2020
Air Media Magazine

Advertising Prospectus
## 2020 Calendar & Issue Highlights

**Regular Highlights** *Air Media* magazine provides readers with practical up-to-date information about air filtration. The following regular highlights are designed to keep industry members current on topics affecting today’s market.

- NAFA President’s message
- Feature article
- Executive Profile
- New member & certification section
- Business-building articles
- Executive Director report
- Affiliate organization news
- NAFA programs updates
- Technology Corner column
- NAFA conference reports
- NAFA member news
- Calendar of upcoming events

## 2020 Dates & Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Materials Deadline</th>
<th>Distribution Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>December 1</td>
<td>January 1 – 30</td>
</tr>
<tr>
<td>Summer</td>
<td>May 1</td>
<td>June 1 - 30</td>
</tr>
<tr>
<td>Fall</td>
<td>August 1</td>
<td>September 1 – 30</td>
</tr>
</tbody>
</table>

NAFA is not responsible for materials received after the deadline. Any layout work by NAFA must be approved before the materials deadline and copy must be received by NAFA one week prior to the deadline. Layout fees are $50/hour.

## Advertisements

Send advertising artwork and fees to:

**Editor, Air Media**  
National Air Filtration Association  
nafa@nafahq.org

## Circulation

*Air Media* Magazine is mailed to the entire NAFA membership, subscribers, and individuals requesting NAFA membership information. Hundreds of copies are also sent out per month for NAFA promotions. The average issue is circulated to more than 2,000, individuals. An additional 1,000 of the Winter issue are produced each year for distribution to attendees of the AHR Expo.
Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>Single Issue</th>
<th>Two Issues</th>
<th>3 Issue Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$725</td>
<td>$690</td>
<td>$615</td>
</tr>
<tr>
<td>Full Page, Inside Front Cover</td>
<td>$895</td>
<td>$850</td>
<td>$765</td>
</tr>
<tr>
<td>Full Page, Back Cover</td>
<td>$895</td>
<td>$850</td>
<td>$765</td>
</tr>
<tr>
<td>Full Page, Inside Back Cover</td>
<td>$895</td>
<td>$850</td>
<td>$765</td>
</tr>
<tr>
<td>1/2</td>
<td>$575</td>
<td>$545</td>
<td>$495</td>
</tr>
<tr>
<td>1/4</td>
<td>$475</td>
<td>$450</td>
<td>$410</td>
</tr>
<tr>
<td>Classified (50 words or less)</td>
<td>$55</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classified (51 or more words)</td>
<td></td>
<td>$1.00 per word</td>
<td></td>
</tr>
<tr>
<td>Sponsor, Technology Corner</td>
<td></td>
<td>$365</td>
<td></td>
</tr>
<tr>
<td>Business Card Ad</td>
<td></td>
<td>$45</td>
<td></td>
</tr>
</tbody>
</table>

Rates printed above are for NAFA Members only. Non-NAFA members may advertise for an additional $100 per placement. Rates are based on digital format. Camera-ready copy, negative shots, typesetting, changes, etc. are additional production charges.

Policies

Absolutely no cancellations are accepted. Non-members and first-time advertisers must pre-pay for all advertisement insertions. Members will be invoiced for payment on the day of distribution. Acceptable forms of payment include VISA, MasterCard, American Express, Discover, check and money order. NAFA does not allow agency discounts.

Specifications

<table>
<thead>
<tr>
<th>Space Unit</th>
<th>Inches Wide</th>
<th>Inches Deep</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.5&quot; wide</td>
<td>11&quot; tall</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.375&quot; wide</td>
<td>4.5&quot; tall</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.625&quot; wide</td>
<td>9.25&quot; tall</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>3.625&quot;</td>
<td>4.5&quot;</td>
</tr>
</tbody>
</table>

Technical Specifications
Trim size: 8 1/2" x 11"
Binding: saddle stitch
Formats accepted: high-resolution digital PDF files

Ad Submission All ads should be emailed to: Editor, Air Media, nafa@nafahq.org.

Artwork Any necessary artwork or copy preparation will be billed to the advertiser at cost.

Copy Regulation All copy is subject to approval. In the case of yearlong contracts, NAFA reserves the right to run existing copy if new copy is not received by the publication closing date.
2020 Advertising Insertion Agreement

Contact Information

This agreement is submitted on behalf of the following company:

Company Name _________________________________________________________
Address __________________________ City _____________ State ______ Zip _______
Phone __________________________ Email _________________________________
Contact Name _________________________________________________________

☐ Advertisement attached/enclosed. ☐ Advertisement arriving under separate cover. ☐ Please contact me.

Reservation

Please reserve the following size advertisement for our company (circle one):

☐ Full page  ☐ ½ page  ☐ ¼ page  ☐ Classified  ☐ Business Card Ad

Please run our ad: ☐ Keep running the ad (you may change or cancel ad at anytime)  
☐ For the next full year (three issues)  
☐ Specific issues (full price): __________________

Agreement

We understand that advertisements must be submitted as digital files. We understand that NAFA cannot ensure insertion of advertisements when materials are received by NAFA Headquarters after the deadline. We understand that NAFA cannot guarantee quality if technical requirements are not met. We understand non-members and first-time advertisers must pre-pay for all advertisements. We agree to pay all invoices in connection with this advertising insertion agreement within 30 days of the date of invoice.

Signature: ___________________________________________________ Date: _______________________

Credit Card Payments

If you would like to pre-pay by credit card, please fill out the payment information below, otherwise please send a check or money order to the address below to the attention of the Air Media Advertising Manger.

Type of Credit Card (circle one): VISA MasterCard American Express Discover

Card #_____________________________________________________________ Expiration date_____________________
Billing Address: ______________________________________________________________ CCID _______________________
Name on card________________________________________________________________________________________
Signature of Card Holder____________________________________________________________________________