



2024 Advertising Rate Information

District Energy Magazine

A collage of four diamond-shaped images: a modern glass skyscraper, industrial pipes in a trench, a large green industrial pressure vessel, and two people shaking hands at a trade show booth. The background features faint blue geometric shapes and technical drawings.

**Your Business Blueprint
for Success!**

districtenergy.org

Why Advertise with IDEA?

Advertising with IDEA is your blueprint for success!



Contact Tanya Kozel at (410) 798-1696 or at tanya.idea@districtenergy.org for more details. Or fill out and return the attached advertising space reservation form to her today.

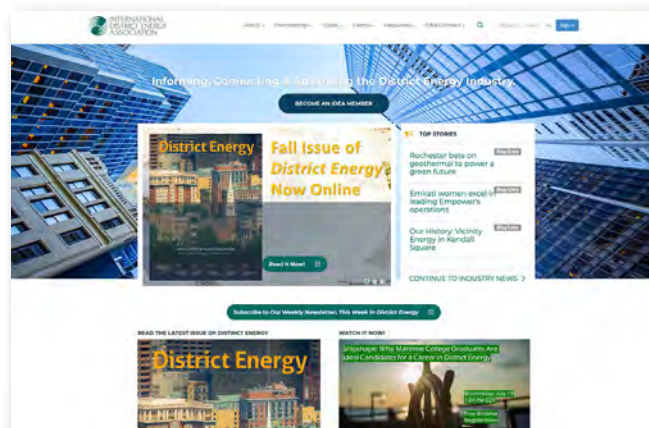
The success of your marketing plan relies on reaching your target audience. IDEA's publications and website offer the best opportunities for your company to present your products and services to the KEY DECISION MAKERS in the district energy industry!

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's *District Energy* magazine is highly valued by the membership and is a frequent reference source for our members throughout the year. Additionally, our publication is 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 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 the magazine to ensure your company full visibility throughout the industry. (Plus, you'll receive substantial savings from discounted rates offered through frequency advertising).



About IDEA



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 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 quarterly magazine, **District Energy** (print and digital versions); a resource-rich website, 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 2,500 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 communities who are involved in the design, development, operation, optimization and financing of district energy systems.



District Energy Magazine



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: 6,000+

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

Departments/Columns

These items are featured regularly 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.
- **International Forum Column:** Insights and innovations from leading district energy systems around the world.
- **Regulation and Compliance:** Reporting and commentary on how rule-making affects district energy systems.
- **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:** Trends, opinions and insights from leading energy and environmental voices from around the globe.
- **Public Policy:** Commentary and analysis of legislation and rule-making as it applies to the district energy industry.



Important Information for 2024 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 due date 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.

2024 Editorial Calendar

Current as of Sept. 8, 2023. Issue contents are subject to change.

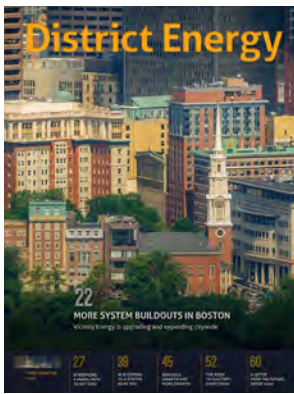
1st Quarter (Winter issue)

- The 'Big Shift' at U.C. Davis
- Decarbonization at the University of Toronto
- District system modernization at American University in Washington
- District programs for the U.S. Maritime Administration and the National Defense Reserve Fleet
- Columns from IDEA Chair, President and CEO, others
- Additional Material TBA

Advertising space deadline:
Nov. 15, 2023

Advertising materials deadline:
Dec. 13, 2023

Publication date:
Jan. 31, 2024



2nd Quarter (Spring Issue)

- Transforming the Bellingham Waterfront with district energy
- Sustainability ERP (enterprise resource planning) for district energy
- Urban campus electrification case study: University of Maryland Baltimore
- Zurich expands its district footprint in response to geopolitical tensions
- Conference preview: IDEA2024 Orlando
- Conference review: CampusEnergy2024 San Francisco
- Columns from IDEA Chair, President and CEO, others
- Additional Material TBA

Advertising space deadline:
Feb. 14, 2024

Advertising materials deadline:
March 13, 2024

Publication date:
April 30, 2024



3rd Quarter (Summer Issue)

- District plant monitoring: A cybersecurity-first framework
- Turbine inlet cooling case study: TECO at the Texas Medical Center
- Life-Cycle cost and performance analysis for five geothermal heat pump systems
- Conference review: IDEA2024 Orlando
- Columns from IDEA Chair, President and CEO, others
- Additional Material TBA

Advertising space deadline:
May 15, 2024

Advertising materials deadline:
June 12, 2024

Publication date:
July 30, 2024

4th Quarter (Fall Issue)

- Preparing your district energy systems for the coming AI revolution
- Effective community engagement on district energy projects
- Navigating historic elements: The University of Georgia and The College of William and Mary
- WET applications at North America's largest district energy wastewater recovery system
- Columns from IDEA Chair, President and CEO, others
- Additional Material TBA

Advertising space deadline:
Aug. 18, 2024

Advertising materials deadline:
Sept. 15, 2024

Publication date:
Oct. 31, 2024

Print Advertising Rates

Member Black/White Rates*

	1x	2x	3x	4X
Full Page	\$2,055	\$1,885	\$1,665	\$1,550
2/3 Page	\$1,665	\$1,525	\$1,365	\$1,185
1/2 Page	\$1,385	\$1,300	\$1,225	\$1,140
1/3 Page	\$1,320	\$1,130	\$1,010	\$965
1/6 page	\$920	\$865	\$805	\$780

Non-member Black/White Rates*

	1x	2x	3x	4X
Full Page	\$3,203	\$2,855	\$2,630	\$2,480
2/3 Page	\$2,775	\$2,550	\$2,310	\$2,070
1/2 Page	\$2,425	\$2,195	\$1,990	\$1,780
1/3 Page	\$2,050	\$1,835	\$1,710	\$1,555
1/6 page	\$1,780	\$1,550	\$1,385	\$1,310

Covers II, III & IV: Available only to 4X advertisers

	Member Rates	Non-member Rates
Cover II:	\$1,925	\$2,590
Cover III:	\$1,845	\$2,515
Cover IV:	\$2,070	\$2,740

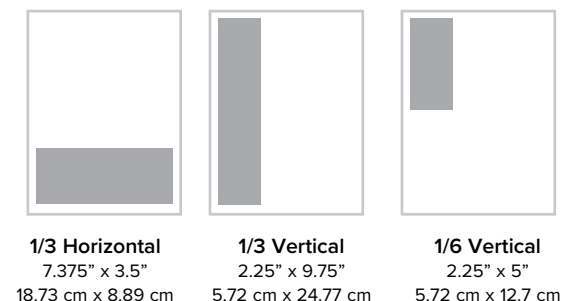
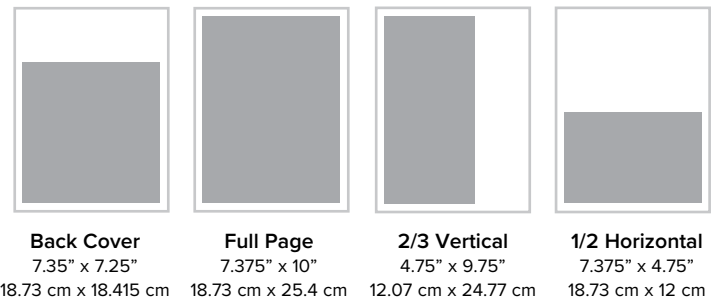
*Space cost only — does not include color; please add color costs (see below) to space costs to determine actual placement cost

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, **(410) 798-1696**, 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
Cover IV (Back Cover)	7.35" x 7.25"	18.73 cm x 18.415 cm	8.625" x 8"
Full Page	7.375" x 10"	18.73 cm x 25.4 cm	8.625" x 11.125"
2/3 Vertical	4.75" x 9.75"	12.07 cm x 24.77 cm	N/A
1/2 Horizontal	7.375" x 4.75"	18.73 cm x 12 cm	N/A
1/3 Horizontal	7.375" x 3.5"	18.73 cm x 8.89 cm	N/A
1/3 Vertical	2.25" x 9.75"	5.72 cm x 24.77 cm	N/A
1/6 Vertical	2.25" x 5"	5.72 cm x 12.7 cm	N/A

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, (410) 798-1696, tanya.idea@districtenergy.org.

Advertising Submittal Information

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. 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, PowerPoint 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 Wettransfer.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
International District Energy Association
1800 West Park Drive, Suite 350
Westborough, MA 01581
(410) 798-1696 Phone
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

Employment Opportunity Ads on IDEA'S Website

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 90 days.

Requirements

Text for classified ads should be emailed as a Word file to Tanya Kozel at 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 re-payment for advertisement(s) in publication(s) will result in the advertisement(s) being pulled from that publication(s). All 4X advertisers who pre-pay their entire balances due for the year will be entitled to a 10% discount off the total advertising fees.

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
(410) 798-1696 Phone
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
International District Energy Association
1800 West Park Drive, Suite 350
Westborough, MA 01581
(410) 798-1696 Phone
tanya.idea@districtenergy.org

2024 Advertising Space Reservation Form

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

Tanya Kozel
tanya.idea@districtenergy.org
(410) 798-1696 Phone

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

Email

Agency (If applicable)

Agency Contact

Phone

District Energy Magazine

- ☐ Member
☐ Nonmember

- ☐ 1st Quarter 2024
☐ 2nd Quarter 2024
☐ 3rd Quarter 2024
☐ 4th Quarter 2024

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: \$ _____

Please refer to the 2024 Rate Information within this rate card to determine the specific costs of your advertising space.

- ☐ **Rate-protected** (Companies that reserve space on or before November 1, 2023 will be rate-protected and receive 2023 rates for their 2024 ad schedule. Contracts received after November 1, 2023 will be subject to 2024 rates.)

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 2024 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