



Optimize Onsite Utilities Powering Automation

Chiller & Cooling Best Practices is a technical magazine dedicated to discovering Energy and Water Savings in industrial and commercial HVAC and process cooling systems. Our editorial focus is on case studies and technical articles focused on optimizing cooling towers, central plant chillers and process chillers. We also focus on building knowledge on refrigeration compressors and circuits.

How Can Mechanical Contractors and Owners Design Systems Using Reduced Cooling Water and kW?

Our goal is to share the “Best Practices” already available and used in the field today. Our readers embrace Sustainability as a profitable business opportunity-and the right thing to do. We believe the industrial process cooling and HVAC installed base to be at a tipping point – one where “energy and water retrofits” will fuel a new era of market growth. Our case study editorial focus teaches Mechanical Contractors and Owners how to use less kW and cooling water by understanding “the constituents of demand” and exploring alternative cooling options.

- Retrofit cooling towers to reduce water consumption
- Improve water treatment strategy to reduce water consumption
- Deploy VSD compressor technology to reduce chiller kW consumption
- Reduce demand by replacing water-cooled air compressors with air-cooled
- Identify waste heat sources
- Measure and challenge flow and temperature specifications

“The new chiller has multiple cycling scroll compressors providing 30% energy savings, zero down-time in production and remote monitoring for all KPI’s.”

— Derrick Gough, Coppertail Brewing Co. (“Ensuring Reliable Process Cooling at Coppertail Brewing Co.”, March 2019 Issue)

“We have invested heavily in water treatment. Our Water Saver technology can save clients an immense amount of water and decrease the amount of treatment chemicals.”

— Dustin Cohick and Josh Boehner, EVAPCO (“Reducing Cooling Tower Water Consumption through Advanced Water Treatment Technology”, May 2019 Issue)

“Adsorption chillers use water as the refrigerant for zero ODP/GWP and are driven by waste heat or low-cost natural gas.”

— Rajesh Dixit, Johnson Controls (“Busting Four Myths About Absorption Cooling”, August 2019 Issue)

2020 EDITORIAL CALENDAR

| 2020 ISSUE | AD & ART DEADLINES | FOCUS INDUSTRY | PROCESS & HVAC COOLING SYSTEM ASSESSMENTS | | | TRADE SHOW EXPOSURE* |
|------------|--------------------|--------------------------------------|---|------------------------------------|---|--|
| | | | REFRIGERATION CIRCUITS & COMPRESSORS | COOLING TOWERS | CENTRAL PLANT & PROCESS CHILLERS | |
| March | February 1 | Chemicals & Oil Refining | Cycling Scroll Refrigeration Compressors | Cooling Towers: Reducing Water Use | Central Plant Chiller Automation | IETC, June TBD |
| May | April 1 | Maintenance & Refrigerants | Green Refrigerants Report | Cooling Tower Service | Refrigerant Monitoring & Leak Detection | RETA, Oct 27-30 |
| August | July 1 | Quality, Pressure & Flow Measurement | VSD Screw Refrigeration Compressors | Cooling Tower Water Treatment | Free-Cooling Chillers | 2020 Best Practices EXPO, Sept 21-23 Pre-Show Special Report Assoc Water Technologies, Sept 30-Oct 3 |
| October | September 1 | Metal Fabrication & Machining | VSD Centrifugal Refrigeration Compressors | Hybrid Cooling Towers | Dry Coolers with Process Chillers | Fabtech, Nov 18-20 / AHR Expo, Jan 3-5, 2021 Cooling Technology Institute Expo, Feb 7-11, 2021 |

*At time of printing, arrangements were not finalized



PRINT & DIGITAL MAGAZINE

REACH 16,400 MAGAZINE READERS

Chiller & Cooling Best Practices Magazine reaches 10,000 print and 6,400 digital magazine readers. These 16,400 readers are dedicated to designing, optimizing and maintaining chiller and cooling tower systems. Chiller & Cooling Best Practices is poly-bagged and mailed together with Compressed Air Best Practices® Magazine.

Chiller & Cooling Best Practices Bonus Distribution

Distributed at the Best Practices Expo, CTI, RETA, Assoc Water Technologies, and Fabtech

*Not all agreements were finalized at time of printing



PRINT ADVERTISING RATES

Print Magazine Display Ads¹

| AD SIZE | INSERTIONS PER YEAR | |
|-----------|---------------------|---------|
| | 1-3X | 4X |
| Full Page | \$5,500 | \$4,900 |
| 2/3 Page | \$4,105 | \$3,283 |
| 1/2 Page | \$3,125 | \$2,625 |
| 1/3 Page | \$2,188 | \$1,938 |

Job and Product Marketplace Ads

in Print Magazine and "Job Market Section" on www.coolingbestpractices.com for one month.

| AD TYPE | EDITION INSERTIONS | PRICE | AD SIZE |
|--|--------------------|-------|----------------|
| Job Market in Print and www.coolingbestpractices.com | one edition/month | \$300 | 2.36" x 3.91" |
| Job Market in Print and www.coolingbestpractices.com | one edition/month | \$600 | 7.375" x 3.91" |
| Product Marketplace in Print | 1-3x | \$350 | 2.36" x 3.91" |
| Product Marketplace in Print | 4x | \$300 | 2.36" x 3.91" |

¹All print insertions are automatically included in the Digital Magazine

AD SUBMISSION GUIDELINES

Final Publication Trim: 8.375" x 10.875"
CMYK Process colors only — no PMS spot inks

AD SIZES

2-Page Spread*: Trim Size 16.75" x 10.875"
Full Page*: Trim Size 8.375" x 10.875"

*If ad bleeds, please add .125" extra image on the sides that bleed. Keep any "live" content .25" from trim and gutter

2/3 Page Vertical: 4.875" x 9.875"

1/2 Page Horizontal: 7.375" x 4.875"

1/2 Page Vertical: 3.560" x 9.875"

1/3 Page Square: 4.875" x 4.875"

1/3 Page Vertical: 2.375" x 9.875"

FILE SUBMISSION

File Submittal via email (for files under 15Mb):
Rod Smith (rod@airbestpractices.com)

Files larger than 15Mb, send via dropbox.com or other file sharing.

FILE FORMATS

PDF (press quality, 300 dpi, CMYK, fonts embedded, no spot colors, transparencies flattened, hyperlinks embedded)

Full page: Include crop marks and bleed

All other sizes: No crop marks or bleed

Not Accepted: Microsoft Word, Excel, Publisher

BASIC OUTPUT CHECKLIST

- Ensure that black text is black only, not CMYK
- Ensure that fonts are embedded
- Include all placed/linked images
- Do not use LZW compression
- Photos should be 300 dpi (placed at 100%)
- No RGB or Spot (PMS) colors should be used. Convert all images and colors to CMYK.
- Live content should be kept .25" away from trim
- **Hyperlinks should be embedded into PDF as a text hyperlink from InDesign or Quark so link is clickable in the Digital Edition. Hyperlink buttons created in Acrobat will not work.**



2020 MEDIA PARTNERS





DIGITAL MEDIA — WWW.COOLINGBESTPRACTICES.COM

BANNER

www.coolingbestpractices.com has visitors focused on cooling system optimization projects. In 2019, the site monthly averages were 4,060 unique visitors, 4,700 total visits and 6,400 page views. Market your product lines and application knowledge to mechanical contractors and owners with high-value banner and boom box ads.

WEBSITE ADVERTISING RATES

| | ROTATIONS | BANNER AD | BOOM BOX AD #1 | BOOM BOX AD #2 |
|-------------|-----------|-----------|----------------|----------------|
| Run-of-Site | 3 | \$350 | \$300 | \$300 |

*Monthly rates per rotation

AD SIZES & SPECS

Banner Ad Size: 320x50 px and 728x90 px. **Boom Box Ad Size:** 250w x 250h px.
Specs: All web file formats accepted. Include link to website. Send files to Patricia Smith, email: patricia@airbestpractices.com

“How will the chiller’s compressors maintain their rated performance in real-world operating conditions?”

— Eddie Rodriguez, Danfoss Turbocor® Compressors
 (“Ten-Year Study: Oil-free Refrigeration Compressors Provide Consistent Performance,” (May 2019 Issue)

BEST PRACTICES
 2020 EXPO SEPTEMBER 20-23 CHICAGO, IL
 COMPRESSED AIR / VACUUM / COOLING

Join us in Chicago for the 2020 Best Practices Conference & EXPO!

Reserve September 20-23, 2020 in Chicago! Our 2020 event will be held at the Schaumburg Convention Center, located 12 miles from Chicago O’Hare International Airport, in the crossroads of midwest manufacturing! Visit www.cabpexpo.com for more information.





E-NEWSLETTERS SUCCESS!

The *Chiller & Cooling Technology Monthly e-Newsletter* reaches an average of 5,200 subscribers. The e-Newsletters are highly engaging, and boast an average Open Rate of 22% and an average Click-Through-Rate of 17% (per open)— remaining significantly above industry averages. Advertisers receive a customized analytics report including the number of recipients, open rate, click-through-rate, and the advertisement’s performance.

The *Digital Magazine e-blast* is sent to 9,800 subscribers waiting to read the articles! Advertise on this all-important “magazine-delivery” e-mailer.

e-NEWSLETTER ADVERTISING RATES & DEADLINES

| E-NEWSLETTER TITLE | MONTHLY ARTWORK DUE | MONTHLY E-MAILING DATE |
|------------------------------|---------------------|------------------------|
| Digital Magazine e-blast* | Day 1 | Day 3 |
| Chiller & Cooling Technology | Day 10 | Day 24 |

* Positions 2 & 3 Text & Image Ads Only

| AD TYPE | CHILLER & COOLING TECHNOLOGY MONTHLY RATE | CHILLER & COOLING DIGITAL MAGAZINE MONTHLY RATE |
|----------------------------|---|---|
| Position 1 Skyscraper Ad | \$900 | — |
| Position 2 Text & Image Ad | \$700 | \$700 |
| Position 3 Text & Image Ad | \$500 | \$500 |
| Position 4 Text & Image Ad | \$500 | — |

AD SIZES & SPECS

Position 1: 120w x 600h pixels.

Positions 2-4: Headline, up to 60 words of text, plus image (125w x 125h pixels).

Specs: PNG, JPG or Animated GIF accepted. Include link to website. Send files to Patricia Smith, email: patricia@airbestpractices.com.

“Permanent magnet motors require a VFD to operate. Although an extra initial cost, the VFD lets operators control speed and conserve energy.”

— Jerome Jennings, SPX Cooling Technologies, (“Pros and Cons of Cooling Tower Power Transmission Technologies”, May 2019 Issue)

CHILLER & COOLING
BEST PRACTICES
coolingbestpractices.com

Chiller & Cooling Technology
 February 2019 e-Newsletter

IN THIS ISSUE

Industrial Chiller & Cooling System Assessments

- Hershey Medical Center Saves \$300,000 in Chiller Energy Costs
- Deschutes Brewery Saves with the Energy Trust of Oregon

Industrial Chiller & Cooling System News

- YORK YZ Centrifugal Chiller Expands Capacity Range
- SPX Cooling Names Engineered Products as Rep Firm
- New Thermal Care Breakthrough Hybrid Chiller
- ASHRAE Announces 2019 Officer Nominees
- Job Market


Industrial Chiller & Cooling System Assessments

Hershey Medical Center Saves \$300,000 in Chiller Energy Costs

Three chiller plants serve 2.6 million square feet of air-conditioned building space. The chiller operations include a central plant that uses eight chillers and two satellite plants with two chillers each, all of which combine to provide a total of 14,200 tons of cooling. The system also includes a 1.4 million gallon chilled-water storage tank and four cooling towers. Chilled water production totals 24.8 million ton-hours. In all, 12 operators manage the chiller plants.

Read the article [here](#).

SKY-SCRAPER



Carrier
 United Technologies


The Ultimate BTU Machine

» See how the AquaEdge® 19DV water-cooled centrifugal chiller is enabling intelligent HVAC design.

-TEXT & IMAGE AD-

AABC announces ANSI-approved "AABC National Standards for Total System Balance, 7th Edition"

The manual details minimum standards for total system balance, assists design professionals in achieving design intent, provides a better understanding of the scope of work required of the TAB agency, and ensures proper methods and procedures are followed in the test and balance process.



CxEnergy 2017 Sees Largest Attendance In Event History

With record attendance of nearly 550 building commissioning, energy management and test & balance professionals combined with the most sponsors and exhibitors in its history, CxEnergy 2017 broke all previous marks. Participants viewed the latest technologies, attended a wide array of educational sessions and workshops and enjoyed numerous networking opportunities. Planning for CxEnergy 2018 is underway and presenting organizations are eager to build upon the success of the 2017 event. CxEnergy 2018’s presenting organizations will announce the dates and location of the event next month.

Read the rest of the article [here](#).