

# 2024 Advertising Rate Card

## MAGAZINE

### PRINT RATE PER MONTH (BLACK AND WHITE)

#### INSERTIONS (cost per ad run)

AD SIZE	1	6	12
FULL PAGE	\$1,950.00	\$1,407.00	\$1,016.00
COVER BACK (1/2 page)	\$1,428.00	\$893.00	\$714.00
INSIDE FRONT (full page)	\$2,413.00	\$1,839.00	\$1,409.00
INSIDE BACK (full page)	\$2,174.00	\$1,652.00	\$1,268.00
1/2 PAGE	\$1,316.00	\$759.00	\$580.00
1/4 PAGE	\$739.00	\$451.00	\$317.00
1/8 PAGE	\$551.00	\$317.00	\$241.00

## ADVERTISING ADD-ONS

### WEBSITE

#### INSERTIONS (cost at the time of print ad run)

	1	6 (print ad runs consecutively)	12 (print ad runs every other month)	12
HOME PAGE - TILE	\$100.00	\$100	\$200	\$100
INTERIOR PAGES - BANNER	\$100.00	\$100	\$200	\$100

(Ad runs consecutively for length of print advertising contract)

If print advertising runs 6 insertions every other month, the website ad will run for a total of 12 months. You will be billed with print advertising invoices, 6 times per year at \$200 each.

## COLOR PRICING

Additionally added monthly to the base price of black and white

1/8 page + \$50.00 | 1/4 page + \$100.00 | 1/2 page + \$150.00 | Full Page + \$200.00

## QUICK SHOPPER

Advertisers receive one listing per month free of charge

Additional listing in print and online:

\*Price per listing

January

\$35.00

June

\$35.00

## WEBSITE HOMEPAGE

Home Events Membership Magazine Quick Shopper About Us FAQ member login

TILE AD

TILE AD

TILE AD

TILE AD

TILE AD

TILE AD

Ad Size: 300px x 300px

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THE CHIEF ENGINEERS  
ASSOCIATION OF CHICAGO

## INTERIOR WEB PAGES

Home Events Membership Magazine Quick Shopper About Us FAQ member login

### BANNER AD

Ad Size: Desktop: 1000px x 200px | Mobile: 400px x 300px

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THE CHIEF ENGINEERS  
ASSOCIATION OF CHICAGO

## MAGAZINE ADVERTISING

Full Page Ad Size  
7.25" x 10"

Spec Size:  
8.5" x 11"

w/ Bleed:  
9" x 11.5"

Full Page  
Full Page w/ bleed

Ad Size  
3.6" x 9.8"

Half Page  
Island

Half Page

Ad Size  
Island  
7.2" x 2.45"

Portrait  
3.6" x 4.9"

Ad Size  
7.2" x 4.9"

1/4 Page

Ad Size  
3.6" x 2.45"

1/8 Page

# Terms and Conditions

## Artwork and Mechanical Specifications/Charges

Trim Size 8-1/2" x 11", Image 7" x 10", Bleed size 8-3/4" x 11-1/4" Printed Offset. Reproduction Materials need to be furnished by Electronic media, CD OR EMAIL. Macintosh format preferred. InDesign or PDF. Call office with any questions.

## Artwork and Mechanical Charges

If copy furnished requires additional typesetting, layout, or adjustment in design, an additional charge will be billed to the advertiser at publisher's rates then in effect, no cash or agency discounts. All banner advertising must be submitted as a .gif, animated .gif, or .swf file with at least 72 ppi and no larger than 300 kb.

## Agency Commission

15% of gross billing allowed to recognized agencies on space and position, provided account is paid within 30 days of invoice. Commission not allowed on other charges such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges.

## Short Rate (Contracts Not Completed)

The Advertiser agrees that all advertising space not fulfilled for any reason shall pay to the publisher the additional sum upon each and every issue of advertising used. It shall be equal to the difference between the price applicable to the amount of advertising actually used according to the schedule of Advertising Rates.

## Cancellation/Copy/Address Changes

All contracted advertising to be cancelled must be presented in writing (30) days in advance of the scheduled insertion date. Short Rate applies per above. All copy, personnel, address or pertinent changes regarding the advertiser in question should be directed in writing to be guaranteed. Send all changes to the publishing office stated herein.

## Credit and Payment Terms

The first month's advertising payment is due in advance of your first scheduled run. We charge your credit card for the first month of advertising along with the membership fee (if applicable) if that is your preferred method of payment. We will bill you monthly for the remaining months of advertising.

## Closing Date

45 days preceding the current issue. Example: January closes approximately November 20th. Proofs issued 30 days prior to publication date. All advertising is closed 15 days prior to publication date.

## Publishing Date

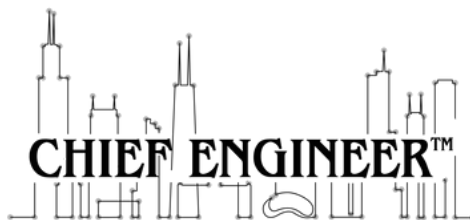
1st of the month of the current issue.

## The Publisher's Protective Clause

By issuance of this rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in The Chief Engineers Association of Chicagoland website and by their tendering such insertion order the advertiser or agency shall indemnify and hold Publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs resulting from Publisher's compliance with such insertion order. Publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be a party all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue, and shall not be liable for any failure to print, publish or circulate all or any portion of an issue or of the tendered advertising because of labor disputes involving the publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or sub-contractors, or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The Publisher reserves the right to reject or omit any advertising for any reason.

## The Publisher's Electronic Media Protective Clause

By issuance of this rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders, or this signed contract, for advertising to be published in The Chief Engineers Association of Chicagoland website and by their tendering such insertion order the advertiser or agency shall indemnify and hold Publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs resulting from Publisher's compliance with such insertion order. Publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be a party all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right in its sole discretion to discontinue website or banner advertising at any time with or without notice, or to defer or cancel any portion of a website or advertising banner or of the tendered advertising because of labor disputes involving the Publisher, affiliates, affiliate servers or in some way transportation delays, embargoes, errors or omissions of employees, sub-contractors or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available period. The Publisher reserves the right to reject or omit any advertising for any reason. A full documented advertising agreement is available upon request.



## 2024 Advertising Contract

[www.chiefengineer.org](http://www.chiefengineer.org)

### MAGAZINE PRINT AD

Ad Size: \_\_\_\_\_ Select number of issues to run: 1 6 12

**Choose One:** Consecutive Alternate *(issues at the rate quoted above)*

**Choose One:** Black & White Color (for extra charge, see above)

Advertising to begin on: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

### PRICING:

Print Advertising (per month):

### ADD-ON WEBSITE AD *(optional)*

**Choose One/Both:** Website Tile Ad Website Banner Ad

**Select Frequency:** 1 month w/ print ad 6 months w/ consecutive print ad  
(see rates above) 12 months w/ every other month print ad 12 months w/ consecutive print ad

### PRICING:

Website Advertising (per month):

### ADD-ON QUICK SHOPPER LISTING

Number of additional categories you'd like your company listed under

### PRICING:

Additional Quick Shopper Listing (bi-annual)

### PAYMENT INFO:

Select payment method & frequency

Send Invoice (monthly)

Credit Card (monthly)

Send Invoice (in full)

Credit Card (in full)

Name on card:

Card Number:

Expiration Date:

CVC:

Billing Address:

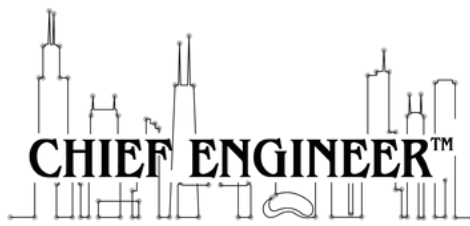
**Authorized Signature:**

**Date**

If contract is to be terminated before expiration, notice in writing must be given 30 days before closing date. If no new copy is furnished at time of forms closing, you are authorized to repeat our last advertisement. We agree to pay for space monthly as used.

We hereby authorize you to insert our advertisement in the Chief Engineer magazine.

**Please submit all advertisements and designs to [ads@chiefengineer.org](mailto:ads@chiefengineer.org)**



# 2024 Advertising Contract

[www.chiefengineer.org](http://www.chiefengineer.org)

## COMPANY INFO

Company Name:

Address:

City:

State:

Zip:

Contact Name:

Email:

Phone:

Company Website:

## QUICK SHOPPER CATEGORY

**Circle or Highlight your primary Quick Shopper category and any additional listings**

*(listings will include company name, address, phone and email and link to website)*

Access Control	Energy Products & Services	Mechanical Contractors
Air Conditioning Equipment	Engineered Coatings	Metal Buyers & Recycling
Air Filters & Equipment	Environmental Engineering	Motor & VFDs
Asbestos - Mold - Lead Abatement	Fire Alarm Inspection & Services	Painting
Backflow Testing	Fire Alarm Inspection & Services	Pest Control
Boiler & Tank Services	Fire Protection Equipment	Pipelining
Building Controls	Fire Alarm Inspection and Services	Plumbing   Heating Supplies & Services
Building Maintenance	Fire Protection Equipment	Pool Service & Construction
Building Restoration	Fire Pump Testing   Service and Sales	Pump Control   Service & Repair
Combustion & Burners	Fuel and Generator	Refrigeration Services
Concrete Parking Structure Repairs	Glass Service & Replacement	Restoration Services
Concrete Repairs	Grease Trap Maintenance	Roofing
Construction Services	HVAC Product Supply	Snow & Ice Management
Cooling Towers	HVAC Service & Repair	Staffing   Recruiting
Door Service	HVAC Wholesaler	Testing & Balancing Services
Electrical Asset Life Extension	Industrial Supply	Two Way Radios
Electrical Contractors	Infrared Services	Ventilating Cleaning Systems
Electrical Repair	Insulation Services	Vibration & Balancing
Emergency Power Service	Integrative Design	Water Detection
Emergency Services	Janitorial Services	Water Treatment
	Lighting	Water Treatment Chemicals