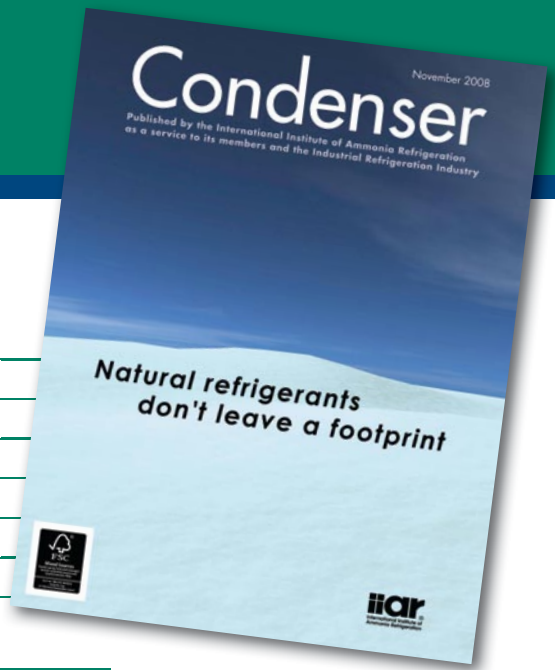


# 2009 IIAR Condenser Advertising Rate Card



## Premium Positions – Full Page (4-color only)

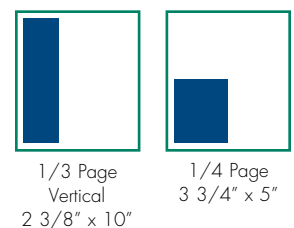
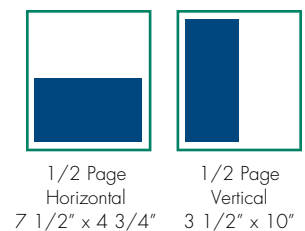
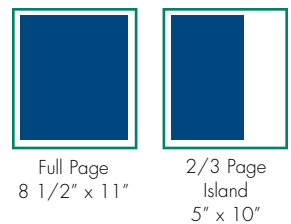
Available to Members Only

	1X	2-3X	4X
Inside Front Cover	\$2,500	\$2,250	\$2,025
Inside Page 1	\$2,500	\$2,250	\$2,025
Back Cover	\$2,500	\$2,250	\$2,025
Inside Back Cover	\$2,500	\$2,250	\$2,025
Page Opposite Cover Story	\$2,500	\$2,250	\$2,025
Page Opposite Code Update	\$2,500	\$2,250	\$2,025
Page Opposite Floor Plan (Conference Issue Only)	\$2,500		

Sizes	Dimensions <i>(width x depth)</i>	Member Rates		Non-Member Rates	
		1X <i>(B&amp;W/4-Color)</i>	1X <i>(B&amp;W/4-Color)</i>	1X <i>(B&amp;W/4-Color)</i>	1X <i>(B&amp;W/4-Color)</i>
2-Page Spread	17" x 11"	\$NA/\$3,340	\$NA/\$4,425	\$NA/\$3,340	\$NA/\$4,425
Full Page	8 1/2" x 11"	\$1,720/\$2,025	\$2,430/\$2,875	\$1,720/\$2,025	\$2,430/\$2,875
2/3 Page (Island)	5" x 10"	\$1,375/\$1,620	\$1,825/\$2,340	\$1,375/\$1,620	\$1,825/\$2,340
1/2 Page (horizontal)	7 1/2" x 4 3/4"	\$1,118/\$1,315	\$1,600/\$2,110	\$1,118/\$1,315	\$1,600/\$2,110
1/2 Page (vertical)	3 1/2" x 10"	\$1,118/\$1,315	\$1,600/\$2,110	\$1,118/\$1,315	\$1,600/\$2,110
1/3 Page (vertical)	2 3/8" x 10"	\$860/\$1,015	\$1,340/\$1,885	\$860/\$1,015	\$1,340/\$1,885
1/4 Page	3 3/4" x 5"	\$775/\$915	\$1,210/\$1,765	\$775/\$915	\$1,210/\$1,765

Sizes	Dimensions <i>(width x depth)</i>	Member Rates		Non-Member Rates	
		2-3X <i>(B&amp;W/4-Color)</i>	2-3X <i>(B&amp;W/4-Color)</i>	2-3X <i>(B&amp;W/4-Color)</i>	2-3X <i>(B&amp;W/4-Color)</i>
2-Page Spread	17" x 11"	\$NA/\$3,190	\$NA/\$4,200	\$NA/\$3,190	\$NA/\$4,200
Full Page	8 1/2" x 11"	\$1,550/\$1,825	\$2,310/\$2,735	\$1,550/\$1,825	\$2,310/\$2,735
2/3 Page (Island)	5" x 10"	\$1,240/\$1,460	\$1,733/\$2,225	\$1,240/\$1,460	\$1,733/\$2,225
1/2 Page (horizontal)	7 1/2" x 4 3/4"	\$1,010/\$1,190	\$1,520/\$2,005	\$1,010/\$1,190	\$1,520/\$2,005
1/2 Page (vertical)	3 1/2" x 10"	\$1,010/\$1,190	\$1,520/\$2,005	\$1,010/\$1,190	\$1,520/\$2,005
1/3 Page (vertical)	2 3/8" x 10"	\$775/\$1,401	\$1,275/\$1,790	\$775/\$1,401	\$1,275/\$1,790
1/4 Page	3 3/4" x 5"	\$700/\$825	\$1,150/\$1,675	\$700/\$825	\$1,150/\$1,675

Sizes	Dimensions <i>(width x depth)</i>	Member Rates		Non-Member Rates	
		4X <i>(B&amp;W/4-Color)</i>	4X <i>(B&amp;W/4-Color)</i>	4X <i>(B&amp;W/4-Color)</i>	4X <i>(B&amp;W/4-Color)</i>
2-Page Spread	17" x 11"	\$NA/\$2,845	\$NA/\$3,760	\$NA/\$2,845	\$NA/\$3,760
Full Page	8 1/2" x 11"	\$1,380/\$1,625	\$2,190/\$2,585	\$1,380/\$1,625	\$2,190/\$2,585
2/3 Page (vertical)	5" x 10"	\$1,100/\$1,300	\$1,640/\$2,105	\$1,100/\$1,300	\$1,640/\$2,105
1/2 Page (horizontal)	7 1/2" x 4 3/4"	\$900/\$1,185	\$1,450/\$1,900	\$900/\$1,185	\$1,450/\$1,900
1/2 Page (vertical)	3 1/2" x 10"	\$900/\$1,185	\$1,450/\$1,900	\$900/\$1,185	\$1,450/\$1,900



A 15% surcharge applies to all requests for fixed-position placements.

Effective January 1, 2009 – December 31, 2009



**Your ad in the *Condenser* delivers your message to a highly qualified target audience of 1800+ key decision-makers and opinion leaders from all aspects of industrial refrigeration. Published quarterly by the International Institute of Ammonia Refrigeration.**

The *Condenser* is a publication of the International Institute of Ammonia Refrigeration. It features journal-like articles that focus on the use of natural refrigerants, such as ammonia and carbon dioxide in industrial refrigeration technology, informative operations and maintenance articles, regulatory updates that address code, safety and environmental regulatory issues, and news and information about the International Institute of Ammonia Refrigeration and its activities.

**Our goal is to keep the focus of the magazine on information** by limiting the amount of ads we will accept in each issue. We plan for a 48 page publication, each issue with 12-15 pages of ads per issue, a ratio of **approximately 70-75% industry and IIAR related news and information** to 25-30% advertising. It is our goal to prevent your ad from getting lost in the clutter.

The *Condenser* readership is a highly qualified audience of industrial refrigeration decision-makers and opinion leaders who are members of IIAR, the most respected organization in the world providing advocacy and technical guidance to those who manufacture equipment, design and build ammonia refrigeration systems and packages, operate and maintain industrial refrigeration facilities, those who provide training at all levels and those who provide consulting services including engineering and regulatory compliance.

Thank you again for your support. Please call Bob Armstrong at 703/312-4200 to reserve your advertising schedule in the *Condenser*.

## Production Requirements

Electronic files are preferred. High Resolution Press Ready PDF files may be delivered by email to bob\_armstrong@iiar.org. QuarkXPress, or InDesign files must be supplied on CD. A color proof must accompany all color ads. Accurate color reproduction cannot be guaranteed without a Fuji or similar (color laser or Xerox are not acceptable) color-proof provided by the advertiser. Please include all fonts and graphics. Layout, typesetting, stripping and other production costs will be billed to the advertiser at prevailing rates. All ads are non-commissionable.

**Terms** | Ad space in the *Condenser* is limited. Companies that purchased premium positions in 2008 have a right of first refusal on the same premium page in the same issue in 2009; otherwise, advertising space is allocated on a first-come, first-serve basis, determined by the date payment is received.

- Advertisements must be pre-paid. No agency discount is given.
- IIAR reserves the right to review and edit all material.
- Ad space may not be subdivided between multiple advertisers.

## Space/Art Deadlines

February Issue	January 23, 2009
May Issue	April 24, 2009
August Issue	July 24, 2009
November Issue	October 23, 2009

