

Indoor Environment CONNECTIONS

The Newspaper for the IAQ Industry

www.ieconnections.com

For Calendar Year 2010

EXTRA, EXTRA: TEN YEARS OF GREAT NEWS!

When it comes to advertising your company's products and services to professionals in the indoor environmental industry, there is no better venue than *Indoor Environment Connections*.

Our readers include the nation's leading IAQ investigators, remediation specialists, facility managers and others who work to ensure clean indoor air within homes, schools and commercial buildings. Currently, the controlled print circulation is 25,000 a month, plus bonus distribution at many of the top conferences and expositions in the industry. We also publish an online edition of the newspaper that mirrors our print edition – expanding our readership by potentially tens of thousands of industry professionals.

As an independent publication, *IE Connections* has served this niche market since 1999 and has become a mainstay for information among professionals and consumers concerned with IAQ. The publication has formed strategic partnerships with top industry non-profit organizations and academic institutions, attracting a broad-based, multidisciplinary readership.

The newspaper serves as a forum for individuals and companies representing various disciplines to unite, sharing expertise to solve



indoor environmental problems. It regularly features cutting-edge articles and information from the highest authorities on indoor environments.

The newspaper is driven by both subscriptions and advertisements. It is published monthly by Indoor Environment Communications of Rockville, Md. *IE Connections* is printed as a tabloid on 35-pound, 80-brightness paper. The online edition is a user-friendly PDF file with full

indexing and search capabilities.

Unlike most publications that charge a premium for color within advertisements, *IE Connections* is printed on a four-color press and there is **no additional cost for color advertisements**.

Our readership markets include: IAQ professionals; environmental contractors and consultants; facilities managers for hotels, schools, universities, commercial office buildings and hospitals; energy raters; insurance companies, claims reps and investigators; cleaning and remediation professionals; home inspectors; physicians and public health officials; product manufacturers and suppliers; researchers; industrial hygienists; duct cleaners; HVAC professionals; and more.

IE Connections has assembled an outstanding group of industry professionals to serve on its Editorial Advisory Board, including: Robert Baker; George Benda; Irving Brown; Barney Burroughs; Pete Consigli; David Governo, Esq.; Carl Grimes; Jack Halliwell, P.E.; Steve Hays, CIH; Jim Holland; Joe Hughes; David Krause; Joe Lstiburek, Ph.D., P.E.; Mike McGuinness, CIH; David Odom; Larry Robertson; Richard Shaughnessy, Ph.D.; John Tiffany; Al Veeck; Charlie Wiles; James Woods, Ph.D.; Tom Yacobellis; and Chin Yang, Ph.D.

Published with the industry's leading associations and organizations, circulation includes:

Air Conditioning Contractors -	4,000 HVAC contractors
American Assoc. of Radon Scientists & Technologists -	870 radon professionals
Associated Air Balance Council -	130 testing, adjusting and balancing engineers
Association of Energy Engineers -	430 engineers
Environmental Information Association -	500 lead and asbestos abatement professionals
Indoor Air Quality Association -	5,500 indoor air quality professionals
International Kitchen Exhaust Cleaning Association -	250 kitchen exhaust cleaners
Industrial Hygienists -	3,730 certified industrial hygienists
Inst. of Inspection/Cleaning & Restoration Certification -	3,520 certified water/fire restoration/carpet cleaning cos.
Maine Indoor Air Quality Council -	300 indoor air quality professionals
Minnesota Indoor Air Association -	90 indoor air quality professionals
National Air Duct Cleaners Association -	900 HVAC system cleaning specialists
National Air Filtration Association -	700 air filter sales/service and manufacturing firms
Paul Davis Restoration -	250 restoration contractors
Servpro Industries -	1,100 fire & water restoration firms
ServiceMaster Clean -	700 disaster restoration specialists
Circulation mix also includes -	facility managers, environmental consultants, public servants, home inspectors, insurance adjusters & more

Indoor Environment CONNECTIONS 2010 Editorial Calendar

Regular Features: Ask Dr. Burge, Green Buildings, Legal Advice, IAQ and Homeland Security, IAQ in Schools, Radon Corner, Contractor's Toolbox, Association Watch, Conference Report, Training Schedules, and more!

ISSUE MONTH	SPECIAL FOCUS ARTICLES & REPORTS	AD SPACE CLOSE (Ad Space and Artwork Deadlines)	BONUS DISTRIBUTION (The newspaper will be distributed at the following shows, in addition to monthly training courses/seminars/meetings.)
January	Antimicrobial Products, Sampling, Monitoring	12/11/09	<ul style="list-style-type: none"> • InspectionWorld: American Society of Home Inspectors <i>Jan. 17-20, Las Vegas, NV</i> • DKI Insights Conference <i>Jan. 19-20, Miami, FL</i> • ASHRAE Meeting & AHR Expo <i>Jan. 25-27, Orlando, FL</i>
February	Visual Inspection/Thermography Equipment, Moisture Control, Microbial Contamination	1/8/10	<ul style="list-style-type: none"> • IAQA/ACCA Indoor Air Expo <i>March 7-9, Tampa, FL</i> • NESEA (Northeast Sustainable Energy Association) Building Energy Conference & Trade Show <i>March 9-11, Boston, MA</i> • HVAC EXCELLENCE Annual Nat'l Educators Conference <i>March 14-16, Las Vegas, NV</i> • National Facilities Mgmt & Tech <i>March 16-18, Baltimore, MD</i>
March	HVAC System Hygiene, Cleaning & Restoration, Lead/Asbestos Products	2/5/10	<ul style="list-style-type: none"> • Property Loss Research Bureau (PLRB) Conference <i>March 22-23, San Antonio, TX</i> • RIA Solutions Conference <i>March 23-27, Atlanta, GA</i> • Maine IAQ Council <i>March 24, Augusta, ME</i> • Globalcon <i>March 24-25, Philadelphia, PA</i> • NADCA Annual Meeting & Expo <i>March 27-30, Tuscon, AZ</i> • EIA Annual Meeting & Expo <i>March 28-31, Austin, TX</i>
April	Labs & Testing, Filtration, Antimicrobial Products	3/5/10	<ul style="list-style-type: none"> • NAFA Technical Meeting <i>April 21-23, Louisville, KY</i> • Connections Conference <i>April 29 - May 1, Clearwater Beach, FL</i> • CSPA Mid Year Meeting <i>May 4-7, Chicago, IL</i>
May	Monitoring, Cleaning & Restoration, Green Buildings & IAQ	4/2/10	<ul style="list-style-type: none"> • American Industrial Hygiene Conference <i>May 22-27, Denver, CO</i> • Disaster Restoration Contractor's Conf. & Trade Show <i>June 3-4, Toronto, ON</i> • National Env. Health Assn. Annual Meeting <i>June 6-9, Albuquerque, NM</i>
June	Sampling, Air Cleaners/Scrubbers, HVAC System Hygiene	5/7/10	<ul style="list-style-type: none"> • West Coast Energy Management Congress <i>June 15-16, Seattle, WA</i> • BOMA Annual Meeting & Office Building Show <i>June 27-29, Long Beach, CA</i>
July	Moisture Control, Microbial Contamination, Filtration	6/4/10	<ul style="list-style-type: none"> • NAFA Annual Conference <i>August 7-9, Maui, HI</i>
August	Back To School, Labs & Testing, Monitoring	7/2/10	
September	Lead/Asbestos, HVAC System Hygiene, Cleaning & Restoration	8/6/10	<ul style="list-style-type: none"> • Nat'l Residential HVAC Seminar & Comfortech Tech Showcase <i>September 22-25, Baltimore, MD</i> • Connections Conference <i>September 29-Oct 1, Las Vegas, NV</i> • RIA Fall Conference & Exhibiton <i>October 5-8, Albuquerque, NM</i>
October	Air Cleaners/Scrubbers, Antimicrobial Products, Moisture Control	9/3/10	<ul style="list-style-type: none"> • National Radon Meeting & AARST Symposium <i>October 17-20, Columbus, OH</i>
November	Green Buildings & IAQ, Sampling, Visual Inspection/Thermography Equipment	10/8/10	<ul style="list-style-type: none"> • U.S. Green Building Council Conference & Expo <i>November 16-18, Chicago, IL</i> • CSPA Annual Meeting <i>December 5-9, Fort Lauderdale, FL</i> • World Energy Engineering Congress <i>Early December, Washington, D.C.</i>
December	IAQ Year In Review	11/5/10	

To Place Your Ad, Call Diane Chester at (301) 230-9606 x16 or Fax to (301) 230-9631

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Indoor Environment CONNECTIONS Advertising Rates

Display Rates

Tabloid Size	1x	3x	6x	12x
Full	\$3,250	\$3,000	\$2,750	\$2,500
3/4 page	2,700	2,430	2,160	1,890
1/2 page	2,200	1,980	1,760	1,540
1/3 page	1,850	1,665	1,480	1,295
1/4 page	1,500	1,350	1,200	1,050
1/8 page	900	810	720	630
Magazine Size	1x	3x	6x	12x
Full	\$2,400	\$2,160	\$1,920	\$1,680
2/3 page	1,950	1,755	1,560	1,365
1/2 page	1,750	1,575	1,400	1,225
1/3 page	1,100	990	880	770
1/4 page	950	855	760	665

Premium Positions (per insertion)

Cover 2, inside front	\$350
Cover 3, inside back	\$200
Cover 4, outside back	\$950

Display Advertising Sizes

Tabloid Size	Width x Height
Full page	10" x 12 1/2"
3/4 page	7" x 12 1/2"
1/2 page	10" x 7"
1/3 page	4 3/4" x 10"
1/4 page (horizontal)	4 3/4" x 7"
1/4 page (vertical)	2 1/2" x 12 1/2"
1/8 page	4 3/4" x 3 1/4"
Magazine Size	
Full page	7" x 10"
2/3 page	4 3/4" x 10"
1/2 page	7" x 5"
1/3 page	4 3/4" x 5"
1/4 page	3 1/2" x 5"

Terms and Conditions

PAYMENT TERMS: Net 30 days from date of invoice. The maximum legal service charge will be assessed on accounts not paid within 30 days. Publisher reserves the right to hold advertiser and its agency jointly and severally liable for payment due to publisher. **First-time advertisers are required to provide pre-payment at the start of their advertising program.**

COMMISSION: 15% commission to recognized advertising agencies on space, color and position when account is paid within 30 days of invoice date. No commission on production costs, inserts, listings and reprints.

COPY: All copy and art is subject to publisher's acceptance. Advertiser and its agency assume liability for all content of advertisements printed, and also assume responsibility for any claims arising from an advertisement made against the publisher.

SHORT RATES: Advertisers will be short rated if within one year from date of first insertion they do not use the amount of space upon which their billing has been based.

CANCELLATIONS: Contracts may be cancelled by advertiser or publisher on written notice 30 days prior to the date of issue.

MATERIALS: 300 ppi on all images. Place art files onto a CD. Format ad as a PDF or TIFF file and include original files (Indesign; Quark; Photoshop; or Illustrator).

Also include a Laser Proof. See website for more details. Any ad material requiring extensive photo-mechanical adjustment will be subject to production charges.

Send ad materials to:

Diane Chester, VP Advertising and Article Recruitment
Indoor Environment Connections
12339 Carroll Avenue, Rockville, MD 20852

To place your ad, call Diane Chester at (301) 230-9606 x16 or fax to (301) 230-9631

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Indoor Environment CONNECTIONS Marketing Benefits

In addition to exposure before 25,000 potential customers, *IE Connections* advertisers may enjoy these value-added products and services:

- **Reader Connection:** An online “reader reply card” providing advertisers instant communication with their clients through direct Internet hot links. Also, featured every month is a fax-back reply card, another method for readers to get in touch with advertisers.
- **Product Showcase:** Featured regularly in *IE Connections*, the Product Showcase includes photographs and descriptions of new products and equipment. Advertisers’ products always receive priority placement.
- **Advertiser Index:** Appearing at the back of *IE Connections*, the Index to Advertisers provides a handy reference tool for readers and reinforces your presence in the publication.
- **Special Focus Articles:** Each issue of *IE Connections* will feature several articles submitted by product manufacturers and suppliers on the latest industry technologies, services and issues.
- **Complimentary Issues:** Free copies of *IE Connections* are available for distribution to attendees of training workshops, conferences and annual meetings supported by our advertisers.
- **IE Connections Online:** Every issue of *IE Connections* appears online. That includes every article and advertisement. Reader’s can click on your ad and get directly connected to your web site!
- **Conference Sponsorships:** Advertisers sponsoring the industry’s most comprehensive convention, the Indoor Air Quality Association’s Annual Meeting & Exhibition, receive extensive promotions within the pages of *IE Connections*.
- **Content Licensing:** Need text for your company newsletter or Web site? Through the *IE Connections* Content Licensing program, you can bring your customers the very latest IAQ news and information.

Some Of The Editorial Sections Found In *IE Connections*...

Association Watch – Summaries of the major activities among the leading associations and organizations representing IAQ professionals.

President’s Interview – Frequent glimpses at various association presidents whose organizations produce IAQ-related programs or information.

Conference Report – Listings of upcoming events and reviews of past and future events to help you decide which ones to attend.

Contractor’s Toolbox – Project articles from the field, best practices and the products that every contractor should own.

Bulletin Board – Announcements of company news, promotions, training events, help-wanted ads, resources and volunteer contributions.

And Much, Much More – Hard-hitting news and analysis, research findings, case studies and Internet news are all included in the pages of *IE Connections*.

Publishing Staff

Glenn Fellman, Publisher
Diane Chester, VP of Advertising
Tom Scarlett, Editor

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Subscriptions

Continental USA..... \$72
Foreign \$96
Single copy..... \$12

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Indoor Environment CONNECTIONS Writing Specifications

Writing specifications for articles to be published in IE Connections

The most important thing an author should understand is that no money is exchanged between hands. The newspaper does not pay for article submissions nor will it accept payment for article placement. Articles also must refrain from being an “advertorial.” This means that the article is not to be an ad or a marketing piece for your company. It is to be either an objective news-style article, case study or editorial.

In exchange for the article, the author’s company name will be seen by 25,000 readers, and the author will also receive a complimentary bulk supply of the issue in which the article appears.

(Please be sure to forward a mailing address to Diane Chester, Vice President of Advertising Sales and Article Recruitment, so the author can receive these additional copies of the newspaper.)

When a writer receives a deadline, that deadline is cemented in stone. If, for any reason, the writer cannot fulfill his or her deadline, the newspaper must be notified as soon as possible.

Each article that appears in our newspaper must be a “virgin article,”

i.e., untouched, unused, never been seen before.

Each article should be 2,000 words in length, give or take 250 words.

The file format should be Microsoft Word formatted for a PC. When submitting, e-mail it to Tom Scarlett at IECnews@aol.com and to Diane Chester at IAQdiane@aol.com.

The article should conclude with an author biography in a single paragraph. Be sure to include the following: author’s name and title, company, phone number, e-mail address and a brief company description. See the following sample bio:

James P. Page is the president and co-founder of Led Abaters Inc., a contracting firm in Milwaukee, Wis., specializing in the abatement of lead. He received an undergraduate degree in microbiology and is registered with the Indoor Air Quality Association as a certified indoor environmentalist. Page can be reached by e-mail at jpp@led-abate.com or by phone at (414) 555-4050.



**Please contact us with any questions or concerns:
(301) 230-9606
(Ext. 16 for Diane Chester,
Ext. 17 for Tom Scarlett).**

We must have a photo of the author. This is very important! A straightforward shoulder-and-head shot is perfect. Not acceptable would be a candid photo of the author and other people lounging around. The photo can be in black & white or color. Make sure it is a high-resolution file (300 ppi), either in TIFF or JPG format, and then e-mail it as a separate file to Tom Scarlett at IECnews@aol.com.

Along with your article, you may include charts, graphs and photos. Please send any of these, as high-resolution (300 ppi) TIFF or JPG files, in an e-mail addressed to Tom Scarlett at IECnews@aol.com.

If you cannot send your charts, graphs or photos as a high-resolution (300 ppi) file and/or if it’s a very detailed chart, please overnight a hard copy to:

**Tom Scarlett
IE Communications
12339 Carroll Avenue
Rockville, MD 20852**

Special requests for use of articles in sales materials or reprints in quantities of 50 or more should be addressed to the editor.

For subscription information, visit www.ieconnections.com

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