



Sustainable Energy & Water Savings with Chiller & Cooling Best Practices

Chiller & Cooling Best Practices is a technical magazine dedicated to discovering Energy and Water Savings in industrial chiller and cooling systems. Our editorial focus is on case studies and technical articles where application and system knowledge drives technology selection, creating energy savings in projects delivering excellent ROI's.

How Can Industry Learn to Use Less Cooling Water?

Our readers embrace Sustainability as a profitable business opportunity. 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, similar to what we’ve seen in the compressed air industry. Who will teach plants how to use less cooling water by understanding “the constituents of demand” and exploring alternative options without jeopardizing reliability!?

- Replace water-cooled air compressors with air-cooled
- Replace liquid ring with dry vacuum pumps
- Raise temperature specifications in cooling applications

“We’ll save over \$16,700 in utility bills each year because we upgraded to a new energy-efficient water-cooled, magnetic-bearing centrifugal chiller that keeps our 382,000 square-foot building at a consistent temperature all day long.”

— Marty Rowe, Director Facility Services, Holladay Park Plaza Assisted Living (“Deschutes Brewery and Holladay Park Plaza Save with the Energy Trust of Oregon,” August 2018 Issue)

“Optimization can be a significant project, but given the immediate savings and a typical payback period of less than four years, it makes good sense to undertake it.”

— Ian Dempster, Optimum Energy (“Barriers to HVAC System Optimization and How to Overcome Them,” October 2018 Issue)

2019 EDITORIAL CALENDAR

2019 ISSUE	AD & ART DEADLINES	FOCUS INDUSTRY	REDUCING COOLING WATER DEMAND	PLANT CHILLERS & COOLING TOWERS	SYSTEM COMPONENTS & PROCESS CHILLERS	TRADE SHOW EXPOSURE
March	February 1	Breweries	Replacing Liquid Ring Vacuum Pumps	Free-Cooling Chillers	Energy Storage	BrewExpo America: April 8-11
May	March 26	Chemicals & Oil Refining	Water-Cooled Air Compressors	Cooling Tower Optimization	Primary & Secondary Pumps	AICD Distributor Conference: May 19-21 IETC: June TBD
August	July 1	Measurement	Raising Cooling Water Temperature Specifications	Central Plant Chiller Automation	Hydronics	2019 Best Practices EXPO: Oct 13-16 World Energy Engineering Conf.: Sept 25-26
October	September 1	Hospitals & Labs	Standards	VSD Chillers	Water Treatment	AHR Expo: Jan 3-5, 2020



Join us in Nashville for the 2019 Best Practices Conference & EXPO!

This intense 3-Day event will focus on optimizing Industrial Utility Efficiency with a Free EXPO and High-ROI Conference featuring 96 expert speakers! Visit www.cabpexpo.com for more information.





PRINT & DIGITAL MAGAZINE

REACH 16,500 MAGAZINE READERS

Chiller & Cooling Best Practices Magazine reaches 10,000 print and 6,500 digital magazine readers. These 16,500 readers are dedicated to optimizing and maintaining chiller and cooling 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 World Energy Engineering Conference, AICD Distributor Conference, IETC, AHR Expo, and the Best Practices Conference & EXPO.



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.**



2019 MEDIA PARTNERS





DIGITAL MEDIA — WWW.COOLINGBESTPRACTICES.COM

BANNER

UNIQUE VISITS GROW BY 25%!

www.coolingbestpractices.com is experiencing exciting unique visit growth of 25% vs. prior year. In 2018, the site monthly averages were 4,400 unique visitors, 5,100 total visits and 6,750 page views. Market your product lines and application knowledge to end users and distributors 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: 728w x 90h pixels. **Boom Box Ad Size:** 250w x 250h pixels.
Specs: All web file formats accepted. Include link to website. Send files to Patricia Smith, email: patricia@airbestpractices.com

“FM APPROVED cooling towers can reduce the risk of property damage due to fires and natural hazards, and may reduce build time as the installation of a sprinkler system may not be required.”

— Scott Maurer, SPX Cooling Technologies (“How FM APPROVED Cooling Towers Help Reduce Risk,” March 2018 Issue)

WEBINARS

Chiller & Cooling Best Practices® Webinars effectively teach specific **Focus Industries** how to optimize their chiller and cooling systems. The Best Practices family of Webinars average 300 Registrants with 50% attending. Expert speakers educate end users and sales channel personnel on **Best Practices**. Webinar sponsors also present and receive the full contact information of all Webinar registrants.

WEBINAR TOPIC	2019 DATE
Sizing Steps for Chillers in Process Cooling	September 19

SPONSORSHIP	
Single Sponsor: \$6,000 net	Co-Sponsor: \$4,000 net

Proudly Presenting the Expert Webinar Series

**CHILLER & COOLING
BEST PRACTICES**
coolingbestpractices.com

When to Install VSD Chillers

Join **Keynote Speakers**, Fred Berry and Spencer Fuller, Chiller Portfolio Managers of Johnson Controls to learn when VSD chillers can cut a chiller's annual energy costs by 30% or more. Learn more about how VSDs



E-NEWSLETTERS SUCCESS!

The *Chiller & Cooling Technology Monthly e-Newsletter* reaches an average of 5,100 subscribers. The e-Newsletters are highly engaging, and boast an average Open Rate of 19% 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 6,500 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.

“Often, the most successful retrofitting projects deliver more than you expected. That can come in the form of improved efficiency at both full- and part-load conditions, which can contribute to lower operating expenses and potential utility rebates if offered in your area.”

— Neil Maldeis and Mike Patterson, Trane (“Beyond the Basics: Considerations When Retrofitting a Chiller,” May 2018 Issue)

CHILLER & COOLING
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Chiller & Cooling Technology
 June 2018 e-Newsletter

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- Budzar Adds Line of Natural Refrigerant Coolers
- Aggreko Introduces New 230-Ton Air-Cooled Screw VSD Chiller

Industrial Chiller & Cooling Tower System Assessments

Cooling Towers Offer Data Centers Water and Energy Savings

The extended drought throughout the Western states has caused many companies to reexamine the impact of water usage for cooling data centers. Some have questioned whether onsite cooling towers use too much water given these shortages. In evaluating the best cooling strategy for a data center, it is critical to view water usage holistically, including water use where the power is made. When viewed in this light, mechanical evaporative cooling systems are often far more efficient than alternative dry systems.




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

SKY-SCRAPER AD

-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.](#)

Daikin and Gardiner Join Forces

By representing Daikin, Gardiner moves on from its relationship with Trane, established in 1962. Case cited Daikin’s plans for growth and partnerships with independent manufacturer representatives as factors in the deal. “We respect their forward-looking philosophy including