

AMCA INTERNATIONAL **in**motion

THE ONLY MAGAZINE DEDICATED TO THE AIR MOVEMENT & CONTROL INDUSTRY



PUBLISHED IN PARTNERSHIP WITH

CONSULTING - SPECIFYING

engineer



inmotion media kit



dedicated to the air movement & control industry

www.amca.org

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THE ONLY MAGAZINE DEDICATED TO THE AIR MOVEMENT & CONTROL INDUSTRY

AMCA inmotion is published biannually in partnership with *Consulting-Specifying Engineer* magazine to keep HVAC professionals abreast of rapidly changing codes, requirements, laws, advancements, and best practices in the air movement and control industry. It delivers your targeted marketing message to 46,271 qualified engineering subscribers and all AMCA members, including a 5,000 bonus distribution to conferences and trade shows. 100% of the subscribers are by audit, personally involved in design/specifications and product selection for the mechanical and electrical equipment installed in non-residential building construction projects.

*** OPPORTUNITIES** Exclusive marketing opportunities include print advertising, website advertising, newsletter sponsorship, white paper downloads, webcast sponsorships, and custom projects. Our regional sales representatives can work with your team to customize marketing programs to fit your company's goals and budgets.

*** PUBLICATION DATES**
April 2010, October 2010

*** MARKET REACH** AMCA inmotion delivers your marketing message to AMCA members and 46,271 engineering professionals in a targeted supplement focused on one of the largest components of mechanical systems—air movement and control/ventilation.



100%

- * Of *Consulting-Specifying Engineer's* subscribers personally specify, design and make product selections in new construction and modernization projects*
- * Are mechanical and electrical specifying engineers, personally engaged in design, specification, and product selection*

AMCA inmotion targets professional engineers who write the HVAC specification documents that determine the system products and brands that will be used in buildings representing a multibillion dollar market. To increase sales and market share you must reach, influence, and sell to the consulting engineer — you must include AMCA inmotion in your marketing plan.



*Source: June 2009 BPA Statement.
Total qualified circulation of 46,271 subscribers.

APRIL 2010

OCTOBER 2010

Topic	Product	Audience	Topic	Product Coverage	Audience
Fan efficiency guides: How to apply the new standard	Fans of all types	Consulting and specifying engineers, sales application engineers, contractors, owners, sustainability coordinators	Green ventilation systems	Fans, dampers, louvers, controls, motors, drives	Consulting and specifying engineers, sales application engineers, contractors, owners, sustainability coordinators
Wham! The Dade County large missile impact test	Louvers, cannons	Consulting and specifying engineers, sales application engineers, contractors, owners	Panel discussion on BIM readiness and application	All products	Consulting and specifying engineers, sales application engineers, contractors, owners
Panel discussion on acoustic measures	Fans, diffusers, sound suppressors, dampers, motors, drives	Consulting and specifying engineers, sales application engineers, contractors, owners, sustainability coordinators	Lifecycle considerations for smoke control systems	Fans, dampers, controls	Consulting and specifying engineers, sales application engineers, contractors, owners

MATERIALS AND CLOSING DATES

April Closing: March 15, 2010
 Materials Due: March 23, 2010
 October Closing: September 13, 2010
 Materials Due: September 21, 2010

RATES

Spread: \$11,750
 Full page: \$6,120
 Half page island: \$4,200
 Half page: \$4,075
 Third page: \$2,675
 Quarter page: \$2,250
 Inside front cover: \$7,000
 Back cover: \$7,200

NEW FOR 2010:

Run a full page ad and receive a full page corporate profile page ad for \$2,500 net. Simply submit 400 words of text, your logo, and one suitable image (300 dpi high res), and we'll do the rest.

PRINT AD SIZES

Trim Size: 7-7/8" X 10-1/2"
 Binding Method: Saddlestitch

	Non-bleed	Bleed
Full Page	7" x 10"	8-1/8" x 10-3/4"
1/2 Island	4-1/2" x 7-1/2"	5-1/8" x 8-1/8"
1/2 Vertical	3-3/8" x 10"	3-7/8" x 10-3/4"
1/2 Horizontal	7" x 4-5/8"	8" x 5-1/4"
1/3 Square	4-1/2" x 4-5/8"	5-1/8" x 5-1/4"
1/3 Vertical	2-1/8" x 10"	2-3/4" x 10-3/4"
1/4 Page	3-3/8" x 4-5/8"	4" x 5-1/4"

Bleed ads: Keep all essential material 1/4" from all trim edges.

Note: Publisher reserves the right to select ad locations. No additional charge for bleed.

Terms: 15% agency commissionable. Net 30 days. Agency commission disallowed after 30 days from date of invoice.

Publisher's Copy Protection Clause: Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising that he feels is not in keeping with publication's standards. All copy subject to publisher's approval.

Joint Liability: Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for all monies that are due and payable to the publisher.

All mechanical requirements for print, insert, and electronic advertising can be obtained by going to: www.csemag.com/advertising.

For all print advertising, we encourage you to submit your high-resolution PDF advertisement to our Website: www.ads4reed.com.



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