



# COOLING TECHNOLOGY INSTITUTE

P. O. Box 681807, Houston, Texas 77268

3845 Cypress Creek Parkway, Suite #420, Houston, Texas 77068

Phone: 281.583.4087 • Fax: 281.537.1721 • email: [vmanser@cti.org](mailto:vmanser@cti.org) • <http://www.cti.org>

March 13, 2017

**SUBJECT: New Full Size for the CTI Directory (8 1/2" x 11")**

Dear CTI Member: Would you like to advertise in the 2017/2018  
CTI Directory?

The CTI Membership Directory is the official publication of the Cooling Technology Institute. The CTI Membership Directory is a crucial tool to identify potential customers and is an excellent resource for locating current member positions, responsibilities and locations. Our target audience consists of cooling tower manufacturers, owner/operators and suppliers. These individuals will frequently use this publication as a networking, information and purchasing tool throughout the year.

It's not too early to reserve your space in the 2017/2018 Membership Directory. I am enclosing a copy of CTI's 2017/2018 Advertising Rates. If you wish to furnish a new ad, please provide your ad in accordance with the specifications listed on the attached sheet.

On behalf of the Cooling Technology Institute, we sincerely appreciate your advertising support.

Sincerely,

*Virginia A. Manser*  
Administrator



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## 2017 Membership Directory ADVERTISING RATES DATA (Deadline April 14, 2017) BLACK & WHITE SPACE RATES

SIZE	RATES
Full Page	\$ 825.00
1/2 Page (Horizontal)	\$ 600.00

All cancellations must be received in writing prior to the advertising sales deadline.

SIZE	WIDTH	LENGTH
Full Page	8.125"	11"
1/2 Page (Horizontal)	8.125"	5.5"

**Type Size:** 7.625" x 10.5"

**Trim Size:** 8-1/2" x 11"

**Bleed Size:** 8.625 x 11.5"

- Camera-ready fully completed art work, reproduction proofs of photographs of same required for black & white advertisement.
- Payment due upon receipt of invoice, 2% per month interest charged on accounts over 30 days.
- All prices are net. Ad agency commissions are not included in quoted prices.

**Send all space orders, insertions orders, correspondence and printing materials to:**

THE COOLING TECHNOLOGY INSTITUTE,  
3845 Cypress Creek Parkway, Suite #420, Houston, TX 77068

Date \_\_\_\_\_

Company Advertiser: \_\_\_\_\_

Advertising Agent (if applicable): \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Authorized by: \_\_\_\_\_

Email Address \_\_\_\_\_