues and specifications.

**STOCK:** Maximum insert weight 80-pound coated 25" x 38" or equivalent. Send mock-up sample to *THE ACHR NEWS*' Production Manager for approval.

**SHIPPING:** Consult *THE ACHR NEWS*' Production Manager for addresses. A label must be affixed to each carton indicating: Attention: *THE ACHR NEWS*, issue date, name of insert, and individual count per carton. Charges will be billed for unpacking and counting inserts. Inserts must arrive at least two weeks prior to the issue date.

## MECHANICAL REQUIREMENTS

**PUBLICATION TRIM SIZE:** 10.875" x 14.75"

**TYPE OR PAGE SIZE:** 10.125" x 14"

**BINDING:** Saddle stitched.

**DIGITAL FILES:** Please call your *ACHR NEWS* Production Manager for specs on creating and sending digital files.

**COMPOSITION:** All materials requiring alteration or design work must be received by the Production Department at least one week prior to the ad closing date. Mechanical charges based on Publisher's prevailing rate will be billed for all production work at gross. Proofs will be sent to the advertiser or agency for approval, provided all deadlines are met.

**HEATING:** Heat-set, Web-fed offset.

**SCREEN:** 133 lines recommended.

**PAPER:** 40-pound white, machine-coated.

## SPECIAL POSITIONS

**OVER 30 COLUMN INCHES:** 10%

**30 COLUMN INCHES OR UNDER:** 20%

Back page ad must be 70 column inches, four-color.

A maximum of 12 back pages, and/or special positions can be reserved.

## REGIONAL AND SPLIT RUN

Insertions are made on state basis or by business classification and are accepted in junior or tabloid page ads. Advertisers are not listed in the advertisers' index. Availability may be limited, consult the sales rep. Rates are proportionate to the percentage of circulation used, with a minimum fee of 42% of regular advertising rates, plus non-commissionable handling charge for each regional ad:

Consult *THE ACHR NEWS*' Production Manager for additional costs related to demographic splits.

## TERMS AND CONDITIONS

The following terms and conditions shall be assumed incorporated in every insertion order or space contract received by *THE ACHR NEWS*, unless modified by written agreement signed by the Publisher, and shall supercede any ambiguous or inconsistent statement in said order or contract.

**RATE PROTECTIVE CLAUSE:** As new rates are announced, contract advertisers will be protected at their contract rates until Dec. 31, 2023. New rate card goes into effect Jan. 1, 2024.

**PAYMENT AND TERMS:** Invoices are payable in U.S. funds only, net 30 days. A 1.5% per month service charge thereafter (0.5% 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 advertising program. Publisher reserves the right to hold an 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, the customer understands and agrees to pay all collection costs, including finance charges, court costs, and attorney fees.

**COPY AND CONTRACT:** The advertiser and advertising 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 a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient space to warrant a lower rate than that at which they have been billed.

## SALES STAFF

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