



PUBLISHER:
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ADVERTISING SALES:
 M.J. Mrvica Associates
 2 West Taunton Avenue
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EDITORIAL

Published six times per year, by AFE, its readers are the people who ensure the optimal functioning of workplaces all around the world- from foundations to roofs, inside and out. They care about things like safety, energy efficiency, environmentalism, security, reliability and space planning. They also care about their own careers. That's why they turn to the journal for information about technical topics as well as professional development advice. Facilities staffs have important roles in business continuity, and **Facilities Engineering Journal** is an important part of their toolkits.

AFE provides education, certification, technical information and other relevant resources for plant and facility engineering, operations and maintenance professionals worldwide. To learn more, call (703)234-4060, write to mail@AFE.org, or visit www.AFE.org.

ESTABLISHED: 1973

STAFF

Executive Director: Laurence Gration, CAE
 Communications Manager/Editor: Gabriella Jacobs
 Advertising Sales: M.J. Mrvica Associates

CIRCULATION: 5,752

ISSUANCE: Six (6) times/year

POLICY ON PLACEMENT OF ADVERTISING

Interspersed.

ACCEPTANCE OF ADVERTISING

Subject to approval by editor. New copy to be received by the publisher two weeks before closing date.

SERVICE TO ADVERTISERS

• Reprints and bulk purchases available. Please contact Norm Wisler:
 M. J. Mrvica Associates Tel: (856) 768.9360 | Fax: (856) 753.0064
 Email: nwisler@mrsvica.com

DUAL RESPONSIBILITY:

Billing directed to the advertising agency at the net rate is approved on the condition that the advertiser will accept "dual responsibility" for payment if the agency does not remit within 90 days.

AGENCY COMMISSION:

15% of gross billing is allowed to recognized advertising agencies on space, color and position. Commissions are not allowed on production and mechanical charges.

CLOSINGS

- Cancellations: Cancellations will not be accepted and copy corrections are not guaranteed after the closing date. Covers and preferred positions are non-cancellable.
- Inserts: Due five days after materials are due.
- Digital ad materials due same day as space closing.

Publication Month	Ad Space Closing	Ad Materials Deadline
Jan/Feb	11/28/08	12/3/08
Mar/Apr	2/6/09	2/11/09
May/June	4/3/09	4/8/09
July/Aug	6/5/09	6/10/09
Sept/Oct	8/7/09	8/12/09
Nov/Dec	10/2/09	10/7/09

2009 BLACK & WHITE ADVERTISING RATES

Size	1x	3x	6x
Full page	\$1,850	\$1,360	\$1,175
Two page spread	\$3,350	\$2,550	\$2,250
2/3 page	\$1,640	\$1,255	\$1,075
1/2 page island	\$1,335	\$1,025	\$860
1/2 page	\$1,230	\$940	\$840
1/3 page	\$1,025	\$835	\$730
1/4 page	\$900	\$730	\$620
Business Card	\$350	\$300	\$250

COLOR (per page or fraction, in addition to earned B&W rates)

- Standard Color: \$350
- Matched Color: \$375
- 3 or 4 Color: \$795

COVERS AND SPECIAL POSITIONS

(in addition to B&W rates and color)

- Cover 2: 25%
- Cover 3: 15%
- Cover 4: 50%
- Advertiser-specified position 25%

INSERTS

- 2 Page Insert: 2 times earned Black & White rate
- 4 Page Insert: 4 times earned Black & White rate

MECHANICAL SPECIFICATIONS

Page Sizes	Type Area	Bleed
Trim Size	8-1/8" x 10-7/8"	8-3/8" x 11-1/4"
Two-Page Bleed		17" x 11-1/4"
Full Page	7" x 10"	8-3/8" x 11-1/4"
2/3 Page Vertical	4-1/2" x 10"	
1/2 Page Island	4-1/2" x 7-1/2"	
1/2 Page Horizontal	7" x 4-7/8"	
1/2 Page Vertical	3-3/8" x 10"	
1/3 Page Square	4-1/2" x 4-7/8"	
1/3 Page Vertical	2-1/8 x 10"	
1/4 Page Horizontal	4-1/2" x 3-7/8"	
1/4 Page Vertical	3-3/8" 4-7/8"	

File Format: Press-Ready PDF
(include crop marks, bleeds, color bars, page information)

Resolution: 300 DPI (at final size)

Color Mode: CMYK

Black & White Mode: Gray scale (if photos used)

Fonts and Images: Embed

Note: Additional costs will apply to files that do not meet these specifications.

FILE PREPARATION QUESTIONS

Contact Thomas F. Specht, (703)276.0612, tom@bonotom.com

PAPER STOCK: 65# white sterling matte cover; 60# white sterling matte text

TYPE OF BINDING: Saddle-stitched

DISPOSITION OF REPRODUCTION MATERIAL

Materials returned upon request. Materials discarded after one year. Unused inserts will be discarded unless specific return instructions are provided.

AFE MARKET

The AFE Market is a reference source for products and services which are common to the needs of engineers and facilities managers. AFE corporate listings appear for two months in Facilities Engineering Journal and on the AFE web site. The listings are complimentary to display advertisers. Logo or photo enhancement available for an additional fee of \$25.00.

Size	1x	3x	6x
Corporate listing	\$225	\$175	\$150
with logo	\$250	\$200	\$175
with display ad	FREE	FREE	FREE

SPECIAL PACKAGES

Special advertising packages can be customized for your needs. Details are available on request.

ADDRESSES:

CONTRACTS & INSERTION ORDERS

M.J. Mrvica Associates, Inc.
2 West Taunton Avenue
Berlin, NJ 08009
Tel: (856)768.9360 | Fax: (856)753.0064
Email: nwisler@mrvica.com

PRODUCTION MATERIALS

Proofs, advertising copy and complete advertising materials should be sent to:
AFE Facilities Engineering Journal
BonoTom Studio, Inc.
Attn: Thomas F. Specht
2527 Wilson Boulevard
Arlington, VA 22201
Phone: (703)276.0612
Fax: (301)537.3101
tom@bonotom.com

FOR INSERTS (Mark month, vol/issue and quantity on the box)