



LONMARK[®] magazine



Media Kit – Print Edition 2014/15

Following on from the success of our last anniversary edition, which was particularly well received at the AHR expo in New York and at Light and Building in Frankfurt, we are now preparing for the next edition of the LonMark magazine in time for distribution at the next AHR expo in Chicago, 26th – 28th January 2015.

Advertisers in the LonMark Magazine gain access to over 3,000 potential buyers of LON-based products and services. In addition to advertising, the LonMark Magazine offers LonMark members the opportunity to contribute product or company news, authored articles and case studies. Magazine readers work in fields such as home and building automation, street lighting, smart grid, automated food service and more.

Abstract deadline:
October 10th, 2014

Editorial deadline:
October 24th, 2014

Advertising deadline:
November 14th, 2014

Publication date:
January 14th, 2015

Mailing:
January 21st, 2015

CONTENT

Published annually the magazine will provide timely, useful information involving the integration of multi-vendor systems based on LonWorks networks. Each edition will include news about LONMARK certified products, new products, technical developments, outstanding applications, as well as news about LONMARK International, affiliates, members and more.

TARGET AUDIENCE

The LonMark Magazine targets users, specifiers, developers and suppliers of LonWorks open systems used in a variety of markets, including buildings, homes, industrial, smart grid, street lighting, restaurants and other related industries.

Media Information 2014/15

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Why advertise in the LONMARK Magazine?

- Only international trade magazine dedicated to LONWORKS technology
- 4,500 copies distributed to industry professionals in over 35 countries around the world
- Distributed at major international trade shows and events
- Feature articles and case studies from high profile contributors
- Competitive advertising rates compared to other trade magazines
- Broad readership base: Consulting engineers, specifiers, system integrators, facility managers, electrical and mechanical contractors as well as software, hardware and systems OEMs
- Reaches professionals in all major sectors: Buildings, education, homes, utilities, industrial, semiconductor and transportation

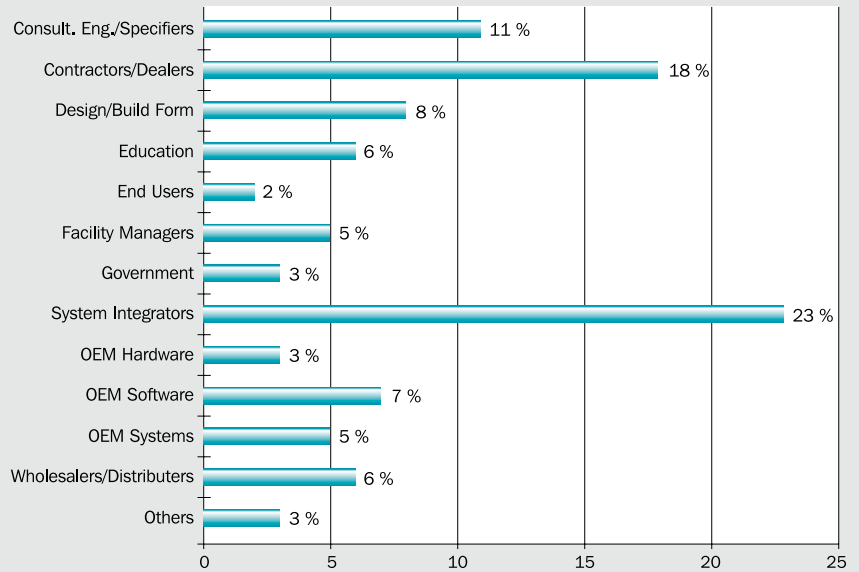


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INTERNATIONAL

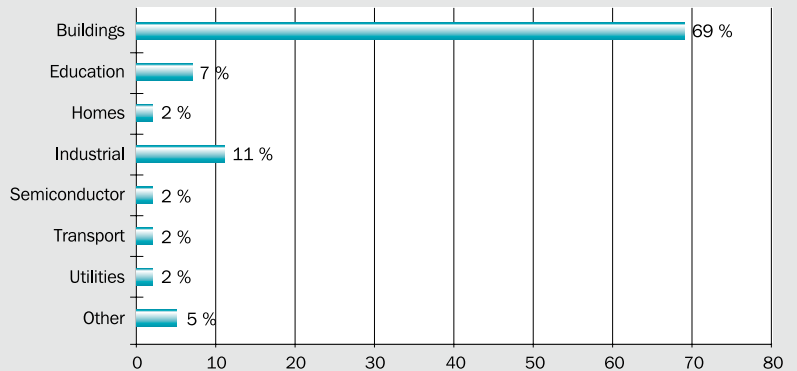
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Readers according to type of business



Readers according to primary industry



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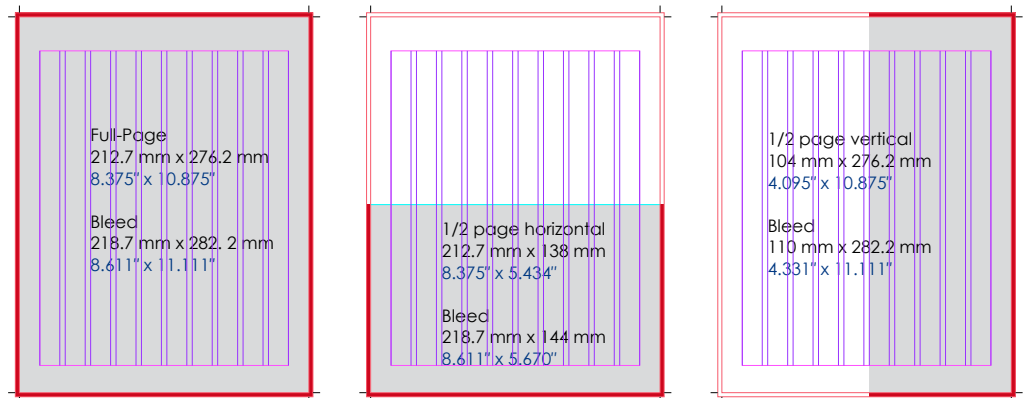
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Ad Specifications

1/1 page trim size: 212.7 x 276.2 mm / 8.375 inch x 10.875 inch

Print space: Cut advertisements at least 3 mm / 0.118 inch cutting allowance per cutting edge, elements in danger of being cut off must be placed at least 3 mm / 0.118 inch away from the inside trimming.

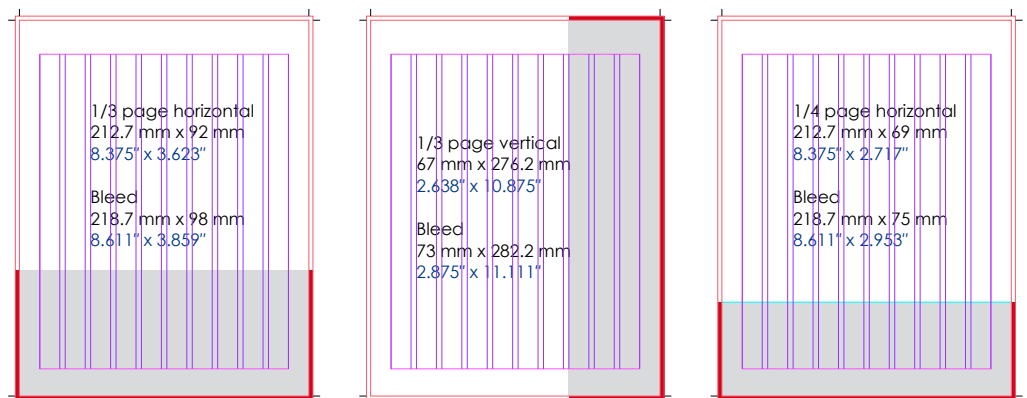
FORMAT	WITH BLEED
1/1 page	218.7 x 282.2 mm / 8.611 x 11.111 inch
1/2 page horizontal	218.7 x 144 mm / 8.611 x 5.670 inch
1/2 page vertical	110 x 282.2 mm / 4.331 x 11.111 inch
1/3 page horizontal	218.7 x 98 mm / 8.611 x 3.859 inch
1/3 page vertical	73 x 282.2 mm / 2.875 x 11.111 inch
1/4 page horizontal	218.7 x 75 mm / 8.611 x 2.953 inch
Back cover page	218.7 x 282.2 mm / 8.611 x 11.111 inch
Inside front/back cover	218.7 x 282.2 mm / 8.611 x 11.111 inch
Middle page spread	431.4 x 282.2 mm / 16.985 x 11.111 inch



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Insertion Order Form

TERMS

- Advertisers are bound by all conditions outlined on the LONMARK website.
- Billing follows immediately. Payment in full is due 14 days from invoice date.
- Publisher reserves the right to withhold any advertising for any account with an outstanding invoice beyond 60 days.
- This order constitutes contractual agreement.
- Verbal orders do not constitute a contractual agreement.
- This contract constitutes acknowledgement of your order.

PLEASE SELECT ADVERTISEMENT SIZE

SIZE	4 COLOR (\$)	4 COLOR (€)
<input type="checkbox"/> 1/1 page	\$ 1,400	1,050 €
<input type="checkbox"/> 1/2 page horizontal	\$ 1,100	800 €
<input type="checkbox"/> 1/2 page vertical	\$ 1,100	800 €
<input type="checkbox"/> 1/3 page horizontal	\$ 900	700 €
<input type="checkbox"/> 1/3 page vertical	\$ 900	700 €
<input type="checkbox"/> 1/4 page horizontal	\$ 800	600 €
<input type="checkbox"/> Back cover page	\$ 2,800	2,100 €
<input type="checkbox"/> Inside front/back cover	\$ 2,400	1,800 €
<input type="checkbox"/> Middle page spread	\$ 2,400	1,800 €

Non-LONMARK International members pay 100% surcharge on published rate card.

Important legal information:

The Client is fully responsible for the content or legality of any third party materials supplied and the final published form and usage of these materials; in print, electronic, online etc. The Client is responsible for ensuring that the rights of third parties by publishing in print, electronic, online etc., or any other form of media are not affected. It protects the Contractor, if necessary, against any and all claims which are made by third party claimants. The Client indemnifies the Contractor free of any claims of copyright infringement. The Contractor is not obligated to check any orders and whether the rights of any third parties are affected by it.

PLEASE SELECT ISSUE

- Publication in next edition Publication in 2 editions

Advertisers with two ads booked in advance will receive a 10 % discount.

ADVERTISER INFORMATION

LONMARK Member: Yes No

Company Name

Contact Person

Company/Billing Address

City

State/Province

ZIP/Postal Code

Phone

Fax

E-mail

Signature

X

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I agree to all the terms of the rate sheet and this contract as applicable for my company. Payment due within 14 days of billing.