

THE NATE MAGAZINES: 2019 PRINT AND DIGITAL HELPING THE INDUSTRY AND YOU!

BROUGHT TO YOU BY:
**Contracting
Business**
AND
CONTRACTOR
AND
EC&M

**ADVERTISE IN NATE
MAGAZINE AND REACH
90,000+
CONTRACTORS AND
WHOLESALERS**

ABOUT NATE MAGAZINE

Written for HVACR, Mechanical, Electrical 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. North American Technician Excellence (NATE) is the only certification organization developed and supported by the entire HVACR industry.

Advertising with NATE allows you to reach the largest circulation of HVACR and Electrical Contracting Professionals in the HVACR industry!

PROGRAM DETAILS:

Issue	Format	Ad Close	Materials Due
February 2019	Print Edition	1/11/2019	1/17/2019
May 2019	Digital Edition	4/26/2019	5/02/2019
August 2019	Print Edition	7/12/2019	7/18/2019
November 2019	Digital Edition	10/21/2019	10/28/2019

ADVERTISING BENEFITS

EXTENSIVE REACH IN PRINT + ONLINE

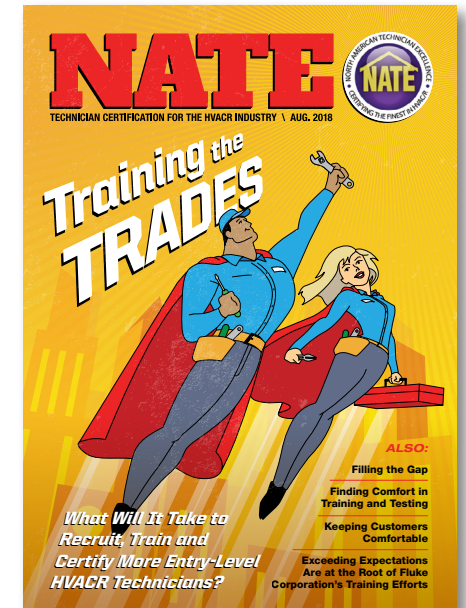
Connect with an audience of 90,000 key prospects — HVACR Contractors, Plumbing/Heating Contractors, Mechanical and Electrical Contractors, and HVACR Wholesalers and Distributors. With one buy, you're reaching the combined buying power from *Contracting Business*, *CONTRACTOR*, *Electrical Construction & Maintenance* and *HVACR Distribution Business* brands!

EVENT PRINT DISTRIBUTION

The NATE Magazine will polybag with the February 2019 issue of *Contracting Business* and the February 2019 issue of *CONTRACTOR*. In addition, 25,000 digital copies of each 2019 issue will be sent to electrical *CONTRACTOR* readers of *Electrical Construction & Maintenance (EC&M)* magazine. What's more, copies of ALL issues will be posted on the magazines' and NATE's websites and printed/distributed at key 2019 industry events for full-year visibility of your ads.

MORE VISIBILITY

The NATE Magazine includes Business Card Ads and Classified Ads. Business cards enable you to gain quick exposure for your products and services. Classified ads create awareness of your products and services in a specially designated section of the magazine. The entire package provides more business for you!



Print and Digital Editions

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ADVERTISING INSERTION ORDER

- 2019 FEBRUARY PRINT ISSUE
- 2019 MAY DIGITAL ISSUE
- 2019 AUGUST PRINT ISSUE
- 2019 NOVEMBER DIGITAL ISSUE

DEADLINES

February 2019 Ad: 1/11/2019
 Materials: 1/17/2019

May 2019 Ad: 04/26/2019
 Materials: 05/02/2019

August 2019 Ad: 07/12/2019
 Materials: 07/18/2019

November 2019 Ad: 10/21/2019
 Materials: 10/28/2019

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 Page 7" x 9 3/4"
 2/3 Page 4 1/2" x 9 3/4"
 1/2 Isl..... 4 1/2" x 7 3/8"
 1/2 Page 6 7/8" x 4 5/8"
 1/2 H Page..... 3 1/4" x 9 3/4"
 1/3 Sq Page..... 4 1/2" x 4 5/8"
 1/3 Page 2 1/8" x 9 3/4"
 1/4 Page 3 1/4" x 4 5/8"

PURCHASING INFORMATION

DIGITAL **PRINT**

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 _____

* Email the order form to John Ehlen john.ehlen@informa.com

Ad Production

Sam Schulenberg *Acct. Mgr*
 sam.schulenberg@informa.com 913-967-1665 OR
 Upload to **Informa.SendMyAd.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

SALES

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