

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



\*11,235 average net  
circulation Jan-Dec 2018.

### 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.

*\*ABC website – Air Conditioning & Refrigeration News*

### 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

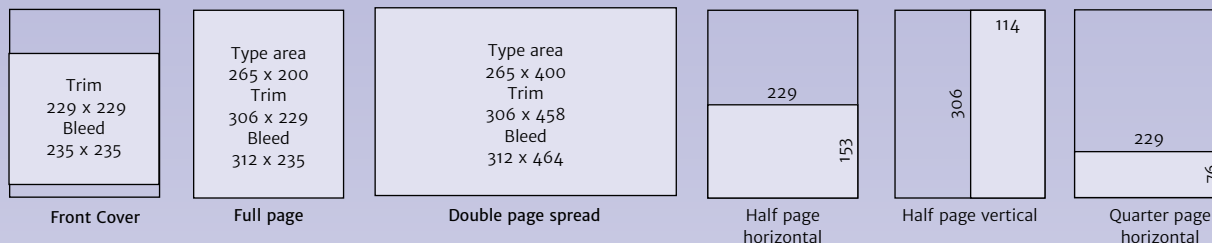
### Inserts

- 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

### Booking Information

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

## 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 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 6Mb can be e-mailed directly to Kirsty Hood in our Production Department: [khoo@datateam.co.uk](mailto:khoo@datateam.co.uk)

For files larger than 6MB, please contact the Production Department for FTP details on 01622 607967.

## 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 6,000 subscription email newsletters/alerts which constantly drives 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



### 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

### Booking Information

To book your space on [acr-news.com](http://acr-news.com) contact:

Daniel Friend

+44(0)1622 669113

[dfriend@datateam.co.uk](mailto:dfriend@datateam.co.uk)

## 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

## Recruitment\*

Hot Job	One month	£250.00
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## Videos\*

Video carousel		£poa
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## Emails\*

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

*\*All prices exclude VAT*

## A wide range of products and events make 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 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 and is mailed to the entire circulation.



### ACR News Awards

ACR News hosts the annual ACR News Awards, and produces a winners' brochure celebrating the achievements of the industry.

The winners' brochure is sent to the full circulation along with ACR News.



### 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





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



### 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

Includes choice of heading, logo, address, telephone, email and website.

### App Guide

Panel	12 months	£295
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### Web guide

Panel	12 months	£295
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Includes choice of heading, logo and website.

### 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
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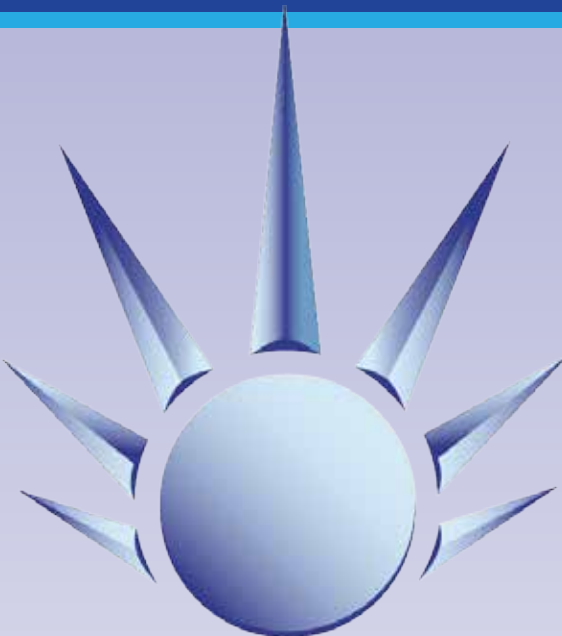
### Direct Mail

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 advertising contact:  
Catriona Burke  
+44 (0)1622 699122  
cburke@datateam.co.uk



## 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



**ACR NEWS  
AWARDS**

[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)



## Join the ACR News conversation

### Features List 2020

#### JANUARY

- Energy Saving Equipment
- Fans
- State of the Industry

Editorial copy deadline: 26 November 2019  
Advertising copy deadline: 10 December 2019  
**Publication date: 20 December 2018**

#### FEBRUARY

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

Editorial copy deadline: 07 January 2020  
Advertising copy deadline: 21 January 2020  
**Publication date: 31 January 2020**

#### MARCH

- Coils, Coolers and Condensers
- Refrigerants
- Humidity Control
- HVAC & Refrigeration Live Preview

Editorial copy deadline: 04 February 2020  
Advertising copy deadline: 18 February 2020  
**Publication date: 28 February 2020**

#### APRIL

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

Editorial copy deadline: 06 March 2020  
Advertising copy deadline: 20 March 2020  
**Publication date: 31 March 2020**

#### MAY

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

Editorial copy deadline: 06 April 2020  
Advertising copy deadline: 20 April 2020  
**Publication date: 30 April 2020**

#### JUNE

- Forecourt and Convenience Stores
- Treatments and Fluids
- Heat Pumps
- The Big Green Issue
- HVAC & Refrigeration Live Review

Editorial copy deadline: 05 May 2020  
Advertising copy deadline: 19 May 2020  
**Publication date: 29 May 2020**

#### JULY

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

Editorial copy deadline: 05 June 2020  
Advertising copy deadline: 19 June 2020  
**Publication date: 30 June 2020**

#### AUGUST

- Chillers
- Refrigerants
- Training
- Insulation

Editorial copy deadline: 07 July 2020  
Advertising copy deadline: 21 July 2020  
**Publication date: 31 July 2020**

#### SEPTEMBER

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

Editorial copy deadline: 05 August 2020  
Advertising copy deadline: 19 August 2020  
**Publication date: 01 September 2020**

#### OCTOBER

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

Editorial copy deadline: 04 September 2020  
Advertising copy deadline: 18 September 2020  
**Publication date: 30 September 2020**

#### NOVEMBER

- Compressors
- Data Centre Cooling
- Heating

Editorial copy deadline: 06 October 2020  
Advertising copy deadline: 20 October 2020  
**Publication date: 30 October 2020**

#### DECEMBER

- Refrigerants
- Instrumentation and leak detection
- Breweries and Cellar Cooling

Editorial copy deadline: 04 November 2020  
Advertising copy deadline: 18 November 2020  
**Publication date: 30 November 2020**



## Editorial Contributions

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

## Booking Information

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