

# THE NATE MAGAZINES: 2019 PRINT AND DIGITAL HELPING THE INDUSTRY AND YOU!

BROUGHT TO YOU BY:  
**Contracting  
Business**  
AND  
**CONTRACTOR**  
AND  
**EC&M**

**ADVERTISE IN NATE  
MAGAZINE AND REACH  
90,000+  
CONTRACTORS AND  
WHOLESALERS**

## ABOUT NATE MAGAZINE

Written for HVACR, Mechanical, Electrical and Plumbing/Heating Contractors as well as HVACR wholesalers and distributors, the print and digital editions of *The NATE Magazine* examine initiatives to promote technician excellence and certification. North American Technician Excellence (NATE) is the only certification organization developed and supported by the entire HVACR industry.

Advertising with NATE allows you to reach the largest circulation of HVACR and Electrical Contracting Professionals in the HVACR industry!

## PROGRAM DETAILS:

| Issue         | Format          | Ad Close   | Materials Due |
|---------------|-----------------|------------|---------------|
| February 2019 | Print Edition   | 1/11/2019  | 1/17/2019     |
| May 2019      | Digital Edition | 4/26/2019  | 5/02/2019     |
| August 2019   | Print Edition   | 7/12/2019  | 7/18/2019     |
| November 2019 | Digital Edition | 10/21/2019 | 10/28/2019    |

## ADVERTISING BENEFITS

### EXTENSIVE REACH IN PRINT + ONLINE

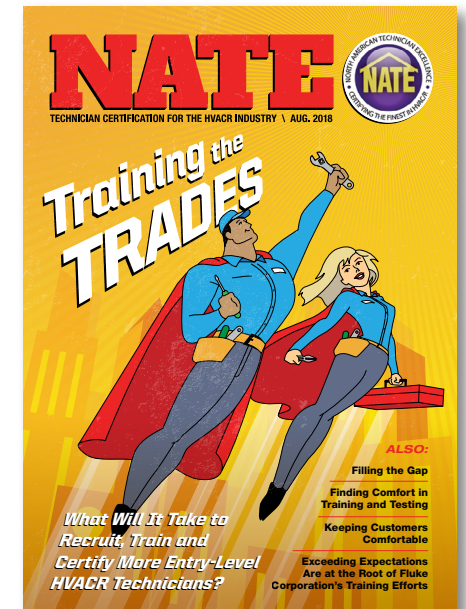
Connect with an audience of 90,000 key prospects — HVACR Contractors, Plumbing/Heating Contractors, Mechanical and Electrical Contractors, and HVACR Wholesalers and Distributors. With one buy, you're reaching the combined buying power from *Contracting Business*, *CONTRACTOR*, *Electrical Construction & Maintenance* and *HVACR Distribution Business* brands!

### EVENT PRINT DISTRIBUTION

*The NATE Magazine* will polybag with the February 2019 issue of *Contracting Business* and the February 2019 issue of *CONTRACTOR*. In addition, 25,000 digital copies of each 2019 issue will be sent to electrical *CONTRACTOR* readers of *Electrical Construction & Maintenance (EC&M)* magazine. What's more, copies of ALL issues will be posted on the magazines' and NATE's websites and printed/distributed at key 2019 industry events for full-year visibility of your ads.

### MORE VISIBILITY

*The NATE Magazine* includes Business Card Ads and Classified Ads. Business cards enable you to gain quick exposure for your products and services. Classified ads create awareness of your products and services in a specially designated section of the magazine. The entire package provides more business for you!



Print and Digital Editions

# THE NATE MAGAZINES: 2019 PRINT AND DIGITAL

## HELPING THE INDUSTRY AND YOU!

BROUGHT TO YOU BY:  
**Contracting  
 Business**  
 AND  
**CONTRACTOR**  
 AND  
**EC&M**

### ADVERTISING INSERTION ORDER

- 2019 FEBRUARY PRINT ISSUE
- 2019 MAY DIGITAL ISSUE
- 2019 AUGUST PRINT ISSUE
- 2019 NOVEMBER DIGITAL ISSUE

### DEADLINES

**February 2019** Ad: 1/11/2019  
 Materials: 1/17/2019

**May 2019** Ad: 04/26/2019  
 Materials: 05/02/2019

**August 2019** Ad: 07/12/2019  
 Materials: 07/18/2019

**November 2019** Ad: 10/21/2019  
 Materials: 10/28/2019

### SPECS

Magazine Trim Size: 7 5/8" x 10 1/2"  
 One-Page Bleed: 7 7/8" x 10 3/4"  
 (live matter 3/8" from gutter and trim)

Full Page ..... 7" x 9 3/4"  
 2/3 Page ..... 4 1/2" x 9 3/4"  
 1/2 Isl..... 4 1/2" x 7 3/8"  
 1/2 Page ..... 6 7/8" x 4 5/8"  
 1/2 H Page..... 3 1/4" x 9 3/4"  
 1/3 Sq Page..... 4 1/2" x 4 5/8"  
 1/3 Page ..... 2 1/8" x 9 3/4"  
 1/4 Page ..... 3 1/4" x 4 5/8"

### PURCHASING INFORMATION

**DIGITAL**       **PRINT**

AD UNIT SIZE(S) \_\_\_\_\_

RATE \_\_\_\_\_

SUBTOTAL \_\_\_\_\_

**TOTAL INVOICE RATE** \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Fax \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Phone/Email \_\_\_\_\_

Agency Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

\* Email the order form to John Ehlen john.ehlen@informa.com

**Ad Production**  
**Sam Schulenberg** Acct. Mgr  
 sam.schulenberg@informa.com 913-967-1665 OR  
 Upload to **Informa.SendMyAd.com**

### DIGITAL EDITION RATES

| Ad Size           | 4-COLOR RATE  |
|-------------------|---------------|
| Full Page.....    | \$2,700 Gross |
| 2/3 Page.....     | \$2,500 Gross |
| 1/2 Page Isl..... | \$2,350 Gross |
| 1/2 Page.....     | \$2,100 Gross |
| 1/3 Page.....     | \$1,800 Gross |
| 1/4 Page.....     | \$1,500 Gross |

### PRINT RATES

| Ad Size           | 4-COLOR RATE  |
|-------------------|---------------|
| Full Page.....    | \$9,990 Gross |
| 2/3 Page.....     | \$8,435 Gross |
| 1/2 Page Isl..... | \$7,480 Gross |
| 1/2 Page.....     | \$6,240 Gross |
| 1/3 Page.....     | \$4,810 Gross |
| 1/4 Page.....     | \$3,780 Gross |

### SALES

John Ehlen  
 612-669-7582  
 john.ehlen@informa.com

Mike Hellmann  
 978-289-0098  
 mike.hellmann@informa.com

Brett Ryden  
 312-840-8461  
 brett.ryden@informa.com

Randy Jeter  
 512-263-7280  
 randle.jeter@informa.com

Brian Sack  
 732-629-1949  
 brian.sack@informa.com

David Sevin  
 401-246-1903  
 david.sevin@informa.com

Eric Hughey  
 913-967-7347  
 eric.hughey@informa.com