

# Join the ACR News conversation

## Features List 2021

### JANUARY

- Energy Saving Equipment
- Fans
- State of the Industry

Editorial copy deadline: 27 November 2020  
Advertising copy deadline: 11 December 2020  
**Publication date: 21 December 2020**

### FEBRUARY

- Chilled Beams and Fan Coils
- Air Conditioning
- Retail Display
- Training

Editorial copy deadline: 07 January 2021  
Advertising copy deadline: 28 January 2021  
**Publication date: 05 February 2021**

### MARCH

- Coils, Coolers and Condensers
- Refrigerants
- Humidity Control

Editorial copy deadline: 04 February 2021  
Advertising copy deadline: 25 February 2021  
**Publication date: 05 March 2021**

### APRIL

- Air Handling Units
- Supermarket Systems and Equipment
- Pipes and Ductwork
- Domestic Air Conditioning

Editorial copy deadline: 04 March 2021  
Advertising copy deadline: 25 March 2021  
**Publication date: 01 April 2021**

### MAY

- Service and Maintenance
- Industrial Refrigeration
- Compressors
- ACR News Awards Special
- Handbook

Editorial copy deadline: 01 April 2021  
Advertising copy deadline: 29 April 2021  
**Publication date: 07 May 2021**

### JUNE

- Forecourt and Convenience Stores
- Treatments and Fluids
- Heat Pumps
- The Big Green Issue

Editorial copy deadline: 29 April 2021  
Advertising copy deadline: 27 May 2021  
**Publication date: 04 June 2021**

### JULY

- Air Movement Equipment
- Spares and Accessories
- Smart Controls
- Cold Stores

Editorial copy deadline: 03 June 2021  
Advertising copy deadline: 24 June 2021  
**Publication date: 02 July 2021**

### AUGUST

- Chillers
- Refrigerants
- Training
- Insulation

Editorial copy deadline: 08 July 2021  
Advertising copy deadline: 29 July 2021  
**Publication date: 06 August 2021**

### SEPTEMBER

- Air Conditioning
- Humidity Control
- Transport and distribution
- IT

Editorial copy deadline: 05 August 2021  
Advertising copy deadline: 26 August 2021  
**Publication date: 03 September 2021**

### OCTOBER

- Supermarket Refrigeration
- Coils, Coolers and Condensers
- Ventilation, Ductwork and Grilles

Editorial copy deadline: 02 September 2021  
Advertising copy deadline: 23 September 2021  
**Publication date: 01 October 2021**

### NOVEMBER

- Compressors
- Data Centre Cooling
- Heating

Editorial copy deadline: 07 October 2021  
Advertising copy deadline: 28 October 2021  
**Publication date: 05 November 2021**

### DECEMBER

- Refrigerants
- Instrumentation and Leak Detection
- Breweries and Cellar Cooling

Editorial copy deadline: 04 November 2021  
Advertising copy deadline: 25 November 2021  
**Publication date: 03 December 2021**

## Editorial Contributions

To discuss your editorial contributions contact:  
Lynn Sencicle  
+44 (0)7793 054021  
email: lsencicle@datateam.co.uk

## Booking Information

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

## Be seen in the market's leading magazine!

Delivering quality buyers for your products and services 12 times a year

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



11,753 average net circulation Jan-Dec 2019 for Air Conditioning & Refrigeration News

### 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

### Booking Information

To book your advertising contact:

Steve Bennion

+44 (0)1622 699102

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

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

	Per insertion	Type area (height x width in mm)	Trim (height x width in mm)	Bleed (height x width in mm)
Front Cover	£poa	200 x 200	229 x 229	235 x 235
Double page spread	£2,920	265 x 400	306 x 458	312 x 464
Full page	£1,800	265 x 200	306 x 229	312 x 235
Half page horizontal	£1,184	124 x 200	153 x 229	159 x 235
Half page vertical	£1,184	265 x 85	306 x 114	312 x 120
Quarter page (horiz.)	£806	47 x 200	76 x 229	82 x 235

## Mechanical data

### 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 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.

### File naming protocol

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

### Delivery

Files under 9Mb can be e-mailed directly to Phil Hammond in our Production Department: [phammond@datateam.co.uk](mailto:phammond@datateam.co.uk)

For files larger than 9MB, please contact the Production Department for FTP details on 01622 607967.

## Classifieds

Extra large panel (60mm x 70mm)	12 months	£1200
Large panel (55mm x 45mm)	12 months	£995
Standard panel (25mm x 45mm)	12 months	£795

## App/Web Guides

Panel	12 months	£295
-------	-----------	------

## Recruitment

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

## Product News

1/2 page upgrade	1 month	£120
------------------	---------	------

## Booking Information

To book your advertising contact:  
Steve bennion  
+44 (0)1622 699102  
sbennion@datateam.co.uk

## 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.

## A wide range of products makes ACR News the perfect advertising choice

### Specialist supplements and guides throughout the year

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

Be they industry trade shows with which we develop media partnerships, product guides or specialist supplements, we are constantly evolving our portfolio to meet our readers needs.



## The ACR News Contractors' & Installers' Handbook



The ACR News Contractors' & Installers' Handbook is a valuable source of industry information. 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
<b>Diary pages (3 months)</b>	<b>£1,570</b>
<b>Product focus (quarter page A5)</b>	<b>£370</b>

## Recruitment and training

Half page	£675
Quarter page	£370

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

The industry website for air conditioning and refrigeration professionals

[www.acr-news.com](http://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.

### Digital issues

All ACR News magazines and supplements are available in digital format. 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

### Magazine App

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

### Website\*

Homepage Banner (Top)	(980 x 90 pixels)	£600.00 per month
Homepage Banner (Mid)	(680 x 90 pixels)	£550.00 per month
Skyscraper	(125 x 250 pixels)	£300.00 per month
Button Banner	(125 x 125 pixels)	£400.00 per month
Double Button Banner	(250 x 250 pixels)	£450.00 per month
Home Page Pop-up Banner	(250 x 250 pixels)	£450.00 per month
Footer	(980 x 360 pixels)	£500.00 per month
Run of Site Banner Blitz	(980 x 90 pixels)	£700.00 per month
Carousel Banner	(1200 x 150 pixels)	£600.00 per month
Site Takeover	2 x (260 x 780 pixels)	£poa

### Supplier Directory\*

Upgraded Company Listing	Twelve Months	£395
Product Pages	Single page	£175.00 per year
Product Pages	2 to 5 pages	£500.00 per year
Product Pages	6 to 25 pages	£995.00 per year
Digital Catalogue (PDF Format)	Up to 100 pages	£150.00 per year
Digital Catalogue (PDF Format)	101 to 250 pages	£250.00 per year
Digital Catalogue (PDF Format)	Over 250 pages	£500.00 per year
Digital Catalogue (e-book format)	Up to 250 pages	£250.00 per year
Digital Catalogue (e-book format)	251 to 500 pages	£400.00 per year
Digital Catalogue (e-book format)	Over 500 pages	£600.00 per year

### Online

- ACR News sends out over 6,000 subscription email newsletters/alerts which constantly drive traffic to [www.acr-news.com](http://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.

### Recruitment\*

Hot Job	One month	£250.00
---------	-----------	---------

### Videos\*

Video carousel		£poa
----------------	--	------

### Emails\*

e-Newsletter	Single Issue	£105.00
e-Newsletter	Three Issues	£210.00
Targeted e-shots	Single Cast	£300.00 per 1000

### Booking Information

To book your space on [acr-news.com](http://acr-news.com) contact:  
Steve Bennion  
+44(0)1622 669102  
[sbennion@datateam.co.uk](mailto:sbennion@datateam.co.uk)



# 2021

## ACR NEWS AWARDS

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

## The coolest networking event of the year!

The first and original awards specifically for the air conditioning and refrigeration industry, the ACR News Awards pay tribute to companies and individuals that 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 with hundreds of people from across the air conditioning and refrigeration industry.

### Readers' Choice

In the spirit of fully engaging with industry, voting for many of the categories will be conducted online, allowing the entire industry to have their say, and making the event something for everyone.

### How to enter

Entering the ACR News Awards is free and easy to do. Visit the website to see the criteria and find out more.

### Benefits to sponsors

The ACR News Awards gives 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 ABC audited – reaching your target market month after month.

Opportunities are available for all budgets.

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

### How to attend

Visit the website for information on how to secure your seats.

## Sample Categories

- Environmental Project of the Year
- Commercial Contractor of the Year
- Industrial Contractor of the Year
- Apprentice of the Year
- Service Engineer of the Year
- Unsung Hero of the Year
- Customer Service Individual of the Year
- Online Initiative of the Year
- Wholesaler/Distributor of the Year
- Instrumentation of the Year
- Thermal Controller of the Year
- Refrigeration Ancillary Product of the Year
- Refrigeration Product of the Year
- Air Conditioning Ancillary Product of the Year
- Air Conditioning Product of the Year
- Alan Moor Award

