

Be seen in the market's leading magazine!

Delivering quality buyers for your products and services 12 times a year

We are confident ACR News will deliver the right audience for your advertising message. ACR News is the only magazine in the market to produce a magazine 12 times a year, ensuring that your message reaches our audience directly every single month.

Inserts

- Up to 10g full run, £115 per thousand
- Up to 10g split run, £125 per thousand
- 11g and above: price on application
- Bound inserts: price on application

Booking Information

To book your advertising contact:
Steve Bennion
 +44 (0)1622 699102
 email sbennion@datateam.co.uk

Display advertising rates (All prices exclusive of VAT)

	Per insertion	Type area <small>(height x width in mm)</small>	Trim <small>(height x width in mm)</small>	Bleed <small>(height x width in mm)</small>
Front Cover	£,poa	200 x 200	229 x 229	235 x 235
Double page spread	£2,920	265 x 400	306 x 458	312 x 464
Full page	£1,800	265 x 200	306 x 229	312 x 235
Half page horizontal	£1,184	124 x 200	153 x 229	159 x 235
Half page vertical	£1,184	265 x 85	306 x 114	312 x 120
Quarter page (horiz.)	£806	47 x 200	76 x 229	82 x 235

Mechanical data

Open documents

- Originated in Mac versions of: QuarkXpress, Adobe Illustrator, Adobe Photoshop
- We cannot accept Word, PowerPoint or Publisher documents.

Colour

- Colour must be CMYK
- No RGB colours
- No spot colours
- No embedded ICC profiles.

Fonts

- All fonts must be supplied
- Mac fonts only – no PC fonts
- Fonts used in Illustrator eps documents must be converted to paths
- Fonts used in layered Photoshop documents must be rasterised.

Images/logos

- File formats: tiff, eps, jpeg
- Images to be at least 300dpi at 100% (size used in ad)
- All fonts to be included. True Type fonts preferred.

PDFs

- Before creating a PDF, ensure your document complies with the colour, font and resolution specs
- Distilled using Acrobat 4 or higher
- Highest quality compression
- Pictures placed in document must be tiff 3mm bleed
- Include crop marks.

When checking your PDF click on 'Overprint Preview' to check that all information appears.

File naming protocol

All e-mails must be given a file name indicating the magazine/client/issue.

Delivery

Files under 9Mb can be e-mailed directly to Nic Mandeville in our Production Department: nmandeville@datateam.co.uk

For files larger than 9MB, please contact the Production Department for FTP details on 01622 607967.

Classifieds

Large panel (60mm x 90mm)	12 issues	£1200
Standard panel (60mm x 70mm)	12 issues	£995

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App/Web Guides

Panel	12 issues	£295
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Recruitment

Full page	1 issue	£1350
Half page	1 issue	£905
Quarter page	1 issue	£495

Product News

1/2 page upgrade plus online	1 issue	£160
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Direct Mail

The circulation of ACR News is an outstanding – and constantly updated – resource which can be used to maximise the impact of new business mailing campaigns. With a truly comprehensive range of targeting options available, and a quick, easy-to-use service, you can ensure your sales message reaches your chosen target marketplace quickly, accurately and cost-effectively.

List rental for direct marketing is available on request.

A wide range of products makes ACR News the perfect advertising choice

Specialist supplements and guides throughout the year

ACR News explores industry relevant topics, producing supplements which focus on some of these specialist areas.

Be they industry trade shows with which we develop media partnerships, product guides or specialist supplements, we are constantly evolving our portfolio to meet our readers needs.



The ACR News Contractors' & Installers' Handbook



The ACR News Contractors' & Installers' Handbook is a valuable source of industry information. Designed for contractors, installers and facilities managers, the Handbook has become indispensable for the ACR professional in the field.

Page A5	£1,350
Half page A5	£950
Quarter page A5	£505
Diary pages (3 months)	£1,570
Product focus (quarter page A5)	£370

Recruitment and training

Half page	£675
Quarter page	£370

Join the ACR News conversation

Features List 2024

JANUARY

- Energy Saving Equipment
- Fans
- State of the Industry

Editorial copy deadline: 24 November 2023
 Advertising copy deadline: 14 December 2023
Publication date: 22 December 2023

FEBRUARY

- Chilled Beams and Fan Coils
- Air Conditioning
- Retail Display
- Training

Editorial copy deadline: 09 January 2024
 Advertising copy deadline: 26 January 2024
Publication date: 01 February 2024

MARCH

- Coils, Coolers and Condensers
- Refrigerants
- Humidity Control
- HVACR Live Preview

Editorial copy deadline: 02 February 2024
 Advertising copy deadline: 23 February 2024
Publication date: 01 March 2024

APRIL

- Air Handling Units
- Supermarket Systems and Equipment
- Pipes and Ductwork
- Domestic Air Conditioning

Editorial copy deadline: 04 March 2024
 Advertising copy deadline: 22 March 2024
Publication date: 01 April 2024

MAY

- Service and Maintenance
- Industrial Refrigeration
- Compressors
- ACR News Awards Review
- HVACR Live Review

Editorial copy deadline: 05 April 2024
 Advertising copy deadline: 24 April 2024
Publication date: 02 May 2024

JUNE

- Forecourt and Convenience Stores
- Treatments and Fluids
- Heat Pumps
- The Big Green Issue
- Handbook

Editorial copy deadline: 06 May 2024
 Advertising copy deadline: 24 May 2024
Publication date: 03 June 2024

JULY

- Air Movement Equipment
- Spares and Accessories
- Smart Controls
- Cold Stores

Editorial copy deadline: 05 June 2024
 Advertising copy deadline: 24 June 2024
Publication date: 01 July 2024

AUGUST

- Chillers
- Refrigerants
- Training
- Insulation

Editorial copy deadline: 05 July 2024
 Advertising copy deadline: 25 July 2024
Publication date: 01 August 2024

SEPTEMBER

- Air Conditioning
- Humidity Control
- Transport and distribution
- IT

Editorial copy deadline: 02 August 2024
 Advertising copy deadline: 23 August 2024
Publication date: 02 September 2024

OCTOBER

- Supermarket Refrigeration
- Coils, Coolers and Condensers
- Ventilation, Ductwork and Grilles
- Air Handling Units

Editorial copy deadline: 04 September 2024
 Advertising copy deadline: 25 September 2024
Publication date: 02 October 2024

NOVEMBER

- Compressors
- Data Centre Cooling
- Heat pumps

Editorial copy deadline: 04 October 2024
 Advertising copy deadline: 25 October 2024
Publication date: 01 November 2024

DECEMBER

- Refrigerants
- Instrumentation and Leak Detection
- Breweries and Cellar Cooling

Editorial copy deadline: 04 November 2024
 Advertising copy deadline: 25 November 2024
Publication date: 02 December 2024

Editorial Contributions

To discuss your editorial contributions contact:
 Lynn Sencicle
 +44 (0)7793 054021
 email: lsencicle@datateam.co.uk

Booking Information

To book your display advertising contact:
 Steve Bennion
 +44 (0)1622 699102
 email sbennion@datateam.co.uk

Your customers are on ACR-News.com Are you?

The industry website for air conditioning and refrigeration professionals

www.acr-news.com helps you reach your customers online by:

- Generating more business leads and sales
- Increasing exposure and traffic to your website
- Building your brand to the right people
- Be found easily on our site and through search engines.



Digital issues and app

All ACR News magazines and supplements are available in digital format. Digital issues, or ebooks, are interactive with live hyperlinks, video capabilities, and additional advertising opportunities which target the evolving online generation through tablets and smart phones as well as the classic desktop PC.

Loading page		£poa
Ticker tape		£poa
App		£poa

ACR eNews

eNewsletter	Single Issue	£105
eNewsletter	Three Issues	£210

Website

Homepage Banner (Top)	(980 x 90 pixels)	£600 per month
Homepage Banner (Mid)	(680 x 90 pixels)	£550 per month
Skyscraper	(125 x 250 pixels)	£300 per month
Button Banner	(125 x 125 pixels)	£400per month
Double Button Banner	(250 x 250 pixels)	£450 per month
Home Page Pop-up Banner	(250 x 250 pixels)	£450 per month
Footer	(980 x 360 pixels)	£500 per month
Peel Back	(250 x 250 pixels)	£poa
Curtains	2 x (260 x 780 pixels)	£poa
Site Takeover	Curtains, carousel, footer	£poa

Supplier Directory

Upgraded Company Listing	Twelve Months	£395
Product Pages	Single page	£175 per year
Product Pages	2 to 5 pages	£500 per year
Product Pages	6 to 25 pages	£995 per year
Digital Catalogue (PDF Format)		£poa

Online

- ACR News sends out over 3,000 subscription email newsletters/ alerts which constantly drive traffic to www.acr-news.com
- ACR News provides constantly updated news feeds
- Google finds over 100,000 pages from the site – this gives ACR News and its clients massive exposure across the internet in general
- ACR News encourages users to respond to articles/products to online advertisers, and enjoys huge benefits from word of mouth marketing
- ACR News regularly takes online advertising and email marketing on other related industry sites.

E-shots

Targeted e-shots	Single Cast	£300 per 1000
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Recruitment

Hot Job	One month	£250
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Videos

Video carousel		£poa
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Booking Information

To book your space on acr-news.com contact:
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sbennion@datateam.co.uk

** All prices exclude VAT*



www.acrnewsawards.com

The coolest networking event of the year!

The first and original awards specifically for the air conditioning and refrigeration industry, the ACR News Awards pay tribute to companies and individuals that are able to demonstrate excellence in their field, exceptional customer service or true innovation.

The awards will provide an excellent opportunity to network, as well as an evening of entertainment with hundreds of people from across the air conditioning and refrigeration industry.

In the spirit of fully engaging with industry, we take feedback on board and evolve the Awards every year. We pride ourselves on enabling the entire industry to have their say, and making the event something for everyone.

How to enter

Entering the ACR News Awards is free and easy to do. Visit the website to see the criteria and find out more.

Benefits to sponsors

The ACR News Awards gives you the opportunity to promote your company or brand and to gain recognition for your commitment to the ACR industry alongside other highly respected industry players.

You will receive major editorial coverage in the only ACR magazine that is produced 12 times a year – reaching your target market month after month.

Opportunities are available for all budgets.

Join us to enjoy a memorable and prestigious evening which can be shared with clients and employees.

How to attend

Visit the website for information on how to secure your seats.

Sample Categories

- Environmental Project of the Year
- Commercial Contractor of the Year
- Industrial Contractor of the Year
- Apprentice of the Year
- Service Engineer of the Year
- Unsung Hero of the Year
- Customer Service Individual of the Year
- Online Initiative of the Year
- Wholesaler/Distributor of the Year
- Instrumentation of the Year
- Thermal Controller of the Year
- Refrigeration Ancillary Product of the Year
- Refrigeration Product of the Year
- Air Conditioning Ancillary Product of the Year
- Air Conditioning Product of the Year
- Alan Moor Award

