CTI Journal
The Official Publication of The Cooling Technology Institute

ADVERTISEMENT RATE CARD

<table>
<thead>
<tr>
<th></th>
<th>B/W</th>
<th>2c</th>
<th>3c</th>
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<tbody>
<tr>
<td>Cover</td>
<td>$2850.00</td>
<td>$2850.00</td>
<td>$2850.00</td>
<td>$2850.00</td>
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<tr>
<td>Full Page</td>
<td>1035.00</td>
<td>1245.00</td>
<td>1500.00</td>
<td>1810.00</td>
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<tr>
<td>Half Page Island</td>
<td>835.00</td>
<td>1035.00</td>
<td>1350.00</td>
<td>1680.00</td>
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<td>Half page</td>
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<td>920.00</td>
<td>1240.00</td>
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<tr>
<td>Third page</td>
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<td>840.00</td>
<td>1170.00</td>
<td>1460.00</td>
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<tr>
<td>Quarter Page</td>
<td>565.00</td>
<td>775.00</td>
<td>1075.00</td>
<td>1345.00</td>
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</table>

All ads printed on 8-1/2” x 11”, 80# Gloss Text.

For ads designed to bleed, or ads that exceed 7” x 10” ad size, there will be a bleed charge of $100.00

MECHANICAL REQUIREMENTS

Publication size: 8-1/8” x 11”

AD SIZES IN INCHES (WIDTH X DEPTH)

One page bleed ........................................................8-1/2” x 11-1/4”
One page .................................................................7” x 10”
Half page island .....................................................4-5/8” x 7-1/2”
Half page horizontal ..............................................7” x 4-7/8”
Third page ..............................................................4-1/2” x 4-7/8”
Quarter page ..........................................................3-5/8” x 4-5/8”

For ads designed to bleed, or ads that exceed 7” x 10” ad size, there will be a bleed charge of $100.00

PRINTING MATERIALS

Digital Ad Submission: Mac or PC files are accepted. Applications supported: Quark Express, Pagemaker, Illustrator, Freehand, and Photoshop. If your file is not in one of these programs it cannot print.

Page Files: These are the files created by Quark or Pagemaker where you have assembled all the elements of your job (text, art, photos).

Support Files: These include scans and art created on the computer in Illustrator, Freehand, Photoshop. When saving your artwork please make it either an .eps or .tif format. If your image is a color image make sure it’s CMYK. Photographs should have a resolution of 300 DPI. Line art should be 1200 DPI for best outcome.

Fonts: Screen and printer fonts used both on the pages and in the graphics must be included. If using a Mac, be sure to include both screen and printer fonts. If using a PC, postscript fonts are much more reliable and rip faster than True Type Fonts, but TTF are accepted.

Film Ad Submission: Film negatives are also accepted provided they are right emulsion side down. Ad film should be screened at 133 or 150 lpi and 100% of final size. Color and black & white.

NOTE: There will be an added charge for using negatives.

SHIPPING MATERIALS

Send all space orders, insertion orders, correspondence and printing material to THE COOLING TECHNOLOGY INSTITUTE, PO Box 681807, Houston, Texas 77268 or 3845 Cypress Creek Parkway, Ste 420, Houston, Texas 77068

AD REPRINTS

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<tr>
<th>Quantity</th>
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<th>5,000</th>
<th>10,000</th>
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<tbody>
<tr>
<td>4/Color Process</td>
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<td>$750.00</td>
<td>$1,050.00</td>
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<td>130.00</td>
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<td>500.00</td>
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</table>

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GENERAL INFORMATION

CANCELLATIONS
Must be made 30 days prior to advertising deadline. Contracted advertisers cancelling after this date will be charged a short-run (next highest applicable rate) for insertions already run, or 10% for first-time advertiser.

FREQUENCY DISCOUNTS
Receive 8% discount by placing ads in 4 consecutive issues, beginning with the next issue, after order date.

RATE INCREASES
Rates subject to increase upon 30-day notice from publisher

DEADLINES

Insertion Order - May 15.................................July issue
Camera Ready Artwork - June 1 ....................July issue
Insertion Order - November 15.....................February issue
Camera Ready Artwork - December 1..............February issue

Ads to be prepared by the publisher must be received 30 days prior to the closing dates.

RACE CARD DISCLAIMER

Acceptance of advertising in the CTI Journal or other CTI publications does not constitute an endorsement by CTI or its officers of the advertised products or services. Advertisers and advertising agencies assume liability for all content of advertisements printed, and, also assume personal liability for any claims arising therefrom against the publisher. The publisher reserves the right to reject any advertising.
Don't miss an opportunity to advertise in our next bi-annual issue!

Address all materials and inquiries to:

CTI Journal
THE OFFICIAL PUBLICATION OF THE COOLING TECHNOLOGY INSTITUTE

http://www.cti.org • email: vmanser@cti.org
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FAX (281) 537-1721