MEDIA PLAN 2015
Chłodnictwo&Klimatyzacja
[Refrigeration Engineering & Air-conditioning]
Monthly

PUBLISHING SCHEDULE SUBJECT AREAS AND ADVERTISEMENTS – PRICE-LIST AND SIZE

www.chlodnictwoiklimatyzacja.pl
Chłodnictwo & Klimatyzacja (Refrigeration & Air-Conditioning) is a national, industry monthly about practical issues of refrigeration, air conditioning and heat pumps. The monthly deals with practical matters of design, installation and exploitation of refrigeration, ventilation and air conditioning units. Comparisons and reviews serve as consultation for units and solutions selection when planning investments – both commercial or industrial and small residential systems.

The monthly is addressed to designers, producers, distributors of refrigeration and air conditioning units and systems, applied in industry, retail systems, public buildings, office and residential systems. Technical articles are followed by journalistic materials, interviews and reports from meetings and fairs.

I invite you to go through the Media-Info and find out our release schedule and topics we will follow in 2015. We will continue with thematic series started before:

- Service companies duties, F-gas legislation
- Industrial ammonia refrigeration
- Air conditioning systems with chilled water

We are also starting new thematic series which should be interesting to numerous readers:

- Cold and frost stores
- Water conditioning for HVAC systems

Moreover, we would like to present numerous examples of inspiring case studies. I invite you to contact the editorial board and show your case studies (e-mail: m.stachurka@chlodnictwoiklimatyzacja.pl)

There are also prepared special editions, focused on selected topics (hotel HVACR systems, heat pumps, refrigerated transport, thermography) and catalogues: split air conditioning and Polish catalogue of contact details about ventilation, air conditioning and refrigeration sector.

We also organize national technical conference – Refrigeration and air conditioning in Poland – New trend, taking place and taking place in November 2015.

Summarizing I would like to invite all sector companies to co-operation – both expert and marketing.
We are a member of Związek Kontroli Dystrybucji Prasy (Audit Bureau of Circulations Poland). Data concerning circulation and forms of magazine distribution are subject to strict control of independent auditor, who confirms their credibility.

Distribution:
- by publishers and distributors subscription
- in branch wholesale stores
- by personalized dispatch to chosen group of business recipients
- in associations and organizations connected with the business
- during the biggest business events, trainings, conferences and trade fairs
- among members of Polish Chamber of Civil Engineers
- at higher education institutions and technical schools

Structure of distribution:
- qualified distribution - 68%
- publishers' subscription - 28%
- distributors' subscription - 4%
### Media Plan 2015

#### Price List of Ads and Announcements

<table>
<thead>
<tr>
<th>Description</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 cover 197/211 mm + 5 mm for bleeds</td>
<td>205/285 mm</td>
<td>1 600 EUR</td>
</tr>
<tr>
<td>2nd/3rd/4th cover 205/285 mm + 5 mm for bleeds</td>
<td>205/285 mm</td>
<td>1 300 EUR</td>
</tr>
<tr>
<td>1/1 of page 205/285 mm + 5 mm for bleeds</td>
<td>205/285 mm</td>
<td>1 200 EUR</td>
</tr>
<tr>
<td>Cover with a flap 410/285 mm + 5 mm for bleeds</td>
<td>410/285 mm</td>
<td>2300 EUR</td>
</tr>
<tr>
<td>Centerfold 410/285 mm + 5 mm for bleeds</td>
<td>410/285 mm</td>
<td>1 900 EUR</td>
</tr>
<tr>
<td>SPONSORED ARTICLE 1 page</td>
<td>190/280 mm</td>
<td>920 EUR</td>
</tr>
<tr>
<td>Junior page 150/211 mm Junior page mini 104 x 143 mm</td>
<td>176/116 mm width</td>
<td>950 EUR</td>
</tr>
<tr>
<td>1/2 of a page 176/116 mm height 85/237 mm + 5 mm for bleeds</td>
<td>97/285 mm width</td>
<td>800 EUR</td>
</tr>
<tr>
<td>1/2 of a page height 97/285 mm + 5 mm for bleeds</td>
<td>85/237 mm height</td>
<td>850 EUR</td>
</tr>
<tr>
<td>1/3 of a page 176/76 mm height 55/237 mm + 5 mm for bleeds</td>
<td>176/76 mm width</td>
<td>650 EUR</td>
</tr>
<tr>
<td>1/3 of a page height 55/237 mm + 5 mm for bleeds</td>
<td>85/116 mm height</td>
<td>540 EUR</td>
</tr>
<tr>
<td>1/4 of a page width 176/56 mm height 85/116 mm + 5 mm for bleeds</td>
<td>40/238 mm width</td>
<td>550 EUR</td>
</tr>
<tr>
<td>1/4 of a page width 40/238 mm + 5 mm for bleeds</td>
<td></td>
<td>1 200 EUR (3 000 pieces)</td>
</tr>
<tr>
<td>Inserts (leaflets, folders) for the entire circulation</td>
<td>190/280 mm</td>
<td></td>
</tr>
<tr>
<td>• size 190/280 mm</td>
<td>up to 20 g of weight per unit.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>950 / 750 EUR</td>
<td>800 EUR</td>
<td></td>
</tr>
<tr>
<td>850 EUR</td>
<td>650 EUR</td>
<td></td>
</tr>
<tr>
<td>540 EUR</td>
<td>550 EUR</td>
<td></td>
</tr>
</tbody>
</table>

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FONT ELEMENTS AND GRAPHIC ELEMENTS

All elements of fonts and graphics shall be placed min. 5 mm from the page net format edge. The thin lines (below 1 point) or graphic elements (e.g. grid) shall be made in a single color. It regards also fonts and objects in negative plate (for typical fonts 8 points and less).

Minimum acceptable line thickness 0.5 point.

BLACK COLOR

The color made of the following components shall be built in order to obtain deeper black color on apla areas.

Cyan 40%, Magenta 40%, Yellow 40%, Black 100%

CENTERFOLDS AND LINKED PAGES

A single text line with small text size shall be not placed on the adjacent pages. The images passing at the binding on contact of two various papers (e.g. cover on coated paper, interior on mat paper) shall be avoided. It is not possible to reproduce similar colors on such pages in this case.

GLUED BINDING

The 5 mm side gluing effect shall be considered in designing the second and third cover page and the first and last insert page. This means that elements passing from one side to the other shall be located in such a way that the uniform passage effect is obtained when binding is finished. In order to improve clarity and visibility of elements on the linked pages, they shall be moved from the back: on the right and left side – by 2 mm.

MATERIALS FOR PRONTING

PDF – composite, TIFF or JPG without compression,
EPS with exchange for curves.
Photography resolution: 300 dpi.
Register crosses shall not be placed.
The color template is necessary for printing: digital proof, cromalin.

OFFSETS

Offset size around the page 5 mm outside page cutting format.

TEXT

Minimum text size for:
– single element fonts in single color – 5 points,
– two elements fonts in single color – 7 points,
– fonts in two or more colors: 8 points for single element and 10 for two elements.

The single element fonts shall be used for negative-positive texts. The black texts with font size less than 18 points shall be overprinted on the color background.

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### ADS ARE SHOWN ON A ROTATING BASIS

<table>
<thead>
<tr>
<th>TYPE</th>
<th>Dimensions (pixels)</th>
<th>File size - weight (kB)</th>
<th>File format</th>
<th>Price for a period of 30 days (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wallpaper</td>
<td>Logotype</td>
<td>20 kB</td>
<td>GIF, SWF, JPG</td>
<td>400</td>
</tr>
<tr>
<td>Billboard Standard</td>
<td>750x100</td>
<td>200 kB</td>
<td>GIF, SWF, JPG</td>
<td>310</td>
</tr>
<tr>
<td>Billboard MAX</td>
<td>750x150</td>
<td>200 kB</td>
<td>GIF, SWF, JPG</td>
<td>350</td>
</tr>
<tr>
<td>Banner Top Standard</td>
<td>470x120</td>
<td>150 kB</td>
<td>GIF, SWF, JPG</td>
<td>230</td>
</tr>
<tr>
<td>Banner Middle Standard</td>
<td>470x120</td>
<td>150 kB</td>
<td>GIF, SWF, JPG</td>
<td>190</td>
</tr>
<tr>
<td>Banner Down Standard</td>
<td>470x120</td>
<td>150 kB</td>
<td>GIF, SWF, JPG</td>
<td>145</td>
</tr>
<tr>
<td>Left/Right column</td>
<td>BUTTON 170x80</td>
<td>50 kB</td>
<td>GIF, SWF, JPG</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>BANNER 170x160</td>
<td>80 kB</td>
<td>GIF, SWF, JPG</td>
<td>145</td>
</tr>
<tr>
<td></td>
<td>SKYSCRAPER 170x450</td>
<td>150 kB</td>
<td>GIF, SWF, JPG</td>
<td>235</td>
</tr>
</tbody>
</table>

### ADVERTISING DIRECT MAILING

- Approximately 8,000 email addresses
- Price: 380 EUR
WWW ADVERTISEMENT SPECIFICATION

- All banners are linked to a website chosen by the customer or PDF material.
- Other non-standard dimensions of banners can be displayed when agreed in advance.
- Banners and links are emitted for a period of 30 days.
- Ads are shown on a rotating basis
- Clicking and views are analysed for JPG, GIF, SWF files only
- The following formats are accepted:
  - JPEG, GIF, PNG, SWF
  - HTML (address coding)
- SWF files must include inner link and loop
- The complete materials include the advertisement (in accordance with characteristics), with URL address, not longer than 1000 characters
- All materials should be delivered not later than 5 working days before emission starts.

Our websites:

www.chlodnictwoiklimatyzacja.pl
www.kataloghvac.pl
www.klimatyzacjaserwerowni.pl
# MEDIA PLAN 2015
## HEAT PUMPS

### HEAT PUMPS (A/W, A/A, W/W)

**EDITION 2010 - link**

**EDITION 2011 - link**

**EDITION 2012 - link**

**EDITION 2013 – link**

### ADVERTISING

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 of page</td>
<td>1200 EUR</td>
</tr>
<tr>
<td>2 x of page</td>
<td>1900 EUR</td>
</tr>
<tr>
<td>1/2 of a page</td>
<td>800 EUR</td>
</tr>
<tr>
<td>1/3 of a page</td>
<td>650 EUR</td>
</tr>
</tbody>
</table>

### ARTICLE Presentation heat pumps

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 of page</td>
<td>500 EUR</td>
</tr>
<tr>
<td>2 x of page</td>
<td>700 EUR</td>
</tr>
</tbody>
</table>

### COVERS

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st cover</td>
<td>1500 EUR</td>
</tr>
<tr>
<td>Cover with a flap</td>
<td>2100 EUR</td>
</tr>
<tr>
<td>2nd cover</td>
<td>1200 EUR</td>
</tr>
<tr>
<td>3rd cover</td>
<td>1100 EUR</td>
</tr>
<tr>
<td>4th cover</td>
<td>1300 EUR</td>
</tr>
</tbody>
</table>

### INSERTS

Inserts (leaflets, folders) for the entire circulation
- size 190/280 mm,
- up to 20 g of weight per unit.

1 200 EUR (3 000 pieces)

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I. Terms for sale of advertisement surface

1. The advertisements and announcements in magazines published by Euro-Media publishing house are included on the base of "contract-order" form, signed by the authorized representative of the payer. The "contract-order" form specifies type of advertisement, its size, publishing date and terms of payments. When order is submitted by the payer's representative, a written authorization must be attached to the contract-order.

2. Prices specified in the price-list are provided as net prices, to which VAT tax shall be added.

3. Deadlines for surface booking, order submitting and delivery of materials are specified in the publishing plan.

4. The Buyer is obliged to deliver, on its own cost, advertisements in electronic form, according to technical requirements for advertising materials.

5. The Publisher is not responsible for color saturation in advertisement when the Buyer will not deliver cromalin or match print.

6. If the Buyer wishes to use the prepared and developed advertisement (announcement), not owned by the Buyer, in other publications, and such advertisement (announcement) has been developed by Euro-Media, it shall obtain Publisher’s approval for using the advertisement design.

7. The rates published in the price-list do not include development of design and graphical development of advertisement (announcement). The Publisher will charge the Buyer for graphical services – design and typography, e.g. embedded photos, processing of materials delivered for advertisement – by current rates in force in the Publishing House.

8. Any modifications in content or form of announcement accepted for completion by the Announcement Office and prepared by the Announcement Office, shall be submitted in the written form not later than 21 days prior such announcement is published. The buyer can not make any modifications after this date.

9. Discounts apply in case of actually sold surface. The modifications of terms of order result in necessary modification of discount. Euro-Media company in such case will issue immediately the correcting invoices to the issued already invoices.

10. The Publisher does not guarantee the Buyer that the advertisement will be published on the specific page and the Publisher does not guarantee that advertisement of the competitive company is not published next to the Buyer’s advertisement unless the interested parties conclude the relevant agreement specifying these issues otherwise.

11. Euro-Media publishing company will make any efforts to provide the highest content and graphic quality for advertisements.

12. In case of failure to fulfill contract or undue fulfillment of contract for reasons on the Publisher side, the Publisher undertakes to place advertisement (announcement) again on date agreed with the Buyer, and when it is impossible – to reimburse price paid by the Buyer.

13. If the customer books surface for advertisement, which it shall deliver as "ready", and the customer does not deliver it within deadline indicated in the publishing plan or the customer resigns from its printing, the customer will be charged with contractual penalty amounted to 100% of the ordered services.

14. The text of the sponsored article advertisement (announcement) must be clearly marked, according to requirements provided in the press law.

15. The editorial office is nor responsible for content of the published advertisements (announcements) and it is authorized to reject publication of advertisement, announcement, insert or inset which content or form is contrary to the law, publishing line and character of the magazine.

16. If materials delivered by the Buyer shall be returned after using, the Buyer shall reserve it in the "contract-order".

17. The possible claims shall be submitted in the written form within 14 days from publication of the advertisement, providing the detailed description of the claimed issue. The claims submitted after such date will be not considered. The advertisements, which designs were delivered without cromalin or match print, can not be claimed.

II. Payment terms

1. The invoices are issued on the base of the fact that advertisement is printed according to the order.

2. The Buyer shall make payments on the base of invoice within 14 days on the Publisher’s bank account.

3. In case the Buyer delays in payment for the completed service, the Publisher will be authorized to charge interests on the legal rates, accruing from delay starting date. the Editorial Office reserves the right to suspend printing of the ordered announcements and advertisements if previous ones are not paid.

III. The ordering of announcement or advertisement indicates approval of the above terms of sales.

IV. The provisions of press law and the Civil Code apply in all cases not governed in the provided above terms.

Katarzyna Polesińska
Chairman of the Board
Euro-Media Sp. z o.o.
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