

Facilities Engineering

JOURNAL

AFE Association for
FACILITIES
ENGINEERING®

www.AFE.org

2010
MEDIA
PLANNER



Reaching More Than 40,000 Facilities
Engineering Professionals in Each Issue!

*Publisher's Data

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AFE's mission is to provide education, certification, technical information and other relevant resources to plant and facility engineering, operations, and maintenance professionals worldwide.

Our market includes professionals who ensure the optimal operation of plants, grounds, and offices for Fortune 500 manufacturers, universities, medical centers, government agencies, and innovative small firms from around the world — and who all look to AFE as the leading technical resource on engineering issues.

Facilities Engineering Journal reaches over 16,000 facilities engineering professionals!*

Plus: More Than 24,000 Facilities Engineers & Managers who subscribe to *Engineered Systems* and *Sustainable Facility* magazines will receive *Facilities Engineering Journal*!

Facilities Engineering Journal is a bimonthly magazine published by BNP Media Custom Group in partnership with the Association for Facilities Engineering. As the preferred source of technical information and analysis of the latest issues relevant to the field of facilities engineering, AFE's journal is a must-read for the latest product reviews, best practices and other important industry information.

"*Facilities Engineering Journal* is already widely recognized as the 'go to' source for technical information for facilities operations and maintenance, and BNP Media's publishing expertise will help expand the journal's potential and broaden our reach even further," stated Laurence Gration, chief executive officer of Association for Facilities Engineering. "We wanted to create a stronger level of awareness for the association and its commitment to advancing the facilities engineering profession through training and education, and also by providing our members and readers with access to relevant technical information."

In every issue, besides the expert reportage and feature stories, *Facilities Engineering Journal* provides up-to-date expert guidance and in-depth articles on a wide variety of industry topics relating to safety, energy, personnel and facility mechanics.

Inside our pages, readers will find:

- Case studies explaining detailed specific problems and the necessary steps needed to overcome them.
- Technical experts' advice explaining the best practices in a variety of relevant disciplines, and including the "why" as well as the "how."

- Management and career development specialists providing professional growth strategies.
- News items covering everything from the latest products to the latest rulings from regulatory agencies.
- Information directly from AFE's chairman of the board and chief operating officer, who will explain up-to-date developments as its grassroots-based, dynamic association continues to thrive.

Readers will also receive important and timely updates from the Association for Facilities Engineering, including new member and facility profiles, and a calendar of upcoming industry events, meetings and conferences.



Each issue of *Facilities Engineering Journal* goes electronic with your ad and live links — at no extra cost to you! This allows access to *Facilities Engineering Journal* anywhere and everywhere in a GREEN format, giving your company even more coverage!

**DIGITAL
EDITION**

2010 Editorial Calendar

2010	EDITORIAL THEME	BONUS DISTRIBUTION
JANUARY/FEBRUARY Ad Close: December 1 Ad Materials Due: December 7	Focus on Energy – New technologies, conservation, best practices, etc.	
MARCH/APRIL Ad Close: February 1 Ad Materials Due: February 5	Sustainability	■ NFMT - Baltimore
MAY/JUNE Ad Close: April 1 Ad Materials Due: April 7	Leadership/Management – Leading the Facilities Team	
JULY/AUGUST Ad Close: June 1 Ad Materials Due: June 7	Security/Emergency Preparedness	
SEPTEMBER/OCTOBER Ad Close: August 2 Ad Materials Due: August 6	Trends and Innovations	■ IFMA: World Workplace ■ Facilities America ■ Maintenance Shows of America ■ Greenbuild
NOVEMBER/DECEMBER Ad Close: October 1 Ad Materials Due: October 7	Planning/Benchmarking for Facilities	■ Greenbuild

DISPLAY ADVERTISING SIZES

NON-BLEED INCHES (width x depth)

Full Page.....	7" x 10"
2/3 Page.....	4-1/2" x 10"
1/2 Page (vert.).....	3-3/8" x 10"
1/2 Page (horiz.).....	7" x 4-7/8"
1/2 Page (island).....	4-1/2" x 7-1/2"
1/3 Page (vert.).....	2-1/4" x 10"
1/3 Page (square).....	4-1/2" x 4-7/8"
1/3 Page (horiz.).....	7" x 3-3/8"
1/4 Page (square).....	3-3/8" x 4-7/8"
1/4 Page (horiz.).....	7" x 2-3/8"

BLEED INCHES (width x depth)

Full Page Bleed.....	8-1/4" x 11"
2/3 Page Bleed.....	5-3/16" x 11"
1/2 Page (vert.) Bleed.....	4" x 11"
1/2 Page (horiz.) Bleed.....	8-1/4" x 5-3/8"
Spread Bleed.....	16-1/4" x 11"

DISPLAY AD RATES

Ad Size	1x	3x	6x
Full Page	\$3,467	\$2,813	\$2,567
2-Page Spread	\$5,467	\$4,400	\$4,000
2/3-Page Vertical	\$3,187	\$2,673	\$2,433
1/2-Page Island	\$2,780	\$2,367	\$2,147
1/2-Page Horizontal	\$2,640	\$2,253	\$2,120
1/3-Page Vertical/Square	\$2,367	\$2,113	\$1,973
1/4-Page Horizontal/Square	\$2,200	\$1,973	\$1,827

Rates listed as gross



MARKETPLACE AD: The AFE Marketplace Listing is a reference source for products and services that are common to the needs of engineers and facilities managers.

These 4-color, 1/8-page ads showcase your products, services, and website in a low-cost format.

All display advertisers receive complimentary listings within that same issue.

	1x Net	3x Net	6x Net
with Logo	\$325	\$260	\$225
with Display Ad	FREE	FREE	FREE



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TRIM SIZE

8" x 10-3/4"

SHIPPING INSTRUCTIONS:

Ad submission or questions regarding ad requirements:

Jeff Bagwell

Production Manager

E: bagwellj@bnpmedia.com

P: (248) 244-6481

F: (248) 283-6589

TERMS & CONDITIONS:

Payment Terms: Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

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 **BNP**
Custom Media
GROUP
<http://custommedia.bnpmedia.com>

DIGITAL AD REQUIREMENTS:

Composition: All material requiring any graphic work such as typesetting, layout, etc., must be received 45 days prior to publication date. Mechanical charges are billed at gross.

Platforms: Macintosh preferred (IBM-compatible accepted, fonts will be replaced by Mac versions).

File Formats: InDesign, Quark, Photoshop, and Illustrator files are preferred. All fonts and images should be included. High-resolution, print-ready PDFs are also accepted.

Photos: 300 dpi, at 100% size, saved as TIFF, PSD, or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors used should be CMYK unless a spot color has been purchased.

Electronic Submission: CD-ROM accepted. Email and FTP options should be discussed with the production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screen-contact quality proof created from the final electronic files must be submitted with each color ad. Kodak approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless a standard proof is provided. Please supply B&W laser printout for B&W ads.

Ad Size: Crop marks for full-page ads should be at trim size 8" x 10.75". Bleeds should extend beyond trim crop marks by 1/8" on each side. Text and images must be kept at least 3/16" away from trim edges.

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