



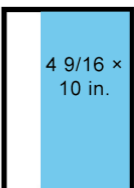
7 × 10
inches

Full Page



8 7/16 ×
11 1/8
inches

Full Bleed



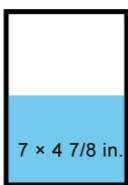
4 9/16 ×
10 in.

2/3 Page



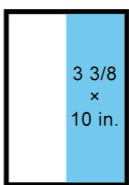
4 9/16 ×
7 1/2 in.

1/2 Island



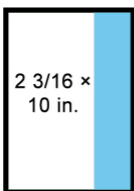
7 × 4 7/8 in.

1/2 Horizontal



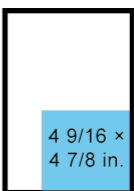
3 3/8
×
10 in.

1/2 Vertical



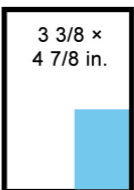
2 3/16 ×
10 in.

1/3 Vertical



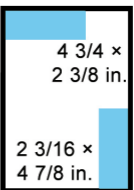
4 9/16 ×
4 7/8 in.

1/3 Square



3 3/8 ×
4 7/8 in.

1/4 STD.



4 3/4 ×
2 3/8 in.

2 3/16 ×
4 7/8 in.

1/6 Page

ASHRAE JOURNAL PUBLICATION DETAILS & POLICIES

A. Publication Specs

Trim size 8 3/16 in. × 10 7/8 in., web offset printing, perfect binding. Inside paper stock is 34 to 45 lb. coated web offset, cover is 80lb. coated offset. Vital advertising matter should be kept at least 1/2 in. away from trim edge. Spreads should allow 3/8 in. at center for the gutter. Specifications for bleed:

- Single page bleed: 8 7/16 in. × 11 1/8 in.
- Spread bleed: 16 3/4 in. × 11 1/8 in.

B. Digital Ad Submission

Delivery of Materials: Digital material may be submitted by e-mail, FTP or CD-ROM. E-mails should be addressed to Vanessa Johnson at vjohnson@ashrae.org. E-mail attachments must be less than 10 megabytes in size. Digital ad files over 10 megabytes should be sent via FTP to <ftp.ashrae.org> (call for FTP instructions) or mailed on a CD-ROM. Once you have send a file by FTP to ASHRAE, please confirm with Vanessa Johnson receipt of materials.

Applications: PDF files are the preferred format for receiving digital ads. Fonts must be embedded or subset within the file. PDF files using the PDF-X1a standard are acceptable. Native files are accepted in the following programs on PC or Macintosh platforms: Quark, InDesign, Pagemaker, Illustrator, Freehand, Photoshop. We cannot accept AutoCAD(drw) native files. Native files must have all graphic artwork and fonts included.

Fonts: Postscript fonts are preferred. Both printer and screen fonts must be included. True Type fonts should not be used or converted to paths/outlines in a drawing program.

Graphics: The resolution for photographs is 300 dpi in a TIF format. Line art should be saved in a drawing application. If line art is created in Photoshop, resolution needs to be 1200 dpi in a TIF or EPS format. Do not compress graphics by saving as JPG or checking LZW compression. All graphics should be cropped and saved at the size used within the application.

Color: All full color graphics must be saved as CMYK files. Spot color (PMS) is only used if paying for the additional PMS color cost. Graphics should never be saved as RGB.

Proofs: A contract-quality proof created from the final file must be submitted with each color ad. If an advertiser fails to submit a contract-quality proof, the ad will be run as it was created in their file to SWOP standards. If no contract-quality proof is received by ASHRAE, the Publisher will not be responsible for color output. B&W ads must be accompanied by a laser print.

C. Production Charges

All art, drawings, photographs, and other work provided by the publisher will be charged to the advertiser at cost.

D. Inserts

Earned black and white rates apply. Stock should not be heavier than 80 lb. coated or uncoated book paper. Additional specifications and quantity will be supplied upon request to the advertising operations and productions coordinator. Inserts should be mailed to:

Theresa Payea
The Lane Press
87 Meadowland Drive
South Burlington, VT 05403

E. Special positions guaranteed

An additional 15% charge is applied to the earned black-and-white rate to honor requests for placement.

F. Payments, short rates and rebates

Payment terms are net 30 days from the invoice date. Recognized advertising agencies are allowed a 15% discount of gross billing on space, color and special position. The agency commission discount is offered to only to those agencies that pay within 30 days of invoice date. First time advertisers/agencies will be required to submit credit references. Commission is not allowed on such charges as artwork, reprints and classified advertising. A 1.5% monthly finance charge will be added to all open balances over 30 days old. Advertisers will be short-rated if, within a 12 month period from the date of the first insertion, they do not purchase the number of insertions upon which their billings have been based. Advertisers will be rebated if, within a 12 month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

G. Publisher's copy protective clause

The advertiser and advertising agent assume liability for all content, including text, representation and illustrations, of advertisements printed. The advertiser and advertising agent also assume responsibility for any claims arising from those made against the publisher. The publisher reserves the right to reject any advertising.

H. Format

Any deliberate attempt to simulate the publication format is not permitted. The publisher reserves the right to place the word 'advertisement' or similar wording at the top of the copy that resembles editorial matter.

I. Errors

Publisher is not liable for errors in Reader Response listings, response numbers or the ad index.

J. Cancellation policy

Written notice must be received no later than one week prior to closing date. Cover positions are non-cancellable.

K. Shipping instructions

All orders and materials should be sent to the Vanessa Johnson, advertising operations and production coordinator, to ASHRAE Journal; 1791 Tullie Circle NE; Atlanta, GA 30329, phone 678-539-1166.

L. Proof sheets

Proofs of all typeset advertisements will be furnished for approval provided deadlines are met in submitting material.

M. Issuance

ASHRAE Journal is published monthly.

N. Closing dates

See Product Planning Guide. Send materials to be set no later than five business days after the ad closing date.

O. ABC Audited

ASHRAE Journal is owned and published by ASHRAE. To view the publisher's circulation statement audited by ABC, contact Greg Martin at 678-539-1174.

P. Distribution

United States, Canada, and International.