

# **ACTION**<sup>TM</sup>

Cooling what moves you<sup>TM</sup>

## **2022 ACTION<sup>TM</sup> Media Guide**



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MOBILE AIR CLIMATE SYSTEMS ASSOCIATION

[www.macsmobileairclimate.org](http://www.macsmobileairclimate.org)

# About MACS



## Meet the Mobile Air Climate Systems Association

### WE ARE ...

- The only North American organization committed to moving mobile air climate systems into the future.
- The convener of supply chain connections.
- The facilitator of an inclusive community for knowledge sharing.
- The leading source for mobile climate control expertise.
- The provider of technical information and trainings to meet industry demand.

### MACS PURPOSE.

Driving the mobile climate control industry into the future is why MACS Association exists. Our organization was created to connect and equip the entire supply chain with knowledge to ensure safety and comfort for all people and the planet.

MACS history and future are focused on fostering and encouraging sharing knowledge throughout the North American community. We are committed to being the central hub of information and expertise for the industry and our community. We are future-focused to support new technologies, changing climate needs and shifting community demographics.

### ALWAYS LOOKING FORWARD.

We take a systems approach. Whether it's the vehicles or machinery we're helping maintain or the needs of our people and planet, we look at the big picture. As natural problem solvers, we are driven to seek solutions. We share the latest trends and provide trainings on new technologies to help our members be service-ready when new challenges arise.

### FORGING STRONG CONNECTIONS.

We provide a forum to foster strong relationships, tackle industry-wide opportunities, and maintain a well-connected supply chain of original off-road manufacturers, distributors, technical professionals and educators. Our desire to influence our industry and community pushes us to look for new ways to create, share and have impact.

### COMMITTED TO SHARING KNOWLEDGE.

Mobile thermal and climate control systems are complex but sharing information shouldn't be complicated. We are passionate about empowering our members with the knowledge needed. Whether it is at our trade show, in our forum, via the 609 Certification training or through education partnerships, we spread the latest information and cutting-edge knowledge across the supply chain and through our principal publication MACS **ACTION**™ magazine.

**ACTION**™ magazine is published eight times annually in both print form and through digital media. Your ad is published in both, but there are special extra digital opportunities for additional exposure. **ACTION**™'s sell date is the first day of the publication month



# Editorial Focus



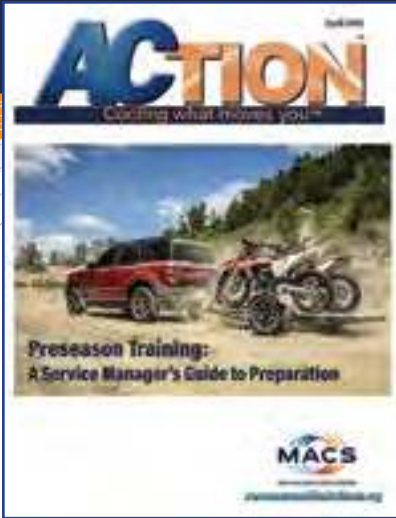
**New editorial  
dates in  
2022**



## 2022 Editorial Calendar

<i>Issue</i>	<i>Insertion Due Date</i>	<i>Materials Due</i>
February 2022 <i>Mobile A/C Regulations Update</i>	1/3/2022	1/10/2022
March 2022 <i>Engine Cooling Systems</i>	2/1/2022	2/8/2022
April 2022 <i>A/C Season Kick-off</i>	3/1/2022	3/8/2022
May 2022 <i>Tools and Equipment</i>	4/1/2022	4/8/2022
June 2022 <i>Hybrid and Electric Vehicle HVAC</i>	5/2/2022	5/9/2022
July/August 2022 <i>Heavy-duty Truck and Off-road HVAC</i>	6/1/2022	6/8/2022
September/October 2022 <i>School and Transit Bus HVAC</i>	8/1/2022	8/8/2022
November/December 2022 <i>Cabin Heating Technology</i>	10/3/2022	10/10/2022

# Print & Digital Rates



**Print distribution: 13,000**  
**Digital issue emailed to 30,000 email addresses**



## Color

	1X	2X	3X	4X	5X	6X	7X	8x
2 Page Spread	\$4,449	\$4,395	\$4,342	\$4,175	\$4,121	\$4,067	\$4,038	\$3,988
Full Page	\$2,578	\$2,523	\$2,518	\$2,454	\$2,421	\$2,410	\$2,391	\$2,340
1/2 Page	\$1,881	\$1,855	\$1,824	\$1,813	\$1,800	\$1,787	\$1,774	\$1,723
1/3 Page	\$1,585	\$1,562	\$1,552	\$1,537	\$1,530	\$1,522	\$1,517	\$1,466
1/4 Page	\$1,449	\$1,440	\$1,430	\$1,414	\$1,404	\$1,398	\$1,393	\$1,342
1/6 Page	\$1,308	\$1,294	\$1,283	\$1,279	\$1,277	\$1,275	\$1,271	\$1,221

## Black and White

	1X	2X	3X	4X	5X	6X	7X	8X
Full Page	\$1,524	\$1,478	\$1,449	\$1,400	\$1,372	\$1,356	\$1,341	\$1,291
1/2 Page	\$840	\$807	\$791	\$774	\$763	\$753	\$737	\$687
1/3 Page	\$550	\$540	\$506	\$504	\$500	\$486	\$476	\$426
1/4 Page	\$420	\$410	\$390	\$380	\$375	\$362	\$358	\$308
1/6 Page	\$280	\$275	\$260	\$250	\$245	\$241	\$238	\$188

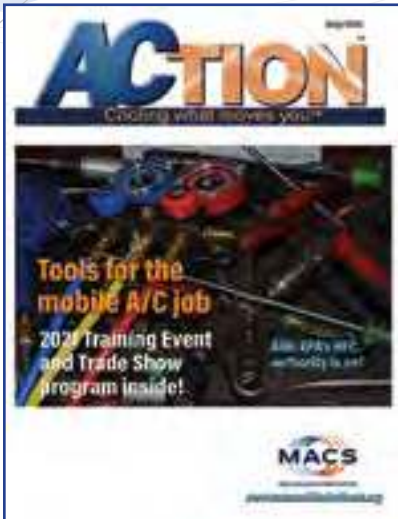
### Preferred Positions

2nd Cover: 4 - color rate plus 15%  
 3rd Cover: 4 - color rate plus 15%  
 4th Cover: 4 - color rate plus 15%  
 Covers to 8 issue contract advertisers only.  
 Must be 4-color process (CMYK).  
 Non-cancelable.

All Digital **ACTION™**  
 Advertising  
 \$750 per pop up ad.  
 Ad size specifications are the same  
 as the print ads.  
 Marion Posen  
 (215) 631-7020 x 304



# Print & Digital Rates



## Market your product through MACS UNIQUE OPPORTUNITIES

### Digital ACTION™ magazine

MACS digital ACTION™ magazine is emailed to over 30,000 readers each issue. The current digital issue is always displayed publicly on the homepage of the MACS website at [www.macsmobileairclimate.org](http://www.macsmobileairclimate.org). Five years of archived MACS digital ACTION™ magazine are made available to MACS members for research through the members-only pages of the MACS website. The archives are added value for MACS members and ACTION™ advertisers. The digital issue of ACTION™ provides unique click-through marketing opportunities for advertisers. Ask us about opportunities to feature your brand through an embedded video or more.

**Direct Mail:** Ask MACS to mail your stand-alone marketing piece. The MACS database contains almost 2-million records of Section 609 Certification holders. These technicians and their companies are your customers. MACS can mail your special direct mail piece to these customers.

**Digital Catalogs:** Save money on printing and postage. Create and distribute a digital catalog, MACS can help.

**MACS Sponsored Webinars:** Participating as an expert speaker is a great way to share your organization's expertise to the service and repair industry. Ask us how!



# Ad Sizes



## Standard Ad Sizes

- Publication trim size
- Full page (live area)
- Full page bleed**
- 1/2 page island
- 1/2 page horizontal
- 1/3 page square
- 1/3 page vertical
- 1/4 page
- 1/6 page vertical
- 1/6 page horizontal

## Width (inches)

- 8.375
- 7.875
- 8.625**
- 4.875
- 7.375
- 4.875
- 2.5
- 3.5
- 2.375
- 4.875

## Depth (inches)

- 10.875
- 10.375
- 11.125**
- 7.375
- 4.875
- 4.875
- 9.875
- 4.875
- 4.875
- 2.375

## Two Page Spread

- Trim size
- Bleed size**
- Live area

## Width (inches)

- 16.75
- 17**
- 16.25

## Depth (inches)

- 10.875
- 11.125**
- 10.375

Publication Trim Size  
8-3/8x10-7/8  
Full Page (live area)  
7-7/8x10-3/8  
Full Page Bleed  
8-5/8x11-1/8

Two Page Spread  
Width (inches)      Depth (inches)  
Trim Size 16-3/4      10-7/8  
Bleed Size 17      11-1/8  
Live Area 16-1/4      10-3/8

1/2 Page Horizontal  
7-3/8 x 4-7/8

1/2 Page  
Island  
4-7/8  
x  
7-3/8

1/6 Horizontal  
4-7/8 x 2-3/8

1/3 Page  
Vertical  
2-1/2 x 9-7/8

1/3 Page  
Square  
4-7/8 x 4-7/8

1/6 V  
2-3/8  
x  
4-7/8

1/4 Page  
3-1/2  
x  
4-7/8

## Live Matter:

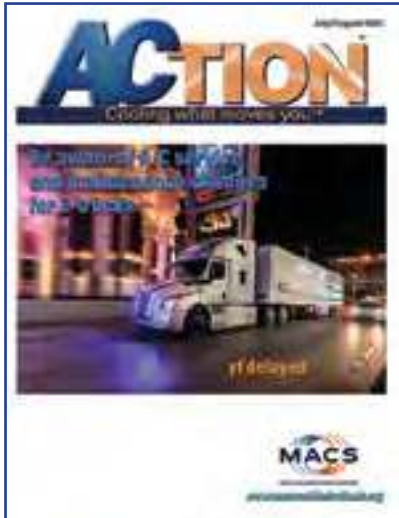
Please keep all live matter at least .25 inch away from the trim.

Please provide a complete hard-copy proof of your ad. Color ads require a complete set of color calibrated color proofs. MACS **ACTION**™ assumes no liability and cannot guarantee a quality print of your ad if a match-print is not provided.

## Conversion Chart:

Inches	Decimals
1/8	.125
3/8	.375
5/8	.625
7/8	.875
1/2	.5
1/4	.25
3/4	.75

# Printer Specifications



## Bleeds

Bleed size is 8.625 by 11.125 inches (8.375" x 10.875" plus .125" bleed all four sides). For ads which bleed, keep live matter .375-inch from top, bottom and both sides of trim edge. For ads not intended to bleed, allow .25 inch safety margin on all sides for live matter. Bleeds are only applicable to full page ads

## Color

All logos, scans and other color elements must be **CMYK** (process) for 4-color output plates: cyan, magenta, yellow, and K stands for black.

## Printing

Paper stocks: 40 and 50# gloss text.  
Binding: Saddle-stitched.  
Proofing: A complete proof must be furnished for all ads. In addition, one complete set of color calibrated proofs or color match prints must be furnished with 4-color material. The publisher assumes no liability on color reproduction if color calibrated

proofs are not furnished with supplied material.

## Ad Makeup and Alterations

We want to make your ad look its best. **ACtion™** can create custom ads with 30 days notice in advance of the ad materials deadline. Contact us for estimated prep costs. Necessary ad alterations will be charged.

## Electronic Media Compression

Use only .ZIP compression for PC files and Mac files or.SIT (Stuffit) compression for Macintosh files.

## File Types

Mac files preferred. We will accept only the following formats:

- Press Ready PDF-X Version 1.4 or higher
  - Adobe InDesign CC
  - Illustrator CC
  - Photoshop CC, layers flattened, **300 dpi** or higher at 100% for digital images. Web SWOP Coated color profile
- Save all files as **CMYK**. Convert all RGB or Pantone® colors to **CMYK**. Include all fonts used, both printer and screen fonts, convert all Type Kit fonts to outline before submitting.

## Please Include

- All linked files
- Certified contract color proof (color) or laser proof (for black and white ads)
- A print-out of the disc contents
- A signed insertion order
- Contact name in case of missing elements or corrupt files.

## Application Guidelines

The following formats are **NOT** accepted:

Microsoft Publisher, Web graphics, PNG, Corel Draw, Word, GIF, BMP, Layered Photoshop PSD or AOL Art.

**Do not use registration for black.**

## Adobe .PDF Files

If you are submitting a full page ad in .PDF format, please contact the MACS office for an **ACtion™**-specific Distiller Job Option file. Press Optimized or PDF-X-1.4 or higher file format is required. Please include .125" bleed in file if used.

## Media

All files should be submitted on one of the following media:

- Wettransfer.com. WeTransfer is a cloud-based computer file transfer service.
- E-mail to:

[laina@macsmobileairclimate.org](mailto:laina@macsmobileairclimate.org)



# Contact Us



## MACS ACTION™ Magazine Staff Contact Information

### Send editorial content to:

#### Elvis L. Hoffpauir

MACS president/COO and ACTION™ editor

[elvis@macsmobileairclimate.org](mailto:elvis@macsmobileairclimate.org)

215-631-7020 x 303

#### Steve Schaeber

MACS ACTION™ technical editor

[steve@macsmobileairclimate.org](mailto:steve@macsmobileairclimate.org)

215-631-7020 X 308

### Ship ad materials to:

#### Laina Forcey

Design and graphics manager

[laina@macsmobileairclimate.org](mailto:laina@macsmobileairclimate.org)

215-631-7020 x 315

#### Marion J. Posen

Ad representative

[marion@macsmobileairclimate.org](mailto:marion@macsmobileairclimate.org)

215-631-7020 x 304

Fax: 215-631-7017

