

**CONTRACTING**  
**BUSINESSES**  
.COM

**2010**

**Editorial Calendar**

**Product Guide**

**Rate Card**

# Who reads Contracting Business.com magazine and why?

**Let a few of our readers tell you:**

"I've been a reader of *Contracting Business.com* for many years. All of the articles and the advertisements are relevant to our industry and specifically our commercial refrigeration business. *Contracting Business.com* is a **synergistic partner in improving our best business and technical practices.** My staff also reads *Contracting Business.com*, and finds it very helpful."

**Bill Almquist, President**  
**Almcoe Refrigeration Company**

"As a leading MEP/HVACR service provider headquartered in Connecticut, we depend on *Contracting Business.com* to **provide us with timely and informative news on what's happening within the industry on both a national and regional levels.** Being able to obtain this information in print and electronically makes it all that much easier for us to stay in touch with other commercial and industrial contractors in the HVAC/R industry.

Your articles are thought provoking, educational, and interesting as they address many of the key issues facing our organization today. Not only do they present progressive solutions, but **they also promote the expansion and improvement of the HVAC/R marketplace."**

**Chris Manthous, Vice President of Sales & Marketing**  
**Harrington Engineering, Inc.**

"I've been receiving *Contracting Business.com* since 1986, and I have articles that I've saved since 1988. I always look forward to receiving *Contracting Business.com*. It's a **major source for finding out what other contractors are doing and for keeping up with industry trends.** I've gotten many ideas and helpful information over the years, and I would highly recommend for anyone to take the time to read the magazine."

**Phillip R. Hall, President**  
**Turner & Schoel, Inc.**



## A CIRCULATION TEST:

# CONTRACTING <sup>\*</sup> BUSINESS <sub>.COM</sub> vs. Competitor X<sup>\*\*</sup>

### TOTAL QUALIFIED CIRCULATION:

- Contracting Business.com** – 40,000
- Competitor X** – 27,907

### CONTRACTOR CIRCULATION:

- Contracting Business.com** – 37,291
- Competitor X** – 25,412

### TITLES:

- Contracting Business.com:**
  - Management – 32,140
  - Engineering/Technical – 2,601
  - Sales/Service – 2,550
- Competitor X:**  
*Does not qualify by title or function.*

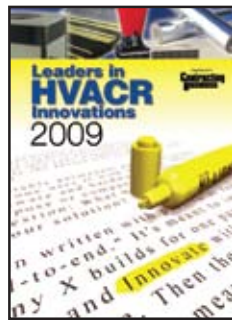
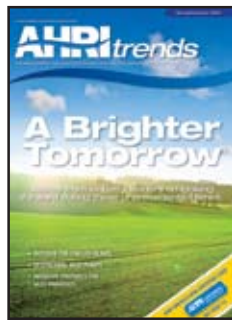
### AREAS ENGAGED IN:

- Contracting Business.com:**
  - Residential (any type) – 30,737
  - Commercial/Institutional – 29,026
  - Industrial – 20,044
- Competitor X:**  
*Does not qualify their subscribers to this level.*

\* BPA Statement, 6/09

\*\* ABC Statement. 12/08

## In Print



Contracting Business.com Display Advertising	HVACR Distribution Business	AHRI Trends	Leaders in HVACR Innovations	AHR At-A-Glance
40,000 Circulation*	12,000+ Circulation	80,000 Circulation	See description below	20,000+ Circulation
<p><b>Contracting Business.com</b> is the leading business-to-business magazine for commercial, residential, and industrial contractors in the heating, ventilation, air conditioning and refrigeration industries. It has the largest contractor circulation and retains the readership of the industry's best, most progressive contractors and dealers through editorial content that continues to promote the expansion and improvement of the HVACR marketplace.</p>	<p>Written exclusively for the HVACR wholesaler/distributor community, each issue covers the challenges, trends, products and technologies of interest to commercial, industrial and residential wholesalers, distributors and rep firms. Each issue features an interview with a wholesaler and a manufacturer who will share best practices with the readers.</p> <p><b>HVACR Distribution Business</b> is the official magazine of HARDI.</p>	<p>The Air-Conditioning, Heating, and Refrigeration Institute (AHRI) proudly presents AHRI Trends. This powerful association in the HVACR industry has joined forces with Contracting Business.com &amp; CONTRACTOR magazines to produce a twice-yearly publication spotlighting industry trends affecting contractors and technicians.</p>	<p><b>Leaders in HVACR Innovations</b> is the information source for the most ambitious HVACR contractors to find the leading HVACR suppliers. Place a profile in this impressive guide and present your company, your products and their application advantages directly to attendees of the biggest trade shows in the HVACR industry.</p> <p>This reference guide will be distributed at the AHR Expo, ACCA, AHRI, HVAC Comfortech, HARDI, ISH, and the Commercial HVACR Symposium plus other major industry trade shows.</p>	<p>This convenient, digest-sized directory of the International Air Conditioning, Heating, Refrigerating Expo includes all the vital information HVACR contractors need to plan their visit to the show: a listing of exhibits and booth numbers, registration information, area hotels, restaurants and more.</p> <p>It's the ideal size for attendees to carry around throughout the duration of the show, which makes it the perfect advertising vehicle for manufacturers who want to drive traffic to their booths.</p>
<b>Monthly</b>	<b>February, March, April, June August, October, December</b>	<b>May &amp; September</b>	<b>December</b>	<b>December</b>
<b>Ad Close:</b> 1st of the preceding month	<b>Ad Close:</b> 1st of the preceding month	<b>Ad Close:</b> 1st of the preceding month	<b>Ad Close:</b> 1st of the preceding month	<b>Ad Close:</b> 1st of the preceding month
See rate card on the following pages.	Ask for a copy of the <b>HVACR Distribution Business</b> Media Kit.	Your <b>Contracting Business.com</b> sales rep will gladly provide pricing and other details.	\$2,300 for a one-page company profile including company logo, contact information, description of company and up to four full photographs, if provided.	Spread - \$4,140 Full Page - \$2,600 2/3 Page - \$2,040 Island 1/2 - \$1,480 Banner Ad - \$1,000  Ask your sales rep for additional pricing.

## SMART PRODUCTS



Smart Products	HVACR Website Reviews	Literature Digest	Instrumentation & Tools
40,000 Circulation	40,000 Circulation	40,000 Circulation	40,000 Circulation
<p>These 1/8-page ad units feature a photograph and description of your products. Positioned in the main body of the magazine (and on contractingbusiness.com for 90 days with a FREE link from your Smart Products unit to your Website), Smart Products units are extremely cost-effective for reaching thousands of contractors who purchase products like yours.</p>	<p>These valuable, full-color 1/8 page review units give readers a detailed description of what they will find on your site. As the "internet yellow pages" of the HVACR industry, the online directory lists the web addresses for manufacturers, trade associations, internet resources, consolidators, distributors and software vendors.</p>	<p>These 1/8-page ad units feature a photograph and description of your current product brochures or catalogs. Literature Digest Units are an excellent vehicle to arm your sales force with thousands of leads they may not have been able to uncover. Use Literature Digest units to arm your sales force with a pre-qualified database of individuals who actively request your sales literature.</p>	<p>Performance-based contractors are constantly looking for the best products available and these 1/8-page ad units will provide the latest information they need to make purchasing decisions on test equipment, diagnostic tools and instrumentation.</p>
<b>Monthly</b>			
<b>Ad Close: 1st of the preceding month</b>			
\$995 per unit			
Contact your Contracting Business.com sales rep for discounts on multiple units.			
<b>The Smart Products section of the magazine will feature 1/8-page ad units featuring the product offerings listed above. Mix and match for maximum impact...all at a budget friendly price!</b>			

## Online



**CONTRACTING BUSINESS .COM**



HVAC-TALK.com	ContractingBusiness.com	HVACR Hotmail	Webcasts	Contracting Business eAction Cards
1.8 million page views per month	48,000+ page views per month	14,000+ Circulation	Varies by program	20,000 +Circulation
<p><b>HVAC-TALK.com</b> is a vibrant, active online community that connects HVAC professionals with a focus on the contracting marketplace.</p> <p>Visitors use <b>HVAC-TALK.com</b> for networking and socializing, to gather market information and to pose real-world HVAC-related questions to other industry professionals.</p> <p>HVAC contractor suppliers now have access to the largest online discussion forum in the HVAC contracting market as well as new avenues to connect with qualified, engaged professionals looking for their products and services.</p> <p><b>HVAC-TALK.com</b> – Social media at its best...</p>	<p>An invaluable resource for HVACR contractors and distributors and an ideal marketing tool for manufacturers, <b>ContractingBusiness.com</b> combines the full editorial content of the print magazine, our online website directory and much more making <b>ContractingBusiness.com</b> the premier online location for the latest news in the HVACR industry.</p> <p>Banner ads and numerous site and section sponsorships are available.</p>	<p>Whether your audience is large or small, <b>Contracting Business.com</b> provides affordable ways to reach them electronically.</p> <p><b>HVACR Hotmail</b> goes out twice a month and contains highlights from <b>ContractingBusiness.com</b> and quick insights to industry trends. Add your link to this quick, affordable promotional tool.</p>	<p><b>Webcasts</b> are online seminars that deliver live, interactive presentations, saving time and travel costs. All logistics and support are handled by <b>Contracting Business.com</b></p>	<p>Each <b>eAction Card</b> deck emails to 20,000 <b>Contracting Business.com</b> subscribers. Ideal for generating a high-quantity of new sales leads, testing new markets, and introducing new products. Each <b>eAction Card</b> will feature a direct link to your website!</p>
<b>365 days a year</b>	<b>365 days a year</b>	<b>Twice per month</b>	<b>Webcasts: Upon Request</b>	<b>March, October</b>
Contact your <b>Contracting Business.com</b> sales rep for sponsorship pricing and details.	Contact your <b>Contracting Business.com</b> sales rep for sponsorship pricing and details.	Contact your <b>Contracting Business.com</b> sales rep for sponsorship pricing and details.	Contact your <b>Contracting Business.com</b> sales rep for sponsorship pricing and details.	<p><b>(1) eAction Card - \$800</b></p> <p>Contact your <b>Contracting Business.com</b> sales rep for discounts on multiple cards.</p>

# In Person

# HVACR WEEK

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## HVAC Comfortech



**HVAC Comfortech** is the nation's leading residential and light commercial seminar and showcase. America's top HVAC contractors will attend this prestigious event to explore new techniques, technologies and business opportunities.

Exhibit at **HVAC Comfortech** and you'll not only meet hundreds of potential customers, you'll have the opportunity to educate them about your products and services face-to-face. **HVAC Comfortech** social events provide exhibitors and attendees plenty of one-on-one communication time which is often critical to complete a sale.

## Commercial HVACR Symposium



Held in conjunction with HVAC Comfortech and the Engineering Green Buildings Conference, the Commercial HVACR Symposium is a powerful learning experience designed to help contractors deal with the realities of the construction process. Two days of workshops and general sessions will show contractors how to make the most of new opportunities in the commercial HVACR market and how to apply them to their businesses.

Baltimore, MD • September 22-25 • Baltimore Convention Center

Contact your **Contracting Business.com** sales rep about outstanding sponsorship opportunities and to reserve exhibit space.

# Editorial Calendar

# CONTRACTING BUSINESS.COM

Issue	Residential Market Focus	Commercial Market Focus	Close & Materials Due	TECHNOLOGY UPDATE: Residential & Commercial – Each month on a first come, first served basis
<b>JAN</b>	<ul style="list-style-type: none"> <li>Refrigerant Recovery &amp; Reclaim</li> <li>Economic Overview</li> </ul>	<ul style="list-style-type: none"> <li>International AHR Pre-Show Coverage</li> <li>Economic Overview</li> </ul>	12/1/09 12/08/09	<b>COMMERCIAL:</b> Refrigeration Recycling/Recovery Equip., Refrigerants, Ice machines, Display cases & coolers. <b>RESIDENTIAL:</b> Hybrid Heating systems.
<b>FEB</b>	<ul style="list-style-type: none"> <li>Residential Contractor of the Year</li> <li>Market Dominance in a Slow Economy</li> </ul>	<ul style="list-style-type: none"> <li>Key Characteristics of Top Mechanical Contractors</li> </ul>	1/5/10 1/12/10	<b>COMMERCIAL:</b> Hydronic Boilers, Burners, Fan Coils, Controls, Pumps/Circulators. <b>RESIDENTIAL:</b> Ducted/Non-ducted Heat Pumps.
<b>MARCH</b>	<ul style="list-style-type: none"> <li>Incorporate Hydronics Into HVAC Systems</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Contractor of the Year</li> <li>AHR Post Show Review</li> </ul>	2/3/10 2/11/10	<b>COMMERCIAL:</b> Chillers, VRF systems, and Applied Equipment. <b>RESIDENTIAL:</b> Ducted/Non-ducted Air Conditioning, Geothermal Systems.
<b>APRIL</b>	<ul style="list-style-type: none"> <li>Own Your Market with Service Contracts</li> <li>Annual Service Issue</li> <li>Guide to High Efficiency (15 SEER+) AC</li> </ul>	<ul style="list-style-type: none"> <li>Best Practices for Entering the Renewable Energy Industry</li> </ul>	3/3/10 3/11/10	<b>COMMERCIAL:</b> Rooftop systems and equipment. <b>RESIDENTIAL:</b> HVAC & Refrigerant Tools & Instruments.
<b>MAY</b>	<ul style="list-style-type: none"> <li>Online Resource Guide</li> <li>Business Development Using Social Media</li> </ul>	<ul style="list-style-type: none"> <li>Refrig. Contractor of the Year</li> <li>15 Tips on Selling to Bldg. Owners / Facility Mgrs.</li> </ul>	4/1/10 4/10/10	<b>COMMERCIAL:</b> Design/Engineering Software. <b>RESIDENTIAL:</b> HVACR Business/Service Management, Design, and Estimation Software.
<b>JUNE</b>	<ul style="list-style-type: none"> <li>Total Comfort Issue</li> <li>Turbocharge Your Service Profits</li> </ul>	<ul style="list-style-type: none"> <li>Foundations for Success in Commercial Refrigeration</li> </ul>	5/3/10 5/12/10	<b>RESIDENTIAL &amp; COMMERCIAL IAQ:</b> Humidifiers/Dehumidifiers, ERVs, HRVs, UV Lights, Filtration Systems, Duct Cleaning Products.
<b>JULY</b>	<ul style="list-style-type: none"> <li>Quality Home Comfort Awards</li> <li>Woman of the Year Award</li> </ul>	<ul style="list-style-type: none"> <li>Is Your Service Offering Stuck in the Dark Ages?</li> <li>Trends in Emergency Cooling</li> </ul>	6/1/10 6/11/10	<b>COMMERCIAL ROOFTOPS:</b> Dual-Fuel, Built-Up, Central Station Heat Pumps & AC Equipment. <b>RESIDENTIAL:</b> Controls & Thermostats, Zone & Solar Controls.
<b>AUG</b>	<ul style="list-style-type: none"> <li>HVAC Comfortech 2010 Show Issue</li> <li>Benchmarking for Profitable Performance</li> </ul>	<ul style="list-style-type: none"> <li>Leadership Training and Training for the Future</li> </ul>	7/2/10 7/10/10	<b>COMMERCIAL:</b> Cooling Towers, Water Treatment, Filters. <b>RESIDENTIAL:</b> IAQ Monitoring/ Detecting Devices.
<b>SEPT</b>	<ul style="list-style-type: none"> <li>Annual Heating Guide</li> <li>Conduct a Residential Energy Audit</li> </ul>	<ul style="list-style-type: none"> <li>Life Cycle Selling/Payback Analysis - MSCA</li> <li>Trends in Emergency Heating</li> </ul>	8/3/10 8/10/10	<b>COMMERCIAL &amp; RESIDENTIAL:</b> Air Distribution – Grilles, Registers, Diffusers, Air Handlers, Dampers, Filters, and Ventilation Products.
<b>OCT</b>	<ul style="list-style-type: none"> <li>Energy Efficiency and New Coil Technology</li> </ul>	<ul style="list-style-type: none"> <li>Design/Build Awards Issue</li> <li>Commercial Building Controls</li> </ul>	9/3/10 9/10/10	<b>COMMERCIAL:</b> HVAC Controls and Control Systems, Zone Controls, VAV, Facility/BAS Controls/Energy Mgmt. Systems. <b>RESIDENTIAL:</b> Sheet Metal Fabrication Machines & Tools.
<b>NOV</b>	<ul style="list-style-type: none"> <li>HVAC Comfortech 2010 Post Show Review</li> </ul>	<ul style="list-style-type: none"> <li>Trends in Commercial Refrigeration</li> </ul>	10/1/10 10/11/10	<b>COMMERCIAL &amp; RESIDENTIAL VALVES:</b> Actuators, Ball, Check, Balancing, Air Relief, Butterfly, Capillary, Shut-Off, Pressure Control, Expansion, Gas, Motorized, Purge, Needle.
<b>DEC</b>	<ul style="list-style-type: none"> <li>2010 End of the Year Tax Tips</li> </ul>	<ul style="list-style-type: none"> <li>The Essentials of Design/Build</li> </ul>	11/3/10 11/11/10	<b>COMMERCIAL:</b> Refrigeration Systems, Cases, Coolers, Controls. <b>RESIDENTIAL:</b> Hydronic/Radiant Systems, Boilers, Valves/Controls, Pumps, Radiant Panels, Accumulators.

**MONTHLY EDITORIAL TOPICS**

MONTHLY EDITORIAL TOPICS													Service Clinics	Bonus Distribution
Air Distribution	Business Management	Commercial Comfort Products	Design/Build	Green Products	Hydronics/Radiant	Indoor Air Quality (IAQ)	Residential Comfort Products	Residential/Commercial Controls	Test Instruments & Equipment	Training and Certification	Zoning Systems			
■	■	■		■	■	■	■	■	■	■	■	■	Step-By-Step Procedure for Refrigerant Recovery	International AHR Expo
	■	■	■	■	■		■			■		■	Residential Air Conditioning Tune Up Checklist	ACCA Annual Meeting
■	■	■	■	■	■	■	■	■					10 Tips On Commercial Chiller Service	MCAA Annual Meeting
	■	■	■	■			■		■	■			The Facts You Need On Sub-cooling and Superheat	HARDI Summer Meeting
	■	■		■			■	■					Commercial Ice Machine Service: Cleaning the Condenser	RSES Annual Meeting in October
■	■	■	■	■		■	■	■		■			The Down and Dirty on Filter Service and Maintenance	
	■	■	■	■	■	■	■	■	■	■	■	■	Rooftop Equipment Maintenance Checklist	
	■	■	■	■			■						Typical TXV Problems and Solutions	HVAC Comfortech, RSES Annual Meeting
	■	■		■		■	■			■		■	Fall Residential Heating Clean and Check	MSCA Annual Meeting, SMACNA Annual Meeting
■	■	■	■	■			■	■					Preventive Maintenance on Solar-Based Hot Water Systems	HARDI Annual Conference AHRI Annual Meeting
■	■	■		■	■	■	■	■	■				Commercial Boiler Burner Maintenance Tricks and Tips	
	■	■	■	■	■		■	■		■		■	Testing Defrost Controls: A Technician's Primer	

## Refrigeration *Service Today*

RST is perfect for reaching those responsible for designing, purchasing, installing, and servicing refrigeration systems.

Appears monthly in Contracting Business.com!

Issue	Refrigeration Feature Focus	EDITORIAL TOPICS						
		Refrigerants	Ice Machines	Electronics & Technology	Refrigeration Controls	Contractor Profiles	Service Tips	Installation Tips
<b>JAN</b>	Welcome to the New Refrigerant Age: Out with the Old, In with the New	■		■		■	■	
<b>FEB</b>	Innovations in Refrigeration System Design	■		■	■	■		■
<b>MARCH</b>	Refrigeration Contracting Niche Opportunities		■	■			■	
<b>APRIL</b>	Busting the Myth that Green Supermarket Refrigeration Costs More	■		■		■		■
<b>MAY</b>	Refrigeration Contractor of the Year			■	■	■	■	
<b>JUNE</b>	Troubleshooting Ice Machines: 10 Tips that Can Save Time and Money		■	■				■
<b>JULY</b>	State of the Industrial Refrigeration Industry	■		■		■	■	
<b>AUG</b>	Typical TXV Problems and Solutions Service Clinic			■	■	■		■
<b>SEPT</b>	The Value of NATE Refrigeration Certification: A Contractor Viewpoint		■	■			■	
<b>OCT</b>	Energy Efficiency: Variable Speed Motors and New Controller Technology	■		■	■	■		■
<b>NOV</b>	Refrigeration Service Engineers Society (RSES) Show Coverage			■		■	■	
<b>DEC</b>	Testing Defrost Controls: A Technician's Primer Service Clinic		■	■	■			■

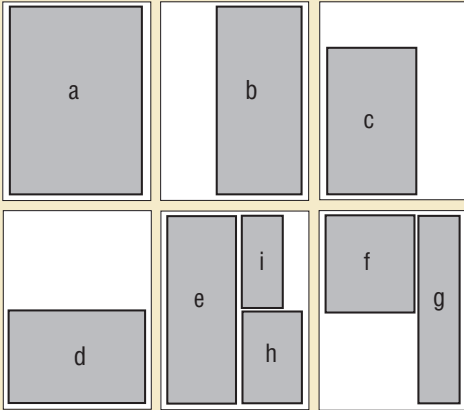
## Sheet Metal TODAY

Target airhandling, sheet metal fabrication, and glass fiber duct fabrication contractors in this section. Also features new products, technology, and equipment.

Appears six times in Contracting Business.com

Issue	Sheet Metal Feature Focus	EDITORIAL TOPICS						
		Contractor Profiles	Duct Construction Statutes	Labor Issues	Legislation	Products & Technology	Safety	Training/Certification
<b>FEB</b>	State of the Sheet Metal Industry			■	■	■		
<b>APRIL</b>	Sheet Metal Fabrication: Just-in-Time Management	■				■	■	
<b>JUNE</b>	LEED Buildings and the Sheet Metal Contractor	■				■		■
<b>AUG</b>	Make Safety a Key Component of Your Fabrication Operation	■				■	■	
<b>OCT</b>	Round Vs. Rectangular Duct: When Applications Collide		■			■		■
<b>DEC</b>	SMACNA Convention Highlights		■		■	■		

# Display Advertising Rates



## MECHANICAL SPECIFICATIONS:

- a. Full page - 7" wide X 9-3/4" deep
- b. 2/3 page - 4-1/2" wide X 9-3/4" deep
- c. 1/2 island - 4-1/2" wide X 7-3/8" deep
- d. 1/2 page horizontal - 6-7/8" wide X 4-5/8" deep
- e. 1/2 page vertical - 3-1/4" wide X 9-3/4" deep
- f. 1/3 page square - 4-1/2" wide X 4-5/8" deep
- g. 1/3 page vertical - 2-1/8" wide X 9-3/4" deep
- h. 1/4 page - 3-1/4" wide X 4-5/8" deep
- i. 1/6 page - 2-1/8" wide X 4-5/8" deep

## BLACK & WHITE MAGAZINE ADVERTISING RATES

		1X	3X	6X	9X	12X	18X
a)	Full Page	\$9,360	\$9,110	\$8,910	\$8,380	\$7,720	\$7,700
b)	2/3 Page	7,320	7,070	6,760	6,440	6,160	6,050
c)	1/2 Island	6,600	6,400	6,300	5,960	5,510	5,400
d,e)	1/2 Page	5,590	5,260	5,150	4,860	4,520	4,480
f,g)	1/3 Page	4,150	3,950	3,820	3,620	3,380	3,330
h)	1/4 Page	3,070	2,990	2,840	2,700	2,510	2,420
i)	1/6 Page	2,520	2,450	2,330	2,200	2,070	1,970

24X Full Page \$7,500\*  
48X Full Page \$7,100\*

36X Full Page \$7,300\*  
\* Special Market Leader Rates Available

## COLOR RATES

- Two-color:** Standard 4A color per page or fraction extra .....\$790  
(Standard colors are yellow, magenta, cyan and black)  
Per additional consecutive page .....\$370  
Matched, non-metallic color per page or fraction extra .....\$1,140  
Per additional consecutive page .....\$540
- Three- or four-color:** Process four-color or black and two  
non-metallic colors, per page or fraction extra.....\$2,000  
Per additional consecutive page .....\$980

## ADDITIONAL DISPLAY RATES

**Cover rates:** Earned frequency rate, plus 20%.

**Gatefold cover:** Consult Production Manager, 913/967-7205, for rate/availability.

**Special position rates:** Earned B&W rate, plus 10%. Subject to approval by publisher.

**Frequency rates:** Earned on insertions used within 12 months from first insertion. Spread/gatefolds count as two insertions. Insertions in *Contracting Business*, *HPAC Engineering*, *Contractor* and *HVACR Distribution Business* count towards earning frequency discounts in all four magazines.

**Multi-page rates:** Based on 4 or more consecutive pages, printed R.O.P. at time of publication. Includes 2 or 4 color at no extra cost.

4 consecutive pages . . \$21,200	12 consecutive pages . . \$37,260
6 consecutive pages . . \$28,740	16 consecutive pages . . \$41,400
8 consecutive pages . . \$32,150	

**Supplied insert rates:**

2-page insert. . . . . \$11,000	8-page insert . . . . . \$25,300
4-page insert. . . . . \$15,900	12-page insert . . . . . \$27,900
6-page insert. . . . . \$21,600	16-page insert . . . . . \$30,900

Each two pages count as one insertion towards earning frequency discount. Each page over 16 pages, \$1,600 per page. Consult Production Manager for specifications, quantity needed. Earned black & white rates apply on one- and two-page inserts.

**Inserts should be shipped to:** CONTRACTING BUSINESS, c/o R.R. Donnelley Insert Warehouse, Route 251 and 4099th Road., Mendota, IL 61342.

**Back-up charges:** Single page \$900; double page \$1,230.

**Mechanical tip-in charge:** No charge when center spread position is available. Otherwise, add \$2,000. *Contracting Business* offers advertisers attractive prices from the Production Manager for the printing of multi-page inserts. Consult Production Manager for printing costs. Additional thousands may be ordered from same press run.

## NON-DISPLAY ADVERTISING

**Classified Advertising:** *Training, Career Opportunities, Used Equipment For Sale, For Rent, Situations Wanted*

Black and white rates: Display Style (Commissionable)  
Per column inch:

1X . . . . . \$240	6X . . . . . \$200
3X . . . . . \$220	12X . . . . . \$180

• Situations wanted: \$100 per inch

**Infotech:** *Software/Hardware*

**Marketplace:** *Products/Equipment/Services*

Per column inch:

1X . . . . . \$250	6X . . . . . \$220
3X . . . . . \$230	12X . . . . . \$190

**Column widths:**

- 1 column . . . . . 2-1/8"
- 2 columns . . . . . 4-1/2"
- 3 columns . . . . . 7"

**Blind box number:** \$100 additional

**Color rates:** Available upon request.

**Closing dates:** 5th of the month preceding month of publication.

# Advertising Specifications

## MECHANICAL SPECIFICATIONS

Magazine trim size: 7-5/8" wide X 10-1/2" deep

## BLEED ADS

Bleeds are available at no charge in full-page or larger units only. (Keep live matter 3/8" from gutter and trim edges.)

One-page bleed	7-7/8" wide X 10-3/4" deep
Two-page spread	15-3/4" wide X 10-3/4" deep
Two-page spread (gutter bleed only)	15-3/16" wide X 9-3/4" deep

## INSERT SPECIFICATIONS

Inserts must be supplied folded, with 3/8" high folio lap, allow for head trim of 3/16", untrimmed, complete and ready for bindery. Consult production department for quantity needed and shipping instructions on all inserts. Keep live matter 3/8" away from binding and trimming edges.

Single sheet	7-7/8" wide X 10-3/4" deep
Two-page spread	15-3/4" wide X 10-3/4" deep

## TIP-IN SPECIFICATIONS

Single sheet	7" wide X 10" deep
Folded	7" wide X 10" deep

**Maximum weight of stock:** 80-pound coated book paper (25 X 38 basis), maximum bulk .006" or 70-pound uncoated book paper (25 X 38 basis), maximum bulk .006". Spread inserts should be shipped unfolded if publisher is to back up, otherwise folded. For larger inserts and gatefolds, consult the Production Mgr. at 913/967-7205.

## REQUIREMENTS FOR SENDING ELECTRONIC FILES

Penton Media, Inc. uses computer-to-plate technology for all printed material. We ask that our advertisers supply digital files using the standardized file formats listed below. Please make sure all digital ad files match the ad dimensions listed. **Penton Media reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads to fit the dimensions indicated on the rate card.**

- Platform:** Macintosh or PC accepted.
- Files Accepted:** PDF/X, TIFF/IT, DCS2, PDF (Prepress high resolution), or Postscript files.
- Color:** Send all files in CMYK mode unless a Pantone color is running. RGB files must be converted to CMYK. Please indicate all colors, including Pantone colors, on the checklist.
- Embedded Images:**  
MINIMUM resolution requirements:
  - 300dpi for full color artwork or grayscale.
  - 1200dpi for Bitmap (B&W/Line Art)**Images and logos from Websites are NOT usable for print ads.**
- Proof:** SWOP certified proofs for all ads must be provided. Recommended SWOP certified proofs:
  - Imation Matchprint SWOP Lo-Gain Negative Proofing System
  - Imation Matchprint SWOP Lo-Gain Positive Proofing System
  - Imation Matchprint Digital Halftone Proof CreoScitex
  - Imation Matchprint Pro w/Xerox DocuColor 12

- Trendsetter Spectrum/Proofsetter Spectrum
  - Kodak Approval Digital Color Proofing
  - Iris Pro SWOP
  - Fuji Color-Art System CR-T4 SWOP
  - Fuji Pictoproof
  - Fuji FinalProof
  - AGFA Pressmatch Dry Negative Proofing System
  - AGFA Pressmatch Aqueous Proofing System
  - DuPont Digital Waterproof
  - DuPont Waterproof
  - Polaroid Polaproof Digital Halftone
- For additional information on SWOP requirements go to: [www.SWOP.org](http://www.SWOP.org).

**Penton Media, Inc. will not be held liable for the reproduction of any ad submitted without a SWOP certified proof.**

- Submitting Files:** You may submit electronic files via the website at [www.PentonDigitalAds.com](http://www.PentonDigitalAds.com).

When submitting files via the website, a SWOP certified proof must be mailed to:  
Penton Media, Inc.  
9800 Metcalf Avenue  
Overland Park, KS 66212 USA  
Attention: Contracting Business/  
Production Department

**For instructions on creating electronic files, visit our website at: [www.PentonDigitalAds.com](http://www.PentonDigitalAds.com).**

**PRINTING PROCESS & BINDING METHOD**  
Printed web offset on white paper.

## STORAGE

Penton Media, Inc. does not keep a copy of electronic files. Advertisers must retain the original copy.

## PUBLISHER SERVICES

Advertisers will be billed for the following services:

- Convert film to digital format: \$60 per piece of film.
- Convert native application files: \$130 minimum charge.
- SWOP approved digital proof: \$110.

## ISSUE AND CLOSING DATES

*Contracting Business.com* is issued monthly on or about the 15th. Closing date for complete printing materials is the first of the month preceding publication. Cancellations and changes cannot be accepted after closing date. Electronic media materials are needed by the fifth of the month preceding month of publication.

## MAILING INSTRUCTIONS

Send all advertising materials, correspondence and insertion orders to:  
CONTRACTING BUSINESS.com  
Production Department  
Penton Media, Inc.  
9800 Metcalf Avenue  
Overland Park, KS 66212

Inserts should be shipped to:  
CONTRACTING BUSINESS.com,  
c/o R.R. Donnelley Insert Warehouse, Route 251  
and 4099th Rd., Mendota, IL 61342.

**\*Inserts must be packaged according to specifications to avoid extra charges. Call 216/931-9290 for specifications.**

## LIABILITY

The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher.

Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of publisher affecting production or delivery in any manner.

Advertiser and agency agree to indemnify, defend and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter), or the unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order. Publisher reserves the right to reject, discontinue, or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

