

The

NATE MAGAZINE

in **print & digital**

2016

ABOUT NATE MAGAZINE

Written for HVACR, Mechanical and Plumbing/Heating Contractors as well as HVACR wholesalers and distributors, the print and digital editions of *The NATE Magazine* examine initiatives to promote technician excellence and certification. NATE is the only certification organization developed and supported by the entire HVACR industry.

PROGRAM DETAILS:

Issue	Format	Ad Close	Materials Due
FEBRUARY 2016	Print Edition	12/14/2015	12/21/2015
MAY 2016	Digital Edition	4/29/2016	5/6/2016
AUGUST 2016	Print Edition	7/29/2016	8/5/2016
NOVEMBER 2016	Digital Edition	10/28/2016	11/7/2016

ADVERTISING BENEFITS

NEW FOR 2016

We will produce two print issues and two digital issues of NATE in 2016. The print issues have always been excellent magazines, and we will provide bonus distribution of both print issues at major industry tradeshows and events. We will also digitize the print issues and publish them on the NATE website as well as the websites of *Contracting Business*, *CONTRACTOR* and *HVACR Distribution Business* magazines – providing bonus visibility for you.

EXTENSIVE REACH IN PRINT + ONLINE

Connect with an audience of 60,000+ print and over 50,000 digital Mechanical Contractors, Plumbing/Heating Contractors, HVACR Contractors and HVACR Wholesalers and Distributors. With one buy, you're reaching the combined buying power from *Contracting Business*, *HVACR Distribution Business* and *CONTRACTOR* brands!

EVENT PRINT DISTRIBUTION

The 2016 print issue will feature extended reach to attendees at AHR Expo and 2016 Comfortech, among others! *The NATE Magazine* will polybag with the February 2016 issue of *Contracting Business* and the March issues of *HVACR Distribution Business* and *CONTRACTOR*. What's more, copies of the two digital editions will also be distributed at key 2016 industry events.



Digital Edition

Print

A Print and Digital Publication from:

CONTRACTING BUSINESS
HELPING HVACR MANAGERS RUN BETTER BUSINESSES SINCE 1944

HVACR DISTRIBUTION BUSINESS

CONTRACTOR
THE NEWSMAGAZINE OF MECHANICAL CONTRACTING

SALES CONTACT

JOHN EHLEN

CELL 612.669.7582

john.ehlen@penton.com

2016

The **NATE** MAGAZINE
in **print & digital**

SALES CONTACT

John Ehlen, Publisher
CELL 612.669.7582
john.ehlen@penton.com

AD PRODUCTION CONTACT

Send creative to:
Sam Schulenberg
sam.schulenberg@penton.com
PH 913.967.1665

OR Upload to
www.pentondigitalads.com

THE NATE MAGAZINE ADVERTISING INSERTION ORDER

FEBRUARY PRINT EDITION

AUGUST PRINT EDITION

MAY DIGITAL EDITION

NOVEMBER DIGITAL EDITION

DEADLINES

February 2016

Ad Close: Dec. 14, 2015
Materials Due: Dec. 21, 2015

May 2016

Ad Close: Apr. 29, 2016
Materials Due: May 6, 2016

August 2016

Ad Close: July 29, 2016
Materials Due: Aug. 5, 2016

November 2016

Ad Close: Oct. 28, 2016
Materials Due: Nov. 7, 2016

SPECS

Magazine Trim Size: 7 5/8" x 10 1/2"
One-Page Bleed: 7 7/8" x 10 3/4"
(live matter 3/8" from gutter and trim)

Full Page7" x 9 3/4"
2/3 Page4 1/2" x 9 3/4"
1/2 Isl4 1/2" x 7 3/8"
1/2 Page6 7/8" x 4 5/8"
1/2 Horz Page.....3 1/4" x 9 3/4"
1/3 Sq Page4 1/2" x 4 5/8"
1/3 Page2 1/8" x 9 3/4"
1/4 Page3 1/4" x 4 5/8"

PURCHASING INFORMATION

PRINT

AD UNIT SIZE(S) _____
RATE _____
SUBTOTAL _____

DIGITAL

AD UNIT SIZE(S) _____
RATE _____
SUBTOTAL _____

TOTAL INVOICE RATE _____

Company Name _____

Address _____

City/State/Zip _____

Fax _____

Contact Name _____

Contact Phone/Email _____

Agency Name _____

Address _____

City/State/Zip _____

Phone/Fax _____

Signature _____

Date _____

* Fax or email the Order Form to John Ehlen
(Fax: 913-514-6507; john.ehlen@penton.com)

DIGITAL EDITION RATES

Ad Size	4-COLOR RATE
Full Page.....	\$2,700 Gross
2/3 Page.....	\$2,500 Gross
1/2 Page Isl.....	\$2,350 Gross
1/2 Page.....	\$2,100 Gross
1/3 Page.....	\$1,800 Gross
1/4 Page.....	\$1,500 Gross

PRINT RATES

Ad Size	4-COLOR RATE
Full Page.....	\$9,990 Gross
2/3 Page.....	\$8,435 Gross
1/2 Page Isl.....	\$7,480 Gross
1/2 Page.....	\$6,240 Gross
1/3 Page.....	\$4,810 Gross
1/4 Page.....	\$3,780 Gross