

# INDOOR COMFORT

THE VOICE OF THE INDUSTRY  
**N E W S**

**2012** MEDIA  
**KIT**

Indoor Comfort News is the most widely read HVAC/R/SM publication in the West, and is unsurpassed in targeting the industry's buyers and decision-makers.

## OVERVIEW

Indoor Comfort News (ICN) has been published monthly by the Institute of Heating and Air Conditioning Industries, Inc. (IHACI), and a nonprofit trade organization dedicated to the advancement of the HVAC industries, since 1955.

ICN covers all facets of a rapidly changing marketplace. Articles feature:

- Timely Industry News
- Technical Updates
- Market Trends
- Monthly Columns on New Products, Troubleshooting, Business- and Energy-Related Issues, Business Ethics, Finance and Legal Lines
- Regional Updates
- Contractor Close-Up and Industry Insider Profiles
- Case Histories
- Training Opportunities
- Performance contracting
- Green Technologies

**ICN** prides itself as a leader in covering the complex and controversial Title 24 Energy Standards in California.

**ICN** covers the residential, commercial and industrial HVAC markets and is unrivaled in market influence and editorial coverage.



**INDOOR COMFORT**  
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www.indoorcomfortnews.com

THE WEST'S LEADING MONTHLY NEWSMAGAZINE FOR THE AIR CONDITIONING, HEATING, REFRIGERATION, SHEET METAL AND VENTILATING INDUSTRIES

**Hit It**  
**OUT** of the **PARK**

IHACI's 33rd Annual HVAC/R/SM - Performance Contracting Product & Equipment Trade Show

**Wednesday, November 14, 2012**  
Pasadena Convention Center  
11:00 a.m. - 8:00 p.m.

Produced by: Institute of Heating and Air Conditioning Industries, Inc.  
454 W. Broadway, Glendale, CA 91204 • (818) 551-1555 • Fax (818)-551-1115  
www.ihaci.org • Email: ihaci@ihaci.org

ICN'S READERS ARE THE INDUSTRY BUYERS AND DECISION-MAKERS.

**Advertising:** sales@indoorcomfortnews.com • 818.551-1555 | **Editorial:** editor@indoorcomfortnews.com • 818.551-1555  
454 W. Broadway | Glendale, CA 91204 | www.indoorcomfortnews.com | email: sales@indoorcomfortnews.com



## EDITORIAL HIGHLIGHTS

Indoor Comfort News features timely reports from top industry analysts news coverage on the Western, nationwide and international HVAC/R/SM scene is what gives Indoor Comfort News a cutting edge over the competition. ICN is located in California and prides itself on being the first-read for those decision makers that need to know what's new and noteworthy in the Western market without neglecting the big national stories that impact the industry.

- California leads the nation in energy regulations. IHACI's relationship with the California Energy Commission (CEC) provides clear and topical Title 24 Energy Standards coverage that keeps contractors aware of changing regulations. Plus, Indoor Comfort News is closely covering the burgeoning performance contracting and green technology movement - and its impact on the HVAC industry.
- Legislative coverage from Sacramento.

- New products guide to stay abreast of the most innovative equipment.
- Case studies and project spotlights that focuses on equipment and technology functioning in a modern world environment
- Mandatory certification? Is it the future for HVAC? Understanding the complexities of NATE certification and staying certified.
- IHACI sponsors the largest HVAC/R product and equipment trade show in the West. Held in November in Pasadena, California, the event presents excellent opportunities for exhibitors to showcase their products and services in an environment with a perfectly targeted audience. This is complemented by the fact that the circulation of Indoor Comfort News increases by several thousand copies for distribution at the trade show, where it also serves as a guide to the annual show.

## IN EVERY ISSUE

**Industry News:** The latest and most pertinent news for the Western, national and international regions.

**Jim Johnson President, Technical Training Associate** signs in twice monthly, first with his Technical Training column examining a different technical aspect of the HVAC/R/SM each month and secondly his Troubleshooting column which lets readers match their skills with the expert to see if they can solve a HVAC/R/SM technical problem.

**Editorial Focus:** Monthly survey of products from a particular HVAC/R/SM category.

**Project Spotlight:** An in-depth report on the practical application of equipment and/or technology at a specific job site.

**Legal Lines:** Our Legal experts offer analysis of new laws and regulations to help business owners better manage their companies and workers.

**Indoor People:** Keeping up with the industry leaders in the HVAC/R/SM market.

**New Products:** A look at the most innovative equipment on the market today.

**Industry Insider:** Exclusive interviews with prominent industry executives.

**Business Ethics:** Commentary by Michael Josephson.

**Contractor Close-Up:** Profiles of local contractors.

**Business Advice:** Helping small and large companies with strategies to acquire new business and retaining customers, as well as tips with finances and taxes.

**Energy Efficiency:** Utilities, legislators and experts help readers stay abreast of new energy standards, rebates and other topics in the rapidly-changing energy environment.

## ONLINE PROGRAMS

Each month an online, interactive version of ICN is available at [www.indoorcomfortnews.com](http://www.indoorcomfortnews.com). The unique pageflip technology allows readers to quickly and easily access articles and advertisements exactly as they appear in the printed magazine. As an added bonus, clickable hot-links to featured manufacturers' and advertisers' websites are available. Indoor Comfort News offers advertisers various online programs in 2012. We now make available BANNER ADS, SKYSCRAPER ADS, TILE ADS on a monthly or longer, basis. Other interactive programs such as videos, takeovers, roadblocks and Rich Media are also available upon request. INDOOR COMFORT NEWS homepage features breaking stories, new products, legislative news and feature news. Please contact the advertising department for rates.

## EDITORIAL FOCUS

### January

Closes: Dec 2

#### GREEN TECHNOLOGIES- BUSINESS TECHNOLOGY

Software, HVAC  
Business Programs,  
New Green Products

### February

Closes: Dec 29

#### REFRIGERANTS & GREEN BUILDING PRODUCTS

Refrigerant Products,  
Reclamation and  
Recovery, Energy  
Efficient Systems,  
LEEDS Certification

### March

Closes: Feb 3

#### TOOLS, TEST INSTRUMENTS AND CONTROLS

Leak Detection &  
Monitoring Products,  
Vacuum Pumps

### April

Closes: March 2

#### COOLING EQUIPMENT & VENTILATION PRODUCTS

Ductless Products,  
Condenser Products,  
Dampers, Fans,  
Blowers

### May

Closes: April 2

#### MOTORS & DRIVES- HEAT PUMPS & GEOTHERMAL PRODUCTS

Energy Efficient &  
Money Saving  
Products

### June

Closes: May 4

#### COOLING & REFRIGERATION EQUIPMENT

New Energy  
Efficient Products

### July

Closes: June 1

#### COMFORT BASED SYSTEMS INDOOR AIR QUALITY & ZONING

### August

Closes: July 2

#### PERFORMANCE CONTRACTING

High-End HVAC  
Equipment

### September

Closes: Aug 3

#### HEATING PRODUCTS

New and Energy  
Efficient Products  
For Residential &  
Commercial

### October

Closes: Aug 31

#### GREEN TECHNOLOGIES- SPECIALTY MARKETS

Radiant Heating,  
Solar Energy  
Products &  
Technology

### November

Closes: Sept 21

#### TRADESHOW EDITION 33RD ANNUAL IHACI HVAC PRODUCT & EQUIPMENT ISSUE

Event Date:  
November 14, 2012

**IHACI**

### December

Closes: Nov 5

#### HEATING PRODUCTS, TEST INSTRUMENTS & CONTROLS, TRUCK REVIEW

Residential and  
Commercial Heating  
Equipment, Tools &  
Vehicles of the Trade

## ADVERTISING SCHEDULE FOR 2012:

Issue	Space	Materials
January	December 2	December 9
February	December 29	January 6
March	February 3	February 10
April	March 2	March 9
May	April 2	April 6
June	May 4	May 11
July	June 1	June 8
August	July 2	July 6
September	August 3	August 10
October	August 31	September 7
November	September 21	September 28
December	November 5	November 9



## 2012 BLACK-AND-WHITE ADVERTISING RATES

Size	12x	6x	3x	1x
Full:	\$2,339	\$2,597	\$2,791	\$3,050
JR:	\$1,500	\$1,669	\$1,793	\$1,956
1/2:	\$1,235	\$1,373	\$1,471	\$1,616
1/3:	\$910	\$1,027	\$1,144	\$1,258
1/4:	\$687	\$766	\$814	\$888
1/8:	\$365	\$404	\$430	\$480

Rates effective as of January 1, 2012

All rates are net

## COLOR CHARGES PER AD:

Add the following to the above black and white rates:

- Standard process color (C, M, Y or K) - \$300 per color, per ad
- Four-color process (full color) - \$1,185 per ad



## PRODUCTION AND DESIGN COSTS

Any design or production work involved in creating an advertisement, redesigning or correcting an existing advertisement, which is performed by the Indoor Comfort News staff or associates, will be subject to additional charges, depending on the complexity of the job.

### Special positioning:

- Any special positioning of advertisements will be subject to a 15% charge over and above the original space charge.

### Agency discounts:

On space only, a 15% discount will be given to recognized advertising agencies. There will be no discounts on color, and no commission on insert handling or production charges. Payment terms, rate changes and cancellations:

- Invoices are payable upon receipt. Net 30 days, 1.5% thereafter. Advertisements from any account that is delinquent by 60 days or more will be removed from the publication.
- All rates may change upon notification to the advertiser 30 days prior to the insertion deadline.
- All cancellations must be in writing and received by the Indoor Comfort News Advertising Sales Representative 30 days prior to the insertion due date. Display advertisement specifications:

- Format: Mac preferred, but PC acceptable; CD-ROM or DVD disks.
- File formats: PDF/press ready or PDF/X-1a is preferred. Other acceptable formats include: QuarkXpress, Adobe InDesign, Illustrator and Photoshop. For other formats, please call ICN. Film will not be accepted.
- Desktop instructions: Build pages to trim size and extend bleed beyond page edge. Use stylized fonts and do not apply style attributes to basic fonts. Include all fonts, images/scans, logos/artwork; do not nest EPS files in other EPS files. All images/scans must be in CMYK/grayscale mode and resolution should be at least 300 dpi, if possible. Font information should include manufacturer, font name and version. Four-color solids should not exceed SWOP density of 280%. Supply Quark "Collect for Output" or similar reports.
- Note: If possible, please provide printout proof of ad. Ads can be accepted through regular mail or e-mail. Files can be e-mailed to: [sales@indoorcomfortnews.com](mailto:sales@indoorcomfortnews.com).

For more information, contact

### Indoor Comfort News

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phone: 818.551-1555; fax: 818.551-1115  
e-mail: [sales@indoorcomfortnews.com](mailto:sales@indoorcomfortnews.com)

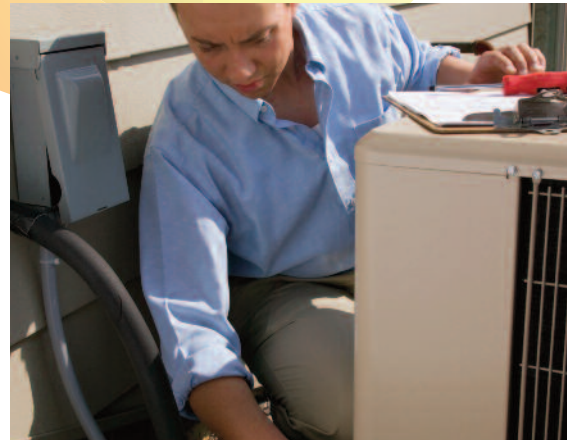
\*ICN is printed in the last week of each month preceding the publication date. It is mailed close to the first day of the month of the publication date and should arrive to readers within the 5th to the 15th of the month.

## BLEED AND GUTTER SPACE

Trim Size: Page - 10 3/4" x 14 1/2", Spread - 21 1/2" x 14 1/2" / Live Print: Page - 10 1/4" x 14", Spread - 21" x 14"

\*Bleeds must be 1/8" on each side.

<p>Page Trim Size 10 3/4" x 14 1/2" Black and White</p> <p>Live Print 10 1/4" x 14" (70 col. in.)</p> <p>Color 10 3/4" x 14 1/2" with 1/8" bleeds (70 col. in.)</p>	<p>Junior Page 8 1/4" x 10" (40 col. in.)</p>	<p>Half Page 8 1/4" x 8 1/2" (34 col. in.)</p>	<p>Third Page Vertical 6 1/8" x 8" (24 col. in.)</p> <p>Third Page Horizontal 8 1/4" x 6" (24 col. in.)</p>	<p>Quarter Page 6 1/8" x 6" (18 col. in.)</p> <p>Quarter Page Horizontal 8 1/4" x 4 1/2" (18 col. in.)</p>	<p>Eighth Page 4" x 4" (8 col. in.)</p> <p>Quarter Page Vertical 4" x 9" (18 col. in.)</p> <p>Eighth Page Vertical 1 7/8" x 8" (8 col. in.)</p>
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## RATES AND CLOSING DATES CONTINUED

### Monthly Classified Advertising Rates and Deadlines

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- 40 words or less ..... \$70
- Each additional word after ..... \$50
- Enclosed in a framed box ..... \$60
- Confidential box number from which Indoor Comfort News forwards all responses ..... \$70
- Display advertisements (per column inch), that are provided as camera-ready artwork, which can include advertiser's choice of fonts, type-size and logos, etc. (columns are 1-7/8" wide, five to a page) ..... \$70
- The deadline for all classified advertisements is on the 5th of the month preceding publication.
- Send typewritten classified advertisement with your name, company name, address, phone number and check to Indoor Comfort News, Classified Advertisements, 454 West Broadway, Glendale, CA 91204; phone, (818) 551-1555; fax, (818) 551-1115; e-mail, [advertising@indoorcomfortnews.com](mailto:advertising@indoorcomfortnews.com).

### Rental Terms and Conditions:

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With a circulation of 25,000 copies in the Western United States, including Arizona, Nevada, Oregon, Texas and Washington, Indoor Comfort News has a dominating presence in California, where it goes to all C-20 (HVAC) and C-38 (refrigeration) contractors, and many HVAC manufacturers, distributors and wholesalers, as well as HVAC professionals.

- The cost to rent the list per thousand names ..... \$110
- Minimum order ..... 5,000
- Commission: 20% off base price to qualified brokers.
- Per agreement, the list will be rented for one-time use only.
- Per agreement, the list may not be copied for reuse or used by someone other than the original renter.
- List is seeded with decoy names to guard against its misuse.
- A sample mailing piece, subject to approval, is required.

For more information, call Janet Ackert, Quantum List Marketing at (480) 860-6036; [janet@quantumlistmktg.com](mailto:janet@quantumlistmktg.com).



## REACHING THE TOP INFLUENCERS IN THE HVAC/R/SM INDUSTRY

**Indoor Comfort News** is a monthly publication that covers the heating, ventilation, air conditioning, refrigeration and allied industries, dominating the Western region—Arizona, California, Nevada, Oregon, Texas and Washington—as well as impacting the industry nationwide. Our purpose is to inform and educate our readership, and to support the efforts of The Institute of Heating and Air Conditioning Industries, Inc. (IHACI), the publishers of Indoor Comfort News.

**Indoor Comfort News** is mailed to all licensed C-20 contractors in California, with 74% of its readership being contractors. In addition, Indoor Comfort News is widely distributed to major HVAC manufacturers, distributors and wholesalers, as well as many specifying and mechanical engineers, utility companies and governmental agencies. In short, Indoor Comfort News goes to those industry professionals who get things done.

**Indoor Comfort News** is distributed to 25,000 contractors throughout the country, with an emphasis on the Western region. It is a powerful brand since 1955, trusted as the “Gold Standard” by contractors for over half a century and a strong industry advocate through its association with IHACI.

### Distribution:

**Indoor Comfort News** is mailed directly to contractors nationwide, with a concentration on the Western region

Distributed at the annual IHACI HVAC/R/SM Product & Equipment Trade Show, the largest convention of its kind in the West, with an annual attendance of 5,000

Estimated pass-along (readers per copy): 5

Electronic version of the magazine online at [www.indoorcomfortnews.com](http://www.indoorcomfortnews.com)

Distributed to many HVAC/R/SM wholesaler stores concentrated in the Western region

### Circulation:

Rate base: 25,000

Total audience: 125,000\*

\*Based on pass-along of 5 readers per copy (IHACI Reader Study).

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