

2008 Advertising Rates

Card #47 Effective December 2007

Advertising Rates

(Black & White)

Ad Size	1X	3X	6X	12X
Full page	\$3,330	\$2,920	\$2,560	\$2,300
2/3 page	2,700	2,300	2,050	1,800
Island page	2,400	2,100	1,840	1,625
1/2 page	2,100	1,785	1,580	1,410
1/3 page	1,850	1,560	1,385	1,215
1/4 page	1,350	1,165	1,020	900
1/6 page	975	840	735	640
1/8 page	700	615	550	470

Specifications

Ad Size	Width	Height
Full page bleed	8-1/2"	11-1/8"
<i>Will be trimmed to...*</i>	<i>8-1/4"</i>	<i>10-7/8"</i>
2/3 page	4-1/2"	9-7/8"
Island page	4-1/2"	7-1/4"
1/2 page (horizontal)	7"	4-7/8"
1/2 page (vertical)	3-3/8"	9-7/8"
1/3 page (vertical)	2-1/8"	9-7/8"
1/3 page (square)	4-1/2"	4-7/8"
1/3 page (horizontal)	7"	3-1/4"
1/4 page (square)	3-3/8"	4-7/8"
1/4 page (horizontal)	7"	2-3/8"
1/6 page	2-1/8"	4-7/8"
1/8 page	3-3/8"	2-3/8"

*We suggest you keep all important images and text at least 1/4 inch in from these outside dimensions. If size or layout adjustments need to be made, the advertiser will be billed at \$150 per hour.

Color

1 color(in addition to black)\$650
 4 color process\$1,100
 (for metallic or special colors contact production@oilheating.com)

Cover Positions

12 consecutive insertions, non-cancelable
 Covers 2 & 3\$2,850
 Cover 4\$3,150
 Color is additional—see color rates above

Special Positions20% Premium

Inserts

Black & White page rate per insert page.
 1 page backup\$1,000
 Backup charge is non-commissionable
 Insert stock maximum weight is 100lb. coated text.

Commission and Credit Terms

Net 30 days
Agency commission allowed only if invoice is paid in 30 days. No commission on mechanical charges.
Both the advertiser and its authorized agent will be held jointly and severally liable for all monies due to Industry Publications, Inc.

Standard Classified Ad Rates

60¢ per word. \$25.00 minimum per column inch.
 Payable in advance. Non-commissionable.

Display Box Ads

Per Column inch - 2-1/8" x 1"
 3x = \$200.00 • 6x = \$95.00 • 12x = \$80.00

Accepted Advertising Materials

Advertising material should be supplied in .pdf formats. Images must be 300 ppi and CMYK.
 Send to: production@oilheating.com

Issuance and Closing Dates

Oilheating Journal is published 12 times a year.
Closing dates for all materials are the 10th of the month preceeding date of publication.

Note: Publisher reserves the right to repeat previous advertisement if new ad is not received by the materials deadline.

General Conditions

Advertisers and advertising agencies assume liability for all contents (including text, representation, illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards.

Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "Advertisement" above copy which resembles editorial matter.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Major Features Heating Equipment Marketing	Delivery Management (Dispatching & Fleet Tracking)	Management Services & Computer Buyers' Guide	Oil Handling Delivery Buyers' Guide Marketplace	Service Management Oilheating Industry Summit	Oilheating Industry Summit	Service & Installation Buyers' Guide	Creating New Oilheat Customers (New Homes & Conversions)	Annual Management Analysis	Service Manager Forum IV	Service Manager Forum IV	New Products Review
Bonus Distribution AHR Expo New York, NY Show distribution			AREE Atlantic City, NJ Show & Hotel room distribution	N.A.O.H.S.M. Show Hartford, CT Show & Hotel room distribution				Oilheat Visions Providence, RI Show distribution			
Special Editions	Special Section Biotuels										
Closing Dates									Special Section Indoor Comfort Air quality, humidification, space heaters, fireplaces, and more.		
December 5	January 7	February 5	March 5	April 4	May 5	June 5	July 7	August 5	September 5	October 6	November 5
Totals	Ad size _____ \$ _____	Ad size _____ \$ _____	Ad size _____ \$ _____	Ad size _____ \$ _____	Ad size _____ \$ _____	Ad size _____ \$ _____	Ad size _____ \$ _____	Ad size _____ \$ _____	Ad size _____ \$ _____	Ad size _____ \$ _____	Ad size _____ \$ _____

January—Heating Equipment Marketing

Oilheating Journal is the leading publication when it comes to oilfired appliances. This issue will look at better ways to market & sell new equipment to consumers

BONUS—AHR - show floor distribution.

February—Delivery Management

Delivering the fuel to the customer is the lifeblood of the oilheating business. The process of scheduling and tracking deliveries is a mix of art and science. We will look at ways to make this work better for the oil company and consumer.

March—Management Services and Computer Buyers' Guide

Our readers will find suppliers of insurance, marketing and consulting services, computer hardware & software, and much more. **Also, Special Section on Biotuels**

April—Oil Handling & Delivery Buyers' Guide

Our special issue for oil handling and delivery.

BONUS—The Atlantic Region Energy Expo continues to grow in size and influence...
Oilheating Journals "the" official Magazine.

ALSO - Exclusive coverage of the "Marketplace of New Products":
AREE - Hotel room and show floor distribution.

May—Oilheating Industry Summit also Service Management

Another EXCLUSIVE feature from *Oilheating Journal* - Join in on the discussion as leaders from all facets of the oilheating industry (Executive, Service, Association, Research, & Education) tackle key issues facing us today. Also—Service Management advice and case studies

BONUS—NAOHSM - Hotel room and show floor distribution.

June—Oilheating Industry Summit, Part 2

July—Heating Equipment Buyers' Guide

This is where our readers come to shop for new heating equipment, AC products, and accessories. Be sure to be seen in this important resource for the Oilheating industry.

August—Creating New Oilheat Customers

The oilheating industry must continue to grow. There are only two ways to do this: New Construction and Conversions from other fuels. *Oilheating Journal* has long been the leading voice in these two areas of growth. This issue will offer ways to do both.

September—Oilheating Marketer Management

As the heating season nears, we deliver we look at typical fueloil companies. From "margins" to "driver wages" to "marketing" to competition" this issue has it all.
BONUS—Visions - Hotel room and show floor distribution.

October—Service Manager Forum, Part 1

Hear what some of the industries leading service managers have to say about technology, training, trends and management. **Also, a Separate Special Section on Indoor Comfort including air quality, humidification, space heaters, fireplaces, and more.**

November—Service Manager Forum, Part 2

December—New Products Review

What's new in oilheating? This issue gives our readers a full year's review.