AMCA inmotion

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THE ONLY MAGAZINE DEDICATED TO THE AIR MOVEMENT & CONTROL INDUSTRY

2020 Media Kit

PUBLISHED IN PARTNERSHIP WITH

ASHRAE JOURNAL
THE MAGAZINE OF HVAC&R TECHNOLOGY

HPB
HIGH PERFORMING BUILDINGS

AMCA inmotion

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AMCA inmotion **is devoted to sharing best practices in air movement and control for building designers, owners, and operators.**

AMCA inmotion is on a roll. Last year, the 2018 edition took home the award for Annual Publication or Brochure and an honorable mention for External Publication or Report (online or print) in the **PRNEWS CSR & Nonprofit Awards** program and an honorable mention for External Publication in the **PRNEWS Platinum PR Awards** program. This year, the 2019 edition is the winner of a Bronze Stevie Award in the Other Publication—Association or Non-Profit category of the 18th **Annual American Business Awards** program and one of three finalists for Annual Publication or Brochure in the **PRNEWS CSR & Nonprofit Awards** program. As for next year and the 2020 edition? That remains to be seen, of course, but one thing is certain: The *AMCA inmotion* team is committed to delivering content that is every bit as technically sound, attractively designed, and easily read.

What 2020 American Business Awards judges said about *AMCA inmotion*:

- "Good effort to convert technical text into easy reading."
- "Nicely done. ... Editorial is on target. ... The use of technical schematics ... is great."
- "Well produced publication for the HVAC market."

Here are some of the articles the team is developing for the 2020 edition of *AMCA inmotion*.

Ultraviolet Germicidal Irradiation (UVGI) in Commercial Air Systems

A commercial HVAC system can be an ideal breeding ground for potentially dangerous microorganisms. This article will discuss the application of ultraviolet C (UV-C) light in commercial air systems to kill microbes and prevent the spread of infectious pathogens. Additionally, it will review the use of UV-C to improve HVAC heat-transfer efficiency, reduce energy use, and restore cooling capacity.

Mitigating Fan-System Effect

In an air system, adverse flow conditions, such as excess turbulence or swirl, cause a loss in fan performance known as system effect. The only way to overcome system effect is to increase fan speed, which leads to greater energy consumption, costs, and stress on system components. This article describes best practices for fan-system design to mitigate system effect and optimize performance and efficiency.

Field Modifications of Life-Safety Dampers

So that they can be installed properly, life-safety dampers sometimes require modification in the field. In some cases, field modifications are covered in the installation instructions supplied by the damper manufacturer. This article will discuss field modifications typically covered in manufacturer installation instructions and options available when modifications fall outside of those instructions.

Straightening Out Fan Curves

Fan curves are loaded with data and tangled lines conveying a lot of information, sometimes leading to analysis paralysis. Many engineers may need a refresher on how to decipher the information and lines on a fan curve. For them, this article will help straighten out fan curves.

Fans for High-Temperature Environments: Considerations and Precautions

In industrial environments, high-temperature fans—generally considered to be fans capable of handling air streams 250°F (120°C) and higher—are critical for safeguarding process and product quality and supporting worker health and safety. This article will discuss how high-temperature-fan selection and design is impacted by environment, typical design considerations for various types of high-temperature fans, how the design of high-temperature fans has evolved, applications, motor and bearing selection, and how to compare high-temperature-fan proposals.

Trends in HVAC-System Selection

An examination of six years of construction-project specifications yields important insights into the state of the HVAC-system market. Learn about trends in the selection of variable-air-volume, fan-coil-unit, variable-refrigerant-flow, and water-source-heat-pump systems for education, retail, government/military, and commercial buildings.

For more information, contact Editor in Chief **Scott Arnold** at sarnold@amca.org or +1 847-704-6335.

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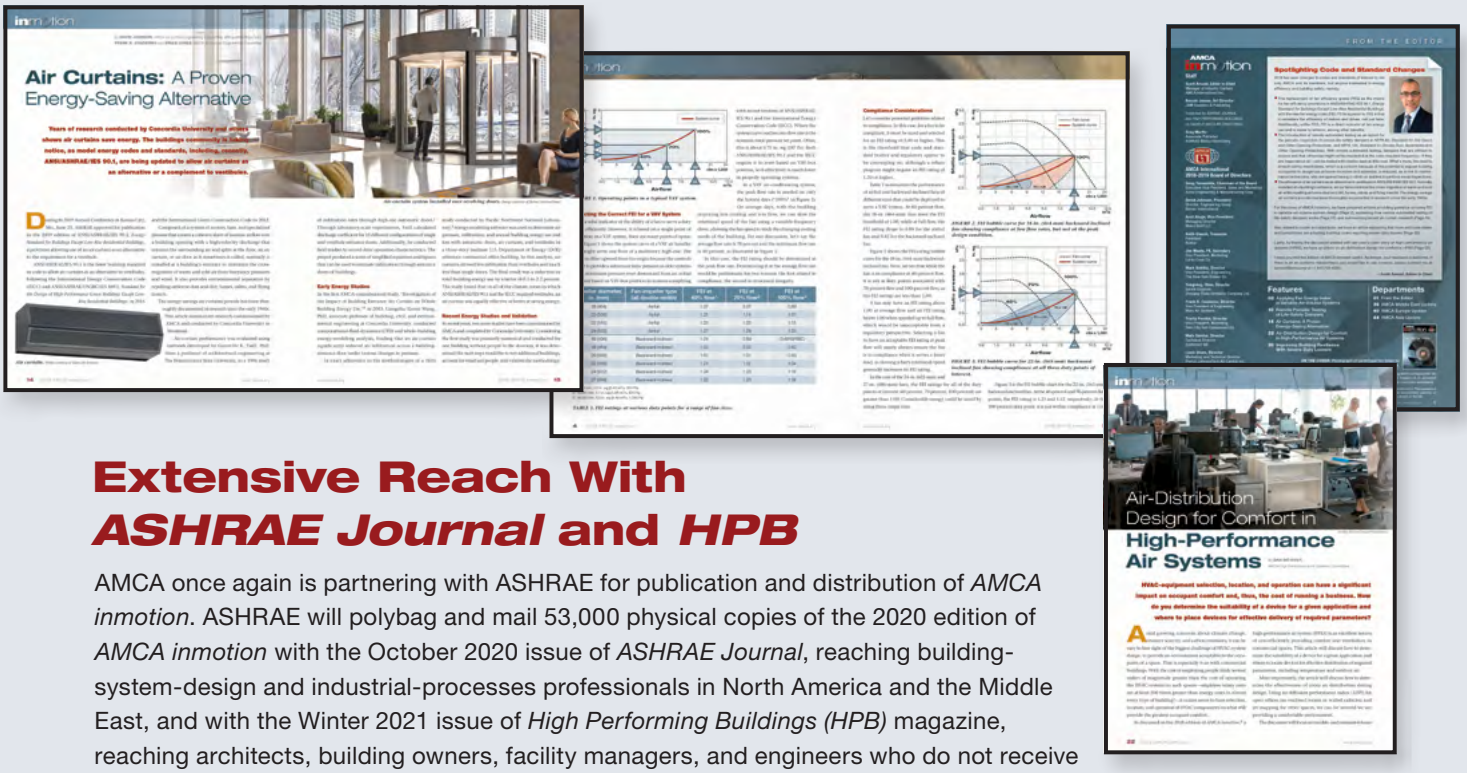

Extensive Reach With *ASHRAE Journal* and *HPB*

AMCA once again is partnering with ASHRAE for publication and distribution of *AMCA inmotion*. ASHRAE will polybag and mail 53,000 physical copies of the 2020 edition of *AMCA inmotion* with the October 2020 issue of *ASHRAE Journal*, reaching building-system-design and industrial-processes professionals in North America and the Middle East, and with the Winter 2021 issue of *High Performing Buildings (HPB)* magazine, reaching architects, building owners, facility managers, and engineers who do not receive *ASHRAE Journal*. Digitally, the 2020 edition of *AMCA inmotion* will be e-mailed to more than 55,000 *ASHRAE Journal* subscribers and 60,000 *HPB* subscribers. Online, the 2020 edition of *AMCA inmotion* will be available for free downloading on AMCA's and ASHRAE's websites.

Print copies of the 2020 edition of *AMCA inmotion* additionally will be distributed at the 2021 International Air-Conditioning, Heating, Refrigerating Exposition (AHR Expo)—"the world's largest HVACR event"—Jan. 25-27 in Chicago.

AMCA INMOTION FOUR-COLOR GROSS RATES

Back Cover	$9,715
Inside Covers	$9,585
Full Page	$8,290
Two-Thirds Page	$6,350
One-Half Island	$6,115
One-Half Vertical/Horizontal	$5,410
One-Third Vertical/Square	$4,380
One-Fourth Standard	$3,700
One-Sixth Vertical/Horizontal	$3,200

Rates include four colors.

AMCA inmotion Deadlines

Advertising Orders:
Aug. 31, 2020

Advertising Materials:
Sept. 4, 2020

Publication Details & Policies

Please click or visit www.ashrae.org/advertise to view ASHRAE's publication policies.

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