

**2020 Media Kit**

# irhace

The Industry Journal for the New Zealand Refrigeration, Heating, Ventilation & Air Conditioning Industries



**Bi-monthly publication dedicated to the HVAC&R Sector**

Complimentary journal, subscription and bonus features when you purchase advertising space.



## The IRHACE Industry Journal

### About us:

The IRHACE Journal is the official publication of the Institute of Refrigeration, Heating and Air Conditioning Engineers of New Zealand (IRHACE) and Climate Control Companies Association New Zealand (CCCANZ). It is published six times a year - in February, April, June, August, October, and December.

It has a distribution of over 2,000 copies sent to architects, consulting engineers, government and local body engineers, industrial engineers and management, industrial consumers, educational institutes, technical libraries, trade delegations, members of IRHACE, CCCANZ and Kindred Organisations in New Zealand and overseas.

Advertising in the IRHACE journal gives you an opportunity to take advantage of the following sections FREE.

**Feature articles:** Local case studies, technical articles, successful projects. The article should be approx. 1500-3000 words including diagrams, graphs & photos. It is to be devoid of advertising.

**Product Update:** Product release with photo. Approx 200 to 300 words or less.

**Business Pointer:** Staff appointments, changes and company news. Approx 150 words.

Future Features:	Deadlines:
February/March	5 February
April/May	5 April
June/July	5 June
August/September	5 August
October/November	5 October
December/January	5 November

2020 Advertising Rates:	
Double page spread	\$4599.17
Inside front cover (IFC) & Page 1	\$3179.15
Inside back cover (IBC)	\$3107.37
Outside back cover (OBC)	\$3989.55
Full page (A4)	\$2892.03
Half page (vertical or horizontal)	\$1984.90
Third page (vertical or horizontal)	\$1753.94
Quarter page (vertical only)	\$1523.00
Inserts	Price on application
<b>NZD excludes GST and agency commission</b>	



## Conditions of advertising acceptance

### Contract advertising

IRHACE reserves the right to make a revision in advertising rates at any time. Contract advertisers will receive rate protection until the end of their contract. Casual advertisers' rates will increase immediately.

Each advertisement is accepted for publication and published with an express warranty and indemnity from the advertiser (or his agent) that the advertisement:

- Does not breach any copyright, trademark, registered design, or other right in intellectual property.
- Does not contain anything which is obscene, libelous, or in breach of any criminal provision in any statute.
- Complies in all respects with any applicable code of Advertising Practice or other statute law, regulation and by-law in force in New Zealand.

Under this warranty and indemnity the advertiser and the agent jointly and each severally agree to indemnify and keep indemnified IRHACE against all claims, demands, damage, costs, penalties, suits and liabilities of any nature incurred by IRHACE or which may be incurred by IRHACE arising out of its publication or the advertisement, and further expressly agree that this indemnity and warranty is implied in each submission by the advertisement for publication without the necessity of the execution of any other document.

IRHACE reserve the right to refuse or omit publication of any advertisement deemed unsuitable.

### Placement

The placement of an advertisement is at IRHACE's absolute discretion unless a preferred position is specified and available, and the appropriate loading undertaken. Whilst every care is taken, IRHACE will not accept any liability for any loss whatsoever incurred through the non-appearance of any advertisement.

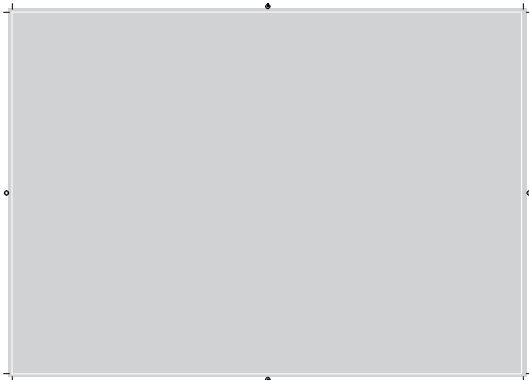
### Payment Terms

Unless otherwise stated by IRHACE, or otherwise agreed in writing between IRHACE and the customer, payment of IRHACE accounts is due in full by the 20th of the following month.

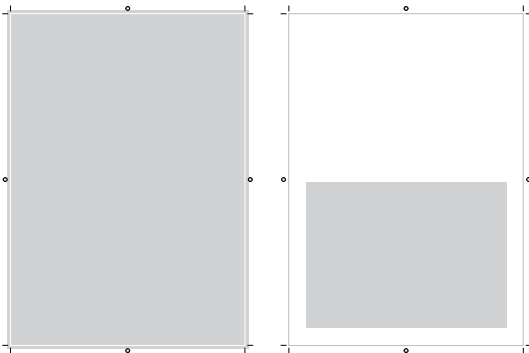
IRHACE may charge daily interest calculated at 4% per annum above the base commercial overdraft rate of IRHACE's principal bank on any sum not paid by due date. A letter signed by the bank manager of the IRHACE trading bank clarifying as to the base commercial overdraft rate or its equivalent shall be sufficient proof of the applicable rate.

### Third Party Costs

The customer shall pay or reimburse to IRHACE all court and solicitors costs (on a solicitor-client basis) and/or debt collecting agency costs incurred by IRHACE in recovering or attempting to recover any monies owing to IRHACE by the customer. Such cost (including GST) shall bear interest from the date of payment of such cost by IRHACE to the date of payment or reimbursement by the customer to IRHACE.

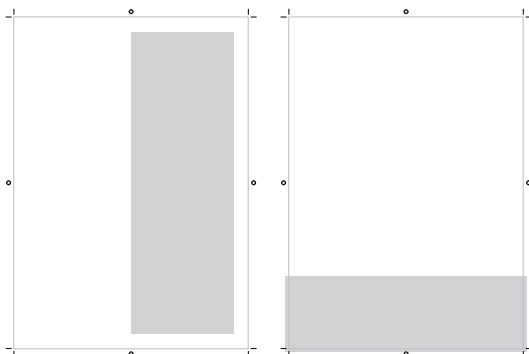


Two page spread



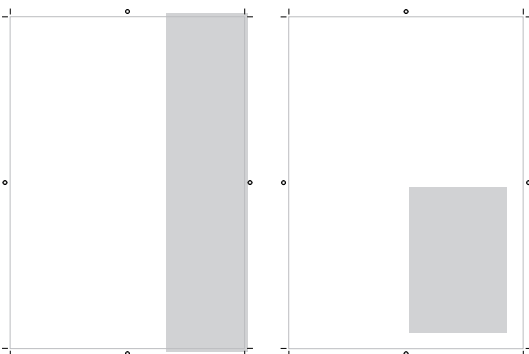
Full page

Half page horizontal



Half page vertical

Third page horizontal



Third page vertical

Quarter page vertical

## Production Details

All dimensions in mm W x H

Two page spread - 420 x 297 (426 x 303 with bleed+3mm)

Full page - 210 x 297 (216 x 303 with bleed+3mm)

Half page - horizontal 180 x 130 n/a

Half page - vertical 92 x 270 n/a

Third page - horizontal 210 x 65 (216 x 68 with bleed+3mm)

Third page - vertical 70 x 297 (73 x 303 with bleed+3mm)

Quarter page 87 x 130 n/a

## Advertising Materials

Mac or PC formatted

We prefer a high resolution PDF or CS5+ document. If providing an open file, fonts should also be supplied together with images.

All colours are set to CMYK – no spot colours

Output resolution: 300 ppi (process colour cmyk)

Graphic design for advertisements

We offer a full graphic design service to create new or modify existing advertisements. Our graphic designer can work with you to produce a design for your product or service.

Please contact us for graphic design assistance.

## Publisher of the Irhace Journal:

IRHACE - Institute of Refrigeration, Heating,  
Air Conditioning Engineers  
PO Box 217184  
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Web: [www.irhace.org.nz](http://www.irhace.org.nz)

## eNewsletter Industry Newsletter

The distribution list is over 2600.

This newsletter goes out on the first weekday of each month that is not a public holiday.

There is no newsletter in January.

### Advertising Banners

Premium Banner	Promo Banner
Sits below the logos at the top of the email	Sits in the body of the email
\$180+gst for one month \$500+gst for three consecutive months \$850+gst for six consecutive months	\$150+gst for one month \$400+gst for three consecutive months \$750+gst for six consecutive months
Consecutive months: Banner may be changed but must be supplied in time otherwise the previous month's ad will run. An invoice would be raised after the first month for the full amount. Banner dimensions: 567x113 pixels Resolution: 72 dpi	

### Other Advertising

Promotion in the next industry newsletter.\*

\*This goes out on the first weekday of the month except for January.

Please see the table below for inclusion deadlines.

\$50+gst per newsletter | FREE for members

Deadlines for Inclusion:	Month of Newsletter
24 January	February
24 February	March
27 March	April
24 April	May
25 May	June
26 June	July
24 July	August
24 August	September
25 September	October
23 October	November
23 November	December

