

CTI JOURNAL

THE OFFICIAL PUBLICATION OF THE COOLING TECHNOLOGY INSTITUTE

ADVERTISEMENT RATE CARD

	B/W	2c	3c	4c
Cover	\$2850.00	\$2850.00	\$2850.00	\$2850.00
Full Page	1035.00	1245.00	1500.00	1810.00
Half Page Island	835.00	1035.00	1350.00	1680.00
Half page	685.00	920.00	1240.00	1560.00
Third page	625.00	840.00	1170.00	1460.00
Quarter Page	565.00	775.00	1075.00	1345.00

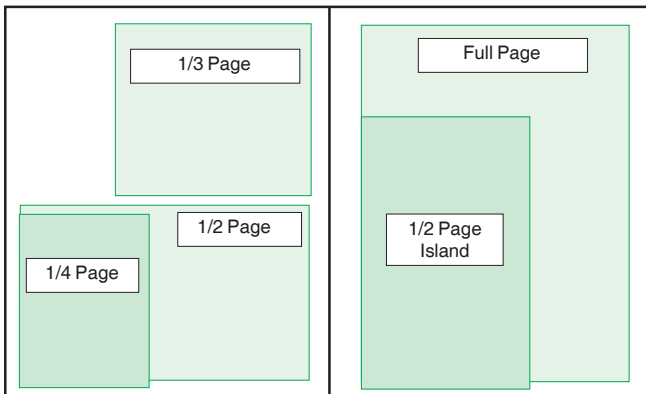
For ads designed to bleed, or ads that exceed 7" x 10" ad size, there will be a bleed charge of \$100.00

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"



AD REPRINTS

	1,000	2,500	5,000	10,000
4/Color Process	\$500.00	\$750.00	\$1,050.00	\$1,500.00
3/color	255.00	370.00	500.00	800.00
2/Color	180.00	245.00	345.00	550.00
B/W	130.00	195.00	295.00	500.00

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

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 art work 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 73383, Houston, Texas 77273 or 2611 FM 1960 W, Ste H-200, Houston, Texas 77068

PRODUCTION CHARGES

Any necessary service required to meet specifications not met by advertiser, or any other publisher's expense not otherwise provided, will be billed to advertiser at publisher's prevailing rates. We are not responsible for errors in ads or changes prepared by publisher.

MULTIPLE COPIES

Additional copies are available from the publisher for %5.00 per copy, plus shipping charges. Orders must be placed by Advertising Deadline. Volume discounts will be quoted on request.

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.

COMMISSIONS

Fifteen percent commission will be allowed recognized agencies. No commission on production charges. No commissions will be allowed on charges over 30 days past due.

RATE INCREASES

Rates subject to increase upon 30-day notice from publisher

Editorial Board

Paul Lindahl, Chairperson, Editor-in-Chief

Art Brunn, Publications

Virginia A. Manser, Managing Director and Advertising Manager, Cooling Technology Institute

Donna A. Jones, Administration Services

Bob Boleslawski, Art Director and Production Manager

DEADLINES

Insertion Order - April 15 June issue
 Camera Ready Artwork - May 1 June issue
 Insertion Order - October 15 January issue
 Camera Ready Artwork - November 1 January issue
 Ads to be prepared by the publisher must be received 30 days prior to the closing dates.

RATE 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.

DEADLINE

May 1 June issue
November 1 January issue

**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

PO Box 73383
Houston, TX 77273

2611 FM 1960 West
Suite A-101
Houston, TX 77068

(281) 583-4087
FAX (281) 537-1721

**ADDRESS
SERVICES ARE
REQUESTED**

P.O. Box 73383
Houston, TX 77273

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ADVERTISING RATE CARD
Effective June 2005