

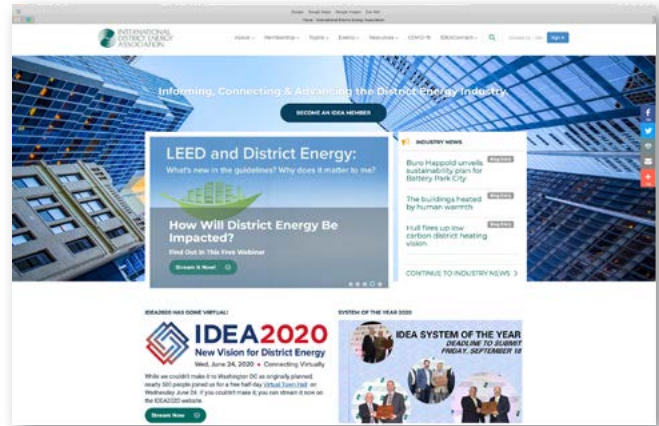
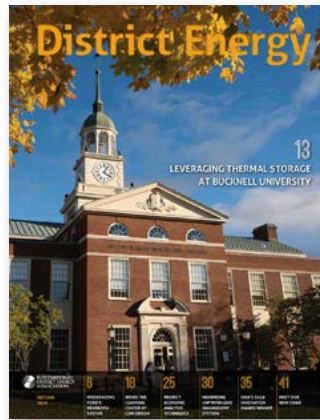
## Advertising Rate Information

*District Energy Magazine*



Your Business  
Blueprint for  
Success!

# Why Advertise with IDEA?



## Advertising with IDEA is your blueprint to success!

The success of your marketing plan relies on reaching your target audience. IDEA's publications and website offer the best opportunities for your company to present your products and services to the KEY DECISION MAKERS in the district energy industry!

Contact Tanya Kozel at (720) 541-7913 or at [tanya.idea@districtenergy.org](mailto:tanya.idea@districtenergy.org) for more details. Or, fill out and return the attached advertising space reservation form to her today.

Advertising in IDEA publications ensures that your sales message will have direct exposure to district energy system owners, developers, engineers, operators and physical plant managers who specify and make the final decisions on products and services.

Every year, IDEA member organizations invest billions of dollars in equipment, services and energy supplies. From campus energy renewals to new district cooling systems, IDEA members are setting a record pace for investment across the globe. Make sure your message reaches key decision makers through a trusted and reliable source — the International District Energy Association.

IDEA publications are highly valued by the membership and are a frequent reference source for our members throughout the year. Additionally, our publications are used continually in promotional activities conducted by IDEA members to recruit new customers and attract new members to the association, to inform policy makers and to reach out to other segments of the energy industry. These activities provide your company with additional exposure to other energy professionals and potential customers.

Take a close look at the publications and the magazine editorial calendar to decide which issues may be of greatest interest to your organization. Or, schedule a full year's worth of advertising in all the IDEA publications and on the website to ensure your company full visibility throughout the industry. (Plus, you'll receive substantial savings from discounted rates offered through frequency advertising.)





## The International District Energy Association

(IDEA) was founded in the United States in 1909 as the National District Heating Association.

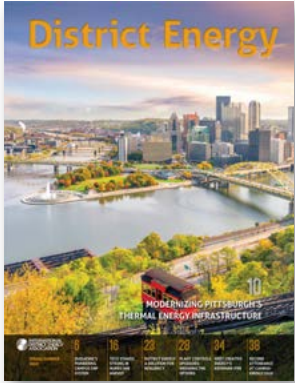
Since its inception, the association has been forward-looking to emerging trends and industry changes in support of its members. In 1968, the NDHA became “International” in recognition of its growing membership around the globe, now totaling more than 25 countries. In 1984, “Cooling” was added due to anticipated growth and expansion of district chilled water systems in cities and on campuses. In 1994, recognizing the economic efficiency advantages and the emergence of combined heat and power (CHP) as an environmentally superior solution, the association’s name was changed to International District Energy Association. In 2012, the Canadian District Energy Association (CDEA) was integrated into the IDEA, expanding membership across North America.

IDEA provides a forum for energy professionals to exchange information on a regular and timely basis. Its technical forums and membership represent the definitive source for information and innovation on efficient methods of producing, distributing, marketing and optimizing central thermal systems. To facilitate robust information exchange, IDEA produces two major conferences and trade shows each year that draw members from multiple continents. Additional conferences and workshops are presented regularly. IDEA publishes a magazine, *District Energy* (print and digital versions); a resource-rich website, [www.districtenergy.org](http://www.districtenergy.org), with numerous features designed to facilitate information exchange to a growing global audience; and a conference mobile app, as well as conference and workshop proceedings, technical handbooks, videos and more.

## IDEA Members

IDEA’s 2,400 members are from utilities, municipalities, colleges and universities, government agencies, hospitals and health care campuses, research and industrial facilities, military bases, airports and other physical plant systems engaged in supplying thermal energy in the form of steam, hot water and chilled water for heating, cooling and process applications. Many IDEA members operate cogeneration or combined heat and power systems that simultaneously produce electricity and thermal energy. IDEA represents manufacturers of equipment and materials for central plants and distribution networks as well as engineers, consultants and professionals from the banking, finance, legal and policy community who are involved in the design, development, operation, optimization and financing of district energy systems.





**IDEA's magazine is the essential source of information for professionals involved in every aspect of district energy.**

It is also widely circulated among the customers and employees of member utilities. *District Energy* focuses on technical innovations and successful industry case studies. It covers the features and benefits of urban and institutional district energy systems, as well as the marketing, legal and financial issues involved in developing district energy. The magazine provides up-to-date information on trends, case studies and new product developments, keeping readers abreast of industry activities around the globe.

**Hard copy circulation: 3,050+**  
**Digital circulation: 5,600+**

*(Please review the preliminary editorial schedule on page 5. Rates and requirements are on pages 6 and 7.)*

## Departments/Columns

These items are regularly featured in *District Energy* magazine.

- **Chair's Message:** Timely commentary from IDEA's chair.
- **President's Message:** Current insight from IDEA's president on industry trends and association activities.
- **People in the News:** Updates on industry personnel changes.
- **Energy and Environmental Policy:** News from IDEA on national and international legislation affecting the district energy industry.
- **From a Legal Perspective:** Column focused on legal issues of current interest to the industry.
- **International Forum Column:** Insights and innovations from leading district energy systems around the world.
- **LEED® + District Energy:** Column focused on IDEA's involvement with U.S. Green Buildings Council and LEED program.
- **Microgrids + District Energy:** Column explaining the benefits of combining microgrids with thermal networks.
- **Calendar of Events:** Industry meetings and events.
- **Dates to Remember:** Heads-up reminders to help you meet IDEA deadlines.
- **Meet Our Advertisers:** Detailed index for direct access to these leading suppliers.
- **Guest Columns:** Featuring trends, opinions and insights from leading energy and environmental voices from around the globe.

### Important Information for 2021 Advertising Placements

*All advertisements to be placed in District Energy must be paid before the publication goes to press.*

Any advertisements not paid by the ad payment deadline (see page 5) may be pulled from the publication. Additional production costs incurred will be billed to advertiser at prevailing rates after publication is printed. There is no commission allowed.





## 2021 Editorial Calendar *Current as of Sept. 15, 2020. Issue contents are subject to change.*



### Winter 2021

#### Focus on campus systems

- Using planning and policy to decarbonize a growing campus demand
- Protecting campus thermal systems during extended low-load operations
- Reimagining district energy at Western University
- Environmental impacts and benefits of district heating systems beyond the CO<sub>2</sub> indicator: a lifecycle approach
- Managing growth, costs and carbon at Mayo Clinic by leveraging DERs
- Geothermal deep direct-use systems as a renewable energy technology
- Solar District Cup Collegiate Design Competition
- Conference preview: CampusEnergy2021
- Columns from IDEA Chair, President & CEO, others
- Additional content TBA

#### Deadlines

Advertising space deadline: Nov. 13, 2020  
 Advertising materials deadline: Dec. 11, 2020  
 Publication date: Jan. 15, 2021

### Spring/Summer 2021

#### Focus on Texas systems

- University of Texas at San Antonio plant rebuild
- TECO steam line project reinforces reliability at world's largest medical city
- Optimizing thermal energy storage to manage load growth, meet sustainability goals
- Campuswide distribution replacements at UMass Boston
- Rebuilding on a solid foundation: Ashley Energy St. Louis
- Hydrogen for clean CHP Systems
- The power of resiliency under COVID-19
- Performing open heart surgery on a campus electrical system
- Decarbonizing district energy systems to help EU to achieve climate neutrality
- Conference wrapup: CampusEnergy2021
- Conference preview: IDEA2021
- Columns from IDEA Chair, President & CEO, others
- Additional content TBA

#### Deadlines

Advertising space deadline: Feb. 12, 2021  
 Advertising materials deadline: March 19, 2021  
 Publication date: April 15, 2021

### Autumn 2021

- The intersection of the energy master plan and facilities master plan
- Building district energy in oil and gas country
- Developing the Snohomish County Public Utility District Arlington Microgrid
- Development of Microgrid addition to the Atlantic City District Energy System
- A unified approach to energy management at the University of Nebraska
- The role of thermal energy sources in electrification
- The evolution of district energy
- Preparing for a temporary steam plant
- Conference wrapup: IDEA2021
- Columns from IDEA Chair, President & CEO, others
- Additional content TBA

#### Deadlines

Advertising space deadline: Aug. 13, 2021  
 Advertising materials deadline: Sept. 17, 2021  
 Publication date: Oct. 7, 2021



## Print Advertising Rates

### Member Black/White Rates\*

	1x	2x	3x
Full Page	\$1,935	\$1,575	\$1,460
2/3 Page	\$1,575	\$1,290	\$1,120
1/2 Page	\$1,310	\$1,155	\$1,080
1/3 Page	\$1,270	\$950	\$910
1/6 Page	\$885	\$760	\$735

### Nonmember Black/White Rates\*

	1x	2x	3x
Full Page	\$3,020	\$2,480	\$2,340
2/3 Page	\$2,620	\$2,175	\$1,950
1/2 Page	\$2,290	\$1,870	\$1,675
1/3 Page	\$1,930	\$1,610	\$1,465
1/6 Page	\$1,675	\$1,330	\$1,235

### Covers II, III & IV: Available only to 3X advertisers

	Member Rates	Nonmember Rates
Cover II:	\$1,815	\$2,435
Cover III:	\$1,740	\$2,365
Cover IV:	\$1,950	\$2,585

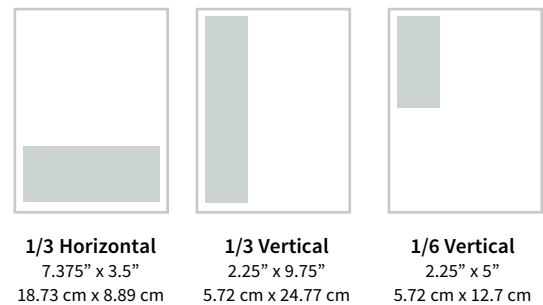
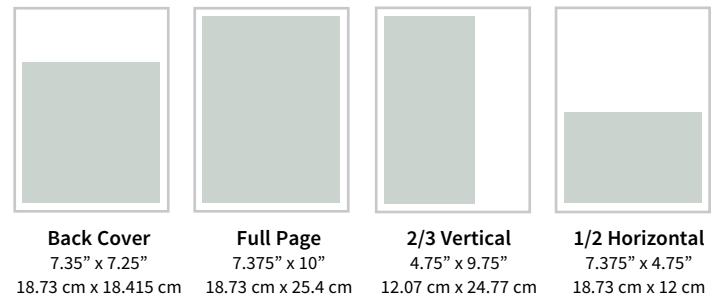
\*Space cost only — does not include color; please add color costs (see below) to space costs to determine actual placement cost

**Color Rates:** Add color rate to space rate to determine ad placement rate:

- One process color as spot color (cyan, magenta, yellow) \$440 each
- Four-color process \$850

**Special Positioning:** IDEA can only guarantee specific placement for cover ads II, III and IV.

For pricing and specifications for a 2-page spread, please contact Tanya Kozel, (720) 541-7913, [tanya.idea@districtenergy.org](mailto:tanya.idea@districtenergy.org).



**Specifications:** Trim size of publication: 8.375" x 10.875" (Bleed: allow .125" or .32 cm on each of four sides)

Size	Width/Depth (U.S.)	Width/Depth (Metric)	Bleed Width/Depth
<b>Cover IV (Back Cover)</b>	7.35" x 7.25"	18.73 cm x 18.415 cm	8.625" x 8"
<b>Full Page</b>	7.375" x 10"	18.73 cm x 25.4 cm	8.625" x 11.125"
<b>2/3 Vertical</b>	4.75" x 9.75"	12.07 cm x 24.77 cm	N/A
<b>1/2 Horizontal</b>	7.375" x 4.75"	18.73 cm x 12 cm	N/A
<b>1/3 Horizontal</b>	7.375" x 3.5"	18.73 cm x 8.89 cm	N/A
<b>1/3 Vertical</b>	2.25" x 9.75"	5.72 cm x 24.77 cm	N/A
<b>1/6 Vertical</b>	2.25" x 5"	5.72 cm x 12.7 cm	N/A



## Advertising Submittal Information

Thank you for advertising in *District Energy* magazine. To produce the highest-quality publication that reflects well on your advertising commitment, IDEA prints using computer-to-plate technology. As a result, it is very important that submitted advertising art files be properly formatted. **Improperly prepared files increase the chance of production errors, and IDEA cannot take responsibility for these errors.** If you have questions, please contact Tanya Kozel, (720) 541-7913, [tanya.idea@districtenergy.org](mailto:tanya.idea@districtenergy.org).

### Preferred File Formats

*District Energy* magazine accepts digital ads prepared on the following platforms and in the following file formats: Macintosh, Windows and Linux platforms.

.pdf - Acrobat      .indd - InDesign

Please save all Illustrator documents as Press Quality PDF files.

**Preferred format for file submittal is a Press Quality PDF with 1/8 inch bleed and crop marks.**

### Preparing Application Files for Submittal

Collect all files used including fonts, photos and images either embedded or linked. Postscript fonts are recommended. Zip or Stuff all collected files in one archive.

### For All Submittals

- **PDFs.** If you are not familiar with how to prepare a PDF file using the requirements suitable for offset printing, please send the native application files instead.
- **Files Analyzed.** All files will be analyzed upon submittal. If errors are found, you will be asked to correct the problems and resubmit the file(s) – or you can ask us to attempt to fix the files for a fee.
- **CMYK a Must.** All files should be saved as CMYK. Spot colors will be automatically converted to CMYK. No RGB files will be accepted.

- **No Microsoft Files.** No Microsoft Word, Power Point or Excel files, native or embedded, will be accepted.
- **Ad Size.** Check your ad size! Make sure it is the correct size, specified on page 6. ***If the ad is not sized correctly, IDEA cannot be responsible for errors in format or content.***

### Advertorial

An advertorial is a paid content written advertisement, produced by an advertiser for placement in an issue. All advertorials must be clearly marked as “Paid Advertisement.” The advertorial cannot use the same font or grid as the magazine editorial sections so there is clear differentiation between advertorial and editorial content. The advertorial also cannot use IDEA’s logo or the *District Energy* magazine banner.

### Submitting Your Ad

You may email your files to Tanya Kozel or use Hightail.com or Wetransfer.com. When emailing files, please “zip” or “stuff” your files. This not only compresses them, but also protects them during upload and email transfer. **Be sure to clearly label your files to include your company name and issue for which the ad is being provided.**

### Advertising Representative

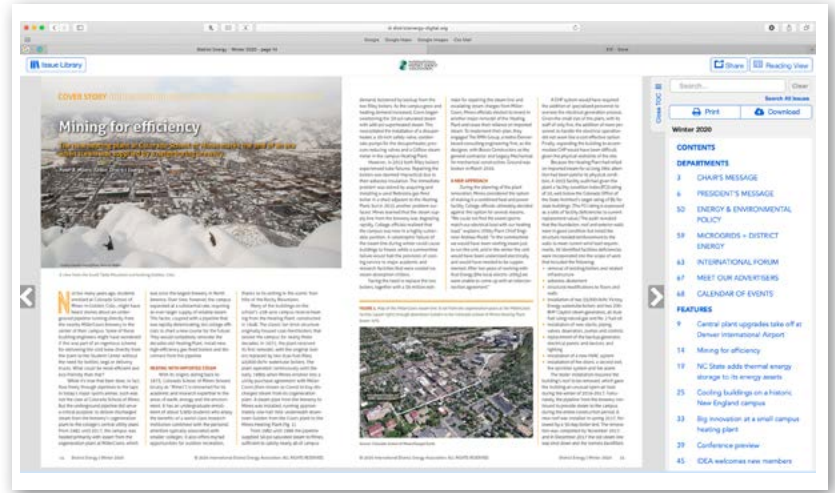
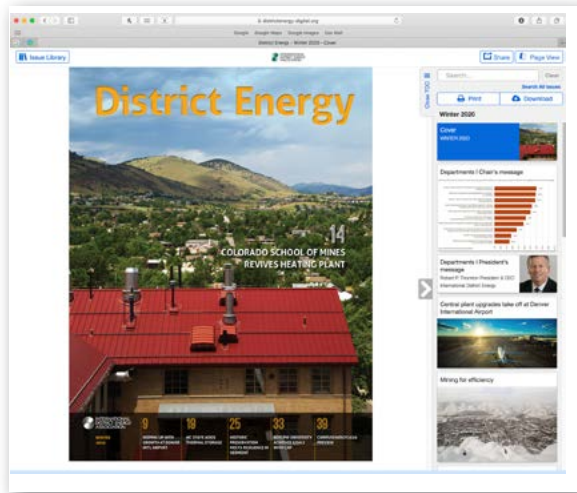
Tanya Kozel, Director of Sales and Marketing  
International District Energy Association  
1800 West Park Drive, Suite 350  
Westborough, MA 01581  
(720) 541-7913 Phone  
[tanya.idea@districtenergy.org](mailto:tanya.idea@districtenergy.org)

### Publisher

Robert P. Thornton  
International District Energy Association  
1800 West Park Drive, Suite 350  
Westborough, MA 01581  
(508) 366-9339 Phone • (508) 366-0019 Fax  
[rob.idea@districtenergy.org](mailto:rob.idea@districtenergy.org)



# District Energy Magazine Digital Edition



## Digital versions open a new world for advertisers and readers!

### Great Opportunities for Digital Magazine Ads

#### Advertisers:

- Hot-links to all URLs in *editorial* content
- Hot-links to URLs from advertisements (standard or deep-linked)
- Increased reach
- Sampling and pass-along
- Enhanced multimedia and interactive ads: video, audio, animation
- Reinforces direct relationship with reader

#### Readers and Subscribers:

- Immediate access to current issue
- Easy-to-use interface
- Search archives of past issues
- Interactive resource guide
- Pass-along-to-a-friend capabilities

### Digital Advertising Options

#### Blow-in

Digital blow-ins (also called bind-in or tip-ons) are “overlay” images that appear over a page. When clicked, the ad links directly to the advertiser’s website. All elements can be “animated” using image files. The reader can close these elements by clicking on the upper right-hand corner; they are not “pop-ups” and cannot be blocked by browsers.

### Ad Specifications

The following specifications are for standard ad sizes. All ad standards are based upon 72 DPI images. Custom ad sizes, formats and resolutions can be accommodated but may require an additional charge.

#### Blow-in — \$500

Dimensions: 400 pixels W x 300 pixels H  
This yields a 5.5” W x 4.2” H ad.



In order to advertise in the digital edition, advertiser must also advertise in the printed version.



# Employment Opportunity Ads on IDEA'S Website

www.districtenergy.org



## Rates

### Member

Up to 100 words	\$150
101-200 words	\$200
201-300 words	\$250
301-400 words*	\$300
Use of logo in ad	\$100

### Nonmember

Up to 100 words	\$300
101-200 words	\$350
201-300 words	\$400
301-400 words*	\$450
Use of logo in ad	\$150

\* Maximum of 400 words.

Rates are subject to change.

Employment opportunity ads will run on IDEA's website for 60 days.

### Requirements

Text for classified ads should be emailed to Tanya Kozel at [tanya.idea@districtenergy.org](mailto:tanya.idea@districtenergy.org) with the file format identified. All logos may be supplied as camera-ready art or as an electronic file prepared in one of the following formats: TIFF, EPS or JPG. No other artwork may be used in classified advertising.

Please review the terms, liabilities, cancellation policy, space reservations, mailing and shipping instructions in the section below. You must adhere to and agree to follow these terms as an advertiser on our website.

## General Advertising Information

### Terms

All advertisements in IDEA publications are to be pre-paid by the publication press deadline. (Please refer to the publication and closing dates for each publication to reference press deadline.) An invoice will be sent to advertiser upon receipt of advertising space reservation form or insertion order. Invoice will indicate when payment is due. Failure to submit your pre-payment for advertisement(s) in publication(s) will result in the advertisement(s) being pulled from that publication(s). All 3X advertisers who pre-pay their entire balances due for the year will be entitled to a 10% discount off the total advertising fees.

All advertising rates for all IDEA publications are noncommissionable.

### Liability

Publisher reserves the right to refuse advertising. Advertisers and advertising agencies assume liability for all content of advertisement printed, and also assume responsibility for any resulting claims made against the publisher. Publisher also reserves the right to hold advertiser and/or its agency jointly liable for money due and payable to the publisher.

### Cancellation

Contracts or insertions that need to be canceled by advertisers/agencies must be submitted in writing **two weeks before the materials deadline. Cancellations received after this time will not be accepted.**

### Space Reservations

To reserve advertising space or ask related advertising questions, please contact:

Tanya Kozel  
Director of Sales and Marketing  
(720) 541-7913 Phone/Fax  
[tanya.idea@districtenergy.org](mailto:tanya.idea@districtenergy.org)

### Mailing and Shipping Instructions

Please email, fax, mail or ship contracts, insertion orders or proofs to:

Tanya Kozel  
Director of Sales and Marketing  
International District Energy Association  
1800 West Park Drive, Suite 350  
Westborough, MA 01581  
(720) 541-7913 Phone/Fax  
[tanya.idea@districtenergy.org](mailto:tanya.idea@districtenergy.org)

# 2021 Advertising Space Reservation Form



www.districtenergy.org

## Please complete, sign and return this form to:

Tanya Kozel  
tanya.idea@districtenergy.org  
(720) 541-7913 Phone/Fax

## Mail payments to:

International District  
Energy Association  
1800 West Park Drive  
Suite 350  
Westborough, MA 01581  
(508) 366-9339 Phone  
(508) 366-0019 Fax

Advertiser		
Billing Contact		
Billing Address		
Billing City	State	Zip
Phone	Fax	
Email		
Agency (If applicable)		
Agency Contact		
Phone	Fax	

## District Energy Magazine

- Member
- Nonmember
- Winter 2021
- Spring/Summer 2021
- Autumn 2021

### Size:

- Full page
- 2/3 page vertical
- 1/2 page horizontal
- 1/3 page horizontal
- 1/3 page vertical
- 1/6 page vertical
- Cover \_\_\_\_\_

### Material:

- New
- Repeat ad

### Color:

- Black & white
- One spot process color (cmyk)
- Four-color process

Cost:\* \$ \_\_\_\_\_

**Rate-protected** (Companies that reserve space on or before November 6, 2020 will be rate-protected and receive 2020 rates for their 2021 ad schedule. Contracts received after November 6, 2020 will be subject to 2021 rates.)

## District Energy Magazine Digital Edition

### Type of ad:

- Blow-In

Cost:\* \$ \_\_\_\_\_

*\* Please refer to the 2021 Rate Information within this rate card to determine the specific costs of your advertising space.*

## If you like, we can charge your credit card:

- Visa
- MasterCard
- AMEX

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ 3-4 digit code \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

**Note:** Unless we receive an insertion order from you or your agency, this will serve as the official insertion order. By signing this form you (and/or your agency) are agreeing to follow all advertising regulations listed in the IDEA 2021 Publication Rate Information. All advertisements must be paid on or before the payment deadline. (Upon receipt of your advertising space reservation form and/or insertion order, an invoice will be mailed to you with a payment due date. Failure to submit payment on this date will result in your advertisement being pulled from that publication.) After the publication has been printed, you will receive a copy of the publication with tear sheets of your advertisement.

Agency/Client Representative \_\_\_\_\_ Date \_\_\_\_\_

IDEA Advertising Manager \_\_\_\_\_ Date \_\_\_\_\_