

## Your customers are on ACR-News.com, are you?

The industry website for air conditioning and refrigeration professionals

www.acr-news.com helps you reach your customers online by:

- Generating more business leads and sales
  - Increasing exposure and traffic to your website
  - Building your brand to the right people
- Be found easily on our site and through search engines



### Online

- ACR News sends out over 13,000 subscription email newsletters/alerts which constantly drives traffic to www.acr-news.com
- ACR News provides constantly updated news feeds
- Google finds over 100,000 pages from the site – this gives ACR News and its clients massive exposure across the internet in general
- ACR News encourages users to respond to articles/products to online advertisers, and enjoys huge benefits from word of mouth marketing
- ACR News regularly takes online advertising and email marketing on other related industry sites

### Digital catalogues

Upload your digital catalogue on to your listing in PDF format.

Up to 100 pages	£150/year
Up to 250 pages	£250/year
Over 500 pages	£500/year

Or for a more professional look, we can convert your catalogue to an ebook format.

Up to 250 pages	£250
Up to 500 pages	£500
Over 500 pages	£800

### Booking Information

To book your space on acr-news.com contact:  
Colin Ball  
+44(0)1622 669167  
cball@datateam.co.uk

## Spend less – Achieve more – Grow faster – Adapt to change

### Upgrade your company listing

Link to your website, your company logo on all your pages, full use of acr-news.com enquiry system, priority positioning compared to free entries, one press release or editable product page.

12 months

£395

### Publish specific product pages

Buyers search for specific products. Ensure they find yours by publishing specific pages relevant to your main products. This will generate more enquiries of better quality.

1 page

£175/year

Up to 5 pages

£500/year

Up to 25 pages

£995/year

### High profile sponsorship

Influence customers before they search for a supplier.

Site sponsor (shared button banner on all site pages)

£2,400/year

Homepage banner

£500/month

Banner blitzer (run of site banners) – 15,000 displays

£500

### Communicate by email

Broadcast in the newsletter your customers read. Press release in weekly newsletter.

1 issue

£105

### Sponsor the e-newsletter

With a banner across the top

1 week

£300

1 month

£1,000

### Get top billing

Company listings are displayed 15 to a page. Guarantee a top position for a year when customers look in a category or search for a keyword that matches your products.

	Sub-categories /keywords	Top-level categories
Banner	£895	£1,400
No 1	£350	£395
Top 5	£245	£295
Top 15	£100	£125

### Targeted email shots

Sending an email shot is an effective way of ensuring your message reaches the air conditioning and refrigeration market.

An email shot sent through ACR will allow you to create and send high-impact branded HTML emails to your target customers, with detailed reports feeding back the effectiveness of your campaigns. You will be able to find out how many opened your email, how many clicked on which links and how many forwarded it.

Cost – with over 13,000\* subscribers registered to receive our weekly e-news letter, an email shot at 30p per email is an economical and effective marketing tool.

*\*The number of subscribers to ACR e-newsletter is ever increasing.*

### Product video

Includes production and promotion. The video is yours to keep.

1 minute

£495

### Recruitment advertising

Basic job listing: in Job Centre for 1 month

£115

Hot job: one month in Job Centre + 2 weeks on Job Centre homepage and weekly newsletter

£225

### Recruitment packages

Platinum: Up to 250 standard job listings per month, a dedicated page and CV submission form in Job Centre and 50% discount on all Hot Jobs

£1,125/quarter or £3,375/year

Gold: Up to 100 standard job listings per month, a dedicated page and CV submission form in Job Centre and 50% discount on all Hot Jobs

£885/quarter or £2,400/year

Silver: Up to 50 standard job listings per month, a dedicated page and CV submission form in Job Centre and 50% discount on all Hot Jobs

£615/quarter or £1,800/year

Bronze: Up to 10 standard job listings per month, a dedicated page and CV submission form in Job Centre and 50% discount on all Hot Jobs

£450/quarter or £1,350/year

■ You can also extend your candidate search further through the ACR News print recruitment section.

## The coolest networking event of the year!



17 February  
The Vox  
Conference Centre  
Birmingham

The first and original awards specifically for the air conditioning and refrigeration industry, the ACR News Awards are designed to pay tribute to companies which are able to demonstrate excellence in their field, exceptional customer service or true innovation.

The awards will provide an excellent opportunity to network, as well as an evening of entertainment for hundreds of people from across the air conditioning and refrigeration industry.

### How to enter

Entering the ACR News Awards is free and easy to do. Visit the website to see the criteria alongside the online submission form for each category

[www.acrnewsawards.com](http://www.acrnewsawards.com)





17 February  
The Vox  
Conference Centre  
Birmingham



## Categories in 2016

- Product Distributor/Wholesaler of the Year
- Refrigeration Product of the Year
- Air Conditioning Product of the Year
- Contractor of the Year
- Training Initiative of the Year
- Marketing Initiative of the Year
- Website of the Year
- Environmental Project of the Year
- Environmental Product of the Year
- Consultant of the Year
- Customer Service of the Year
- Alan Moor Award

## Benefits to sponsors

The ACR News Awards give you the opportunity to promote your company or brand and to gain recognition for your commitment to the ACR industry alongside other highly respected industry players.

You will receive major editorial coverage in the only ACR magazine that is 100% requested or paid for – reaching your target market month after month.

Join us to enjoy a memorable and prestigious evening which can be shared with clients and employees.

[www.acrnewsawards.com](http://www.acrnewsawards.com)



## Booking Information

There is a full range of sponsorship packages. To discuss all the options contact:  
**Steve Bennion**  
+44 (0)1622 699102  
[email sbennion@datateam.co.uk](mailto:sbennion@datateam.co.uk)

## Be seen in the market leading magazine!

### Display advertising rates *(All prices exclusive of VAT)*

	1	3	6	9	12
Full page	£1,800	£1,730	£1,660	£1,590	£1,450
Half page	£1,184	£1,145	£1,105	£1,066	£988
Quarter page	£806	£785	£765	£745	£705
Double page spread	£2,920	£2,860	£2,795	£2,730	£2,670
Half page spread	£2,000	£1,795	£1,710	£1,650	£1,595
Half page gate posts	£1,184	£1,145	£1,105	£1,066	£988

### Inserts

- Up to 10g full run, £115 per thousand
- Up to 10g split run, £125 per thousand
- 11g and above: price on application
- Bound inserts: price on application

### Digital issues

All ACR News magazines and supplements are available in digital format from May 2015 onwards. Digital issues, or ebooks, are interactive with live hyperlinks, video capabilities, and additional advertising opportunities which target the evolving online generation through tablets and smart phones as well as the classic desktop PC.

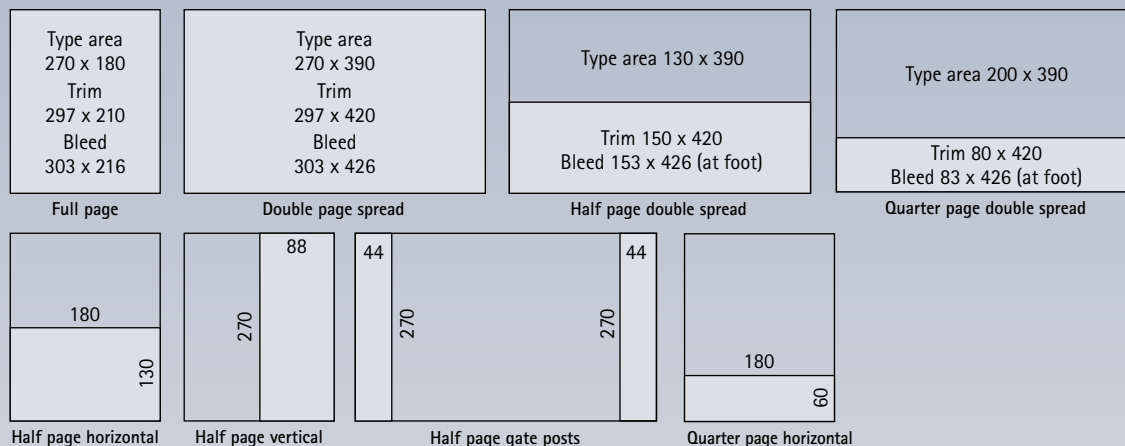
- Full page advert appearing to the left of the front page when digital issue is loaded: price on application
- Ticker across all pages of digital issue: price on application

### App

- Quarter page advert on the welcome page of the app: price on application



## Mechanical data *All measurements depth x width in mm*



## Advertising copy specifications

### Open documents

- Originated in Mac versions of:
- QuarkXpress, Adobe Illustrator, Adobe Photoshop
- We cannot accept Word, PowerPoint or Publisher documents

### Colour

- Colour must be CMYK
- No RGB colours
- No spot colours
- No embedded ICC profiles

### Fonts

- All fonts must be supplied
- Mac fonts only
- No PC fonts
- Fonts used in Illustrator eps documents must be converted to paths
- Fonts used in layered Photoshop documents must be rasterised

### Images/logos

- File formats: tiff, eps, jpeg
- Images to be at least 300dpi at 100% (size used in ad)
- All fonts to be included. True Type fonts preferred

### PDFs

- Before creating a PDF, ensure your document complies with the above colour, font and resolution specs
- Distilled using Acrobat 4 or higher
- Highest quality compression
- Pictures placed in document must be tiff 3mm bleed
- Include crop marks

When checking your PDF click on 'Overprint Preview' to check that all information appears. A hard colour copy must accompany digitally supplied ads

### File naming protocol

- All e-mails must be given a file name indicating the magazine/client/issue

### Delivery

Files under 6Mb can be e-mailed directly to Gemma Zweck in our Production Department: [gzweck@datateam.co.uk](mailto:gzweck@datateam.co.uk)

For files larger than 6MB, please contact the Production Department for FTP details on 01622 607964

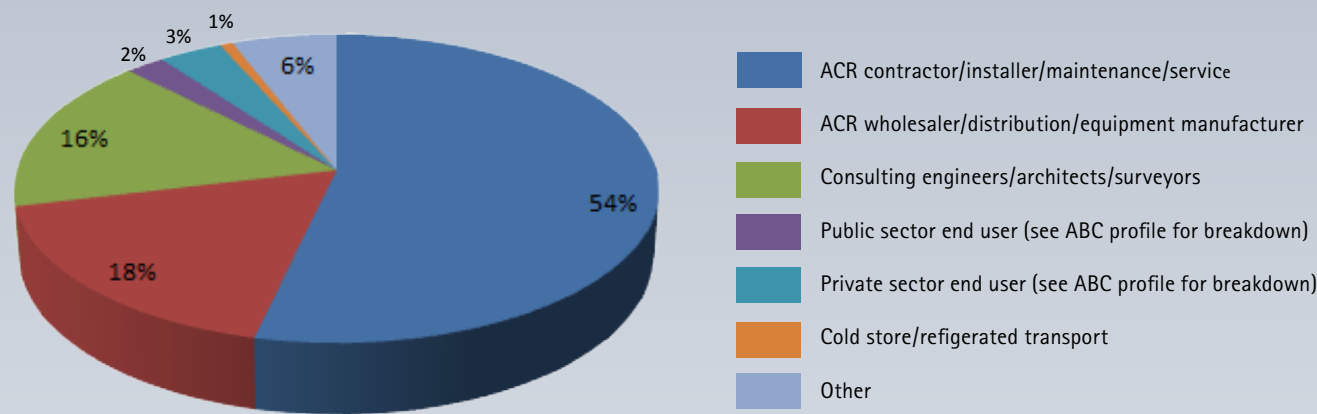
## Booking Information

To book your display advertising contact:  
**Steve Bennion**  
**+44 (0)1622 699102**  
[email sbennion@datateam.co.uk](mailto:sbennion@datateam.co.uk)

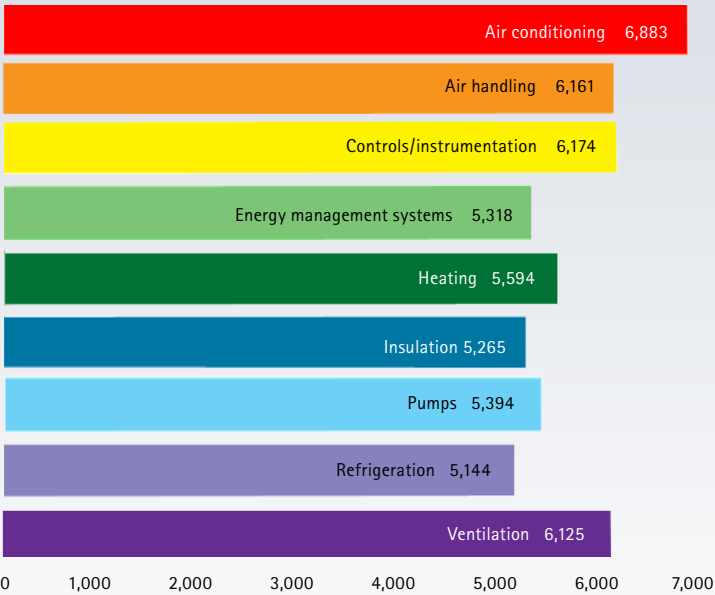
To book your classified advertising contact:  
**Tom Chambers**  
**+44 (0)1622 699113**  
[email tchambers@datateam.co.uk](mailto:tchambers@datateam.co.uk)

## Bringing together relevant professionals

Analysis by business sector



Products purchased, specified and/or influenced by ACR News' circulation



## Delivering quality buyers for your products and services

ACR News is the only magazine in the market\* guaranteeing all copies have been individually paid for or requested, so ensuring your advertising is seen by relevant professionals – no wastage

\* ABC website: Refrigeration Classification

\*\* ABC Profile Jan – Dec 2013

**We are confident ACR News will deliver the right audience for your advertising message.**



9,498 average net  
circulation Jan – Dec 2013

ACR News is the only magazine in the market\* to invest in the coveted ABC Profile\*\* – the independent Audit Bureau of Circulation's most rigorous audit and the only one giving advertisers the benefit of a detailed circulation breakdown – so you know who makes up our circulation and what they are responsible for.

## Booking Information

To book your display advertising contact:  
**Steve Bennion**  
**+44 (0)1622 699102**  
*email [sbennion@datateam.co.uk](mailto:sbennion@datateam.co.uk)*

To book your classified advertising contact:  
**Tom Chambers**  
**+44 (0)1622 699113**  
*email [tchambers@datateam.co.uk](mailto:tchambers@datateam.co.uk)*



## Join the ACR News conversation

### Features List 2016

#### JANUARY

- **Energy Saving Equipment**  
Reviewing the most energy efficient products, systems and applications across the industry
- **Fans**  
The continuing development of fan and motor technology
- **State of the Industry**  
Analysis of the last year and predictions for the coming year from leading industry figures.
- **ACR Show Preview**  
A snapshot of what visitors can expect to see at the ACR Show 2016

Editorial copy deadline: 25 November 2015

Advertising copy deadline: 07 December 2015

Publication date: 17 December 2015

#### FEBRUARY

- **Chilled Beams**  
Taking a look at the use of chilled beams in commercial projects
- **Energy Efficient Air Conditioning**  
The ever-evolving efficiencies within this key sector
- **Retail Display**  
How the needs of the consumer and the retailer alongside legislation drive display changes

Editorial copy deadline: 17 December 2015

Advertising copy deadline: 11 January 2016

Publication date: 21 January 2016

#### MARCH

- **Coolers and Condensers**  
The latest developments in the world of coolers and condensers
- **Supermarket Systems and Equipment**  
Refrigeration, air conditioning and heat recovery technology for supermarkets
- **Domestic Air Conditioning**  
Keeping an eye on the slow growth of air conditioning units in the home

Editorial copy deadline: 29 January 2016

Advertising copy deadline: 11 February 2016

Publication date: 25 February 2016

#### APRIL

- **Air Handling Units**  
Featuring both standard and bespoke systems
- **Refrigerants**  
The latest refrigerants and their applications
- **ACR Show Review**  
A look at what exhibitor brought to this year's ACR Show
- **ACR News Awards Special**

Editorial copy deadline: 03 March 2016

Advertising copy deadline: 15 March 2016

Publication date: 25 March 2016

#### MAY

- **Unitary Air Conditioning**  
A review of split systems and packaged equipment
- **Service and Maintenance**  
Tools and accessories to facilitate easier installation and maintenance of equipment
- **The Cold Chain**  
A focus on the food sector
- **Data Centre Cooling**  
A look at precision air conditioning equipment for use in computer hardware facilities

Editorial copy deadline: 30 March 2016

Advertising copy deadline: 11 April 2016

Publication date: 21 April 2016

#### JUNE

- **Forecourt and Convenience Stores**  
Refrigeration, air conditioning for smaller stores
- **Fan Coils**  
Taking a look at the use of fan coil units
- **The Big Green Issue**  
Energy efficiency, reduced emissions, refrigerant issues, product recycling are just some of the topics included in our big environmental issue

Editorial copy deadline: 27 April 2016

Advertising copy deadline: 09 May 2016

Publication date: 19 May 2016

#### JULY

- **Air Movement Equipment**  
Covering the wide range of air movement equipment including fans, grilles, diffusers and ductwork
- **Compressor Technology**  
With energy efficiency a hot topic, we examine the evolution of compressors
- **Spares and Accessories**  
A roundup of what's hot and what's not

Editorial copy deadline: 01 June 2016

Advertising copy deadline: 13 June 2016

Publication date: 23 June 2016

#### AUGUST

- **Energy Saving Equipment**  
A look at equipment offering real energy saving potential
- **Air and Water-Cooled Chillers**  
We track how these energy-hungry products are becoming increasingly energy efficient
- **Refrigerants**  
The latest refrigerants and their applications

Editorial copy deadline: 23 June 2016

Advertising copy deadline: 12 July 2016

Publication date: 21 July 2016

#### SEPTEMBER

- **Cold Stores**  
Covering the wide range of products from small coldrooms to large refrigerated warehouses
- **Humidity Control**  
Reviewing the developments in this key sector
- **Transport**  
A focus on mobile refrigeration
- **Made in Britain**  
A focus on manufacturing within England, Ireland, Scotland and Wales.

Editorial copy deadline: 03 August 2016

Advertising copy deadline: 15 August 2016

Publication date: 25 August 2016

## OCTOBER

- **Supermarket Refrigeration**  
A look at display cabinets, freezers, refrigeration packs and cold stores as used in supermarkets
- **Coils, Coolers and Condensers**  
The latest developments in the worlds of coils, coolers and condensers
- **Pipes and Ductwork**  
Looking at the types and methods of pipe and duct installations
- **Chillventa**  
A preview of what visitors to the show can expect to see

Editorial copy deadline: 31 August 2016

Advertising copy deadline: 12 September 2016

Publication date: 22 September 2016

## NOVEMBER

- **Commercial Compressors**  
Looking at the use and development of compressors in the commercial sector
- **Data Centre Cooling**  
A look at precision air conditioning equipment for use in computer rooms and telecommunication centres
- **Heat Pumps**  
The evolution of the energy efficient heating and cooling technology

Editorial copy deadline: 23 September 2016

Advertising copy deadline: 06 October 2016

Publication date: 20 October 2016

## DECEMBER

- **Alternative Refrigerant Technology**  
Looking at the alternatives to our most common refrigerants
- **Controls and Instrumentation**  
Equipment to control and monitor air conditioning and refrigeration systems
- **Chillventa review**

Editorial copy deadline: 02 November 2016

Advertising copy deadline: 14 November 2016

Publication date: 24 November 2016



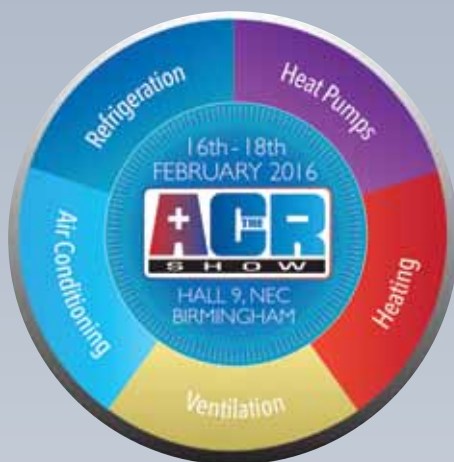
## Editorial Contributions

To discuss your editorial contributions contact:  
**Lynn Sencicle**  
+44 (0)1622 699119  
email: [lsencicle@datateam.co.uk](mailto:lsencicle@datateam.co.uk)

## Booking Information

To book your display advertising contact:  
**Steve Bennion**  
+44 (0)1622 699102  
email: [sbennion@datateam.co.uk](mailto:sbennion@datateam.co.uk)

To book your classified advertising contact:  
**Tom Chambers**  
+44 (0)1622 699113  
email: [tchambers@datateam.co.uk](mailto:tchambers@datateam.co.uk)



## The ACR Show – the event where buying decisions are made

The national ACR Show biennial industry event, launched with huge success in 2012 and repeated in 2014, returns to the UK's premier expo centre the NEC, Birmingham on 16–18 Feb 2016 for its third event.

The national ACR Show 2016 is incorporating new industry HVACR sectors and offering much more than ever before for visitors, be they contractors, consultants, engineers, specifiers or end-users.

Where commercial needs grow, having all markets in one show is advantageous and will maximise potential ROI.

This event has been running for many years and is on target to attract visitors who have the ability to sign off large budgets on behalf of major UK brands.

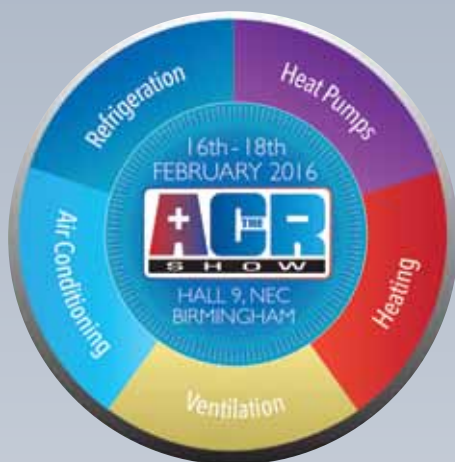
### The live event

- The only UK national industry exhibition, with pre-show marketing and networking opportunities
- The 2016 show's marketing campaigns will secure over 3 million opportunities to see and hear across all market sectors
- Attracting thousands of industry customers.
- 72% of visitors are involved in the decision process from building services, supermarkets, retail outlets, leisure and hospitality sectors
- Greater pre show marketing coverage for exhibitors signing up early, only 10% deposit, balance end of the year
- 3 CPD accredited seminar theatres, IOR conference hosted on the 18th and post show seminar webinars
- 2016 sees investment in the Premier networking lounge, for business people to conduct meetings and network away from their stands
- Interactive show floor plan, linking directly to your profile page
- Downloadable show guide, and show app for people on the move
- Media centre with dedicated Wi-Fi

[www.acrshow.com](http://www.acrshow.com)







## Stand Prices (All prices are exclusive of VAT)

### Space only

1 – 39m	£ 280/sqm
40 – 99m	£ 260/sqm
100m +	£ 250/sqm

*Includes exhibition floor space and cleaning*

### Enhanced Shell Scheme

1 – 14m *	£ 340/sqm
15m + **	£320/sqm

*\*Includes; carpet, walls, fascia board, name plate, 1x6ft fluorescent strip light and 1x500watt power point.*

*\*\*Includes; carpet, walls, fascia board, name plate, 2x6ft fluorescent strip lights and 2x500watt power points.*



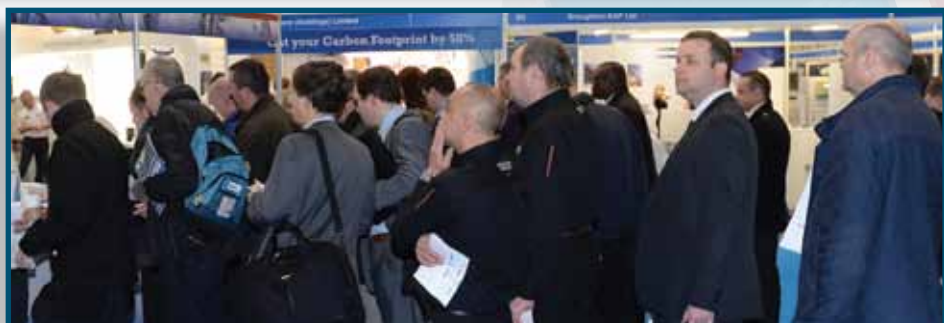
### Why exhibit

The show is a focal point around which productive client relationships, brand loyalty and incremental revenue are built.

### Exhibiting benefits

- Face to face communication, meeting with customers, both new and existing
- Secure brand and product coverage.
- Drive customers to your online business.
- Capture client information via the ACR Show visitor App
- Generate success for your brand by association to the national event campaigns
- Be an industry voice, and participate in the seminar programs. The opportunity to present a talk on key issues, challenges and solutions affecting the HVACR industry.

[www.acrshow.com](http://www.acrshow.com)



### Booking Information

To book your stand contact:

Karena Cooper

+44 (0)1622 699150

email [kcooper@datateam.co.uk](mailto:kcooper@datateam.co.uk)

## A wide range of products and events make ACR News the perfect advertising choice

### The ACR News Contractors' & Installers' Handbook

The ACR News Contractors' & Installers' Handbook is not only the most valuable source of industry information but also acts as a useful

day-to-day diary and work planner. Designed for contractors, installers and facilities managers, The Handbook has become indispensable for the

ACR professional in the field. The handy A5 size is perfect for carrying about and allows instant on-site reference.

Page A5	£1,350
Half page A5	£950
Quarter page A5	£505
Diary pages (3 months)	£1,570
Product focus (quarter page A5)	£370
Recruitment and training	
Half page	£675
Quarter page	£370



### Specialist supplements throughout the year

ACR News explores industry relevant topics, producing supplements which focus on some of these very specialised areas.

Be they industry trade shows with which we develop media partnerships, product guides or a celebration of British manufacturing, we constantly evolving our portfolio to give the readers what they want.



### The Green Issue

Energy efficiency, reduced emissions, refrigerant issues and product recycling are just some of the topics included in our big environmental supplement.

This annual publication will be included as part of the June issue of ACR News in 2016 and is mailed to the entire circulation.



### The ACR Show Official Event Guide

ACR News publishes the Official Event Guide for the biennial ACR Show, the UK air conditioning and refrigeration industry's only dedicated exhibition.

The next show takes place at the NEC from February 16-18, 2016. The 2016 Event Guide will be mailed out with the February 2016 issue of ACR News to the magazine's full circulation.

In addition, the Event Guide is given away free to all visitors to the ACR Show.



## Guarantee that your message will be seen with classified advertising

### Buyers and specifiers guide

Single panel (2.5cm x 4.5cm)	12 months	£475
Double panel (5.5cm x 4.5cm)	12 months	£750
Triple panel (7.5cm x 4.5cm)	12 months	£995

Full colour, includes choice of heading, logo, address, telephone, fax, email and website.

### Web guide

Panel	12 months	£295
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Full colour, includes choice of heading, logo and website.

### Recruitment

Quarter page	1 month	£495
Half page	1 month	£905
Full page	1 month	£1350

### Press releases

1/6th page	1 month	£120
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Includes one pic and company details

#### BRONZE PACKAGE

- Single Panel – £450
- One press release in a month of your choice – £115.

Total– £565  
Save– £30

#### SILVER PACKAGE

- Double Panel – £695
- Web Guide Panel– £255
- Two Press releases in a month of your choice – £110 each.

Total– £1,170  
Save– £115

#### GOLD PACKAGE

- Triple Panel – £900
- Web Guide Panel– £240
- Three Press releases in a months of your choice – £100 each.

Total– £1,440  
Save– £210

### Direct Mail

The ABC audited circulation of ACR News provides an outstanding – and constantly updated – resource which can be used to maximise the impact of new business mailing campaigns. With a truly comprehensive range of targeting options available, and a quick, easy-to-use service, you can ensure your sales message reaches your chosen target marketplace quickly, accurately and cost-effectively.

List rental for direct marketing is available on request.

### Booking Information

To book your classified advertising contact:

**Tom Chambers**

**+44 (0)1622 699113**

email [tchambers@datateam.co.uk](mailto:tchambers@datateam.co.uk)

For all other advertising contact:

**Steve Bennion**

**+44 (0)1622 699102**

email [sbennion@datateam.co.uk](mailto:sbennion@datateam.co.uk)