

ACTION™

The Journal of Record for Total Vehicle Climate and Thermal Management™



2018 Media Guide

What is MACS?

About ACTION

2018 Editorial Focus

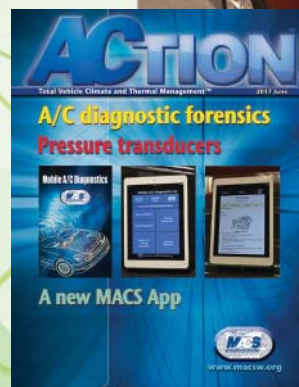
Print & Digital Rates

Ad Sizes

Page Specifications

Marketing Solutions

Contact Us



Click here to view
Action magazine



www.macs.org

ACTION™

The Journal of Record for Total Vehicle Climate and Thermal Management™



What is MACS?

About ACTION

2018 Editorial Focus

Print & Digital Rates

Ad Sizes

Page Specifications

Marketing Solutions

Contact Us

Founded in 1981, MACS is the leading non-profit trade association for the mobile air conditioning, heating and engine cooling system segment of the automotive aftermarket.

Since 1991, MACS has assisted more than one million technicians to comply with the 1990 U.S. EPA Clean Air Act requirements for certification in refrigerant recovery and recycling to protect the environment.

The Mobile Air Conditioning Society (MACS) Worldwide's mission is clear and focused—as the recognized global authority on mobile air conditioning and heat transfer industry issues. It is a mission we have been fulfilling for our growing global membership and the industry since 1981 in the following ways:

- Providing training, education and compliance programs for the mobile air conditioning and heat transfer industry.
- Providing a forum for exchange of trade information on a regional, national and international basis.
- Facilitating business between all segments of the industry.

- Providing tangible value for members, such as product marketing, promotion and affinity programs.
- Disseminating legislative, regulatory and trade information (including data, current developments and training materials).
- Providing information on legislative and regulatory initiatives that affect the industry.

What is MACS ACTION™ Magazine?

ACTION™ magazine is much more than a trade association news magazine for the Mobile Air Conditioning Society (MACS) Worldwide. **ACTION™** is the journal of record for the professional in the growing global mobile A/C industry and the changing heat transfer and engine cooling system marketplace.

ACTION™ covers automotive, heavy-duty and off-road vehicles and developing future technology.

ACTION™ has received over 85 editorial honors and has access to the design, service and repair experts in automotive, heavy-duty, off-road and bus mobile A/C, heat transfer and engine cooling industries.

ACTION™

The Journal of Record for Total Vehicle Climate and Thermal Management™

About **ACTION**

2018 Editorial Focus

Print & Digital Rates

Marketing Solutions

Ad Sizes

Page Specifications

Who is MACS?

Contact Us



ACTION™ is all about focused data

The Mobile Air Conditioning Society (MACS) Worldwide is the leading provider of federally required Section 609 certification for mobile A/C technicians.

MACS has the certification data for 1,100,000+ mobile A/C professionals and their employers, including independent auto repair shops, chain repair shops, OEM dealerships, commercial and municipal fleets, truck repair specialists and any professional business that performs service on vehicle air conditioning systems.

Access to the data for certified technicians and their service and repair shops is what makes **ACTION™** magazine such a valuable asset to advertisers who wish to reach the mobile A/C and engine cooling system product end user... your customer. **No other publication is laser focused on this niche market.**

About MACS ACTION™ Magazine

ACTION™ magazine publishes eight annual issues and is the journal of record for the total vehicle climate and thermal management segment of the automotive aftermarket .

Circulation

13,000 distribution in print.
The digital issue is emailed to 30,000* emails.

Distribution

ACTION™ is digitally emailed to 30,000 email addresses on the first day of the publication month and sent by post to 13,000 readers by the fifth day of the publication month.



www.macsw.org

The Journal of Record for Total Vehicle Climate and Thermal Management™

Issue	Insertion Due	Materials Due
January/February 2018 A/C Diagnostics and Troubleshooting	12/1/2017	12/8/2017
March 2018 Engine Cooling Systems	2/1/2018	2/8/2018
April 2018 A/C Season Kick-off Trainer Tips and Techniques	3/1/2018	3/8/2018
May 2018 Mobile A/C Tool Box	4/3/2018	4/10/2018
June 2018 Electric, Hybrid and Alternative Fuel Vehicles	5/1/2018	5/8/2018
July/August 2018 Heavy-duty Truck and Off-road Vehicle A/C	6/1/2018	6/8/2018
September/October 2018 HVAC Components 2019 Training Event Planner	8/1/2018	8/8/2018
November/December 2018 2019 Outlook New Products and Service	10/2/2018	10/10/2018

About **ACTION**

2018 Editorial Focus

Print & Digital Rates

Marketing Solutions

Ad Sizes

Page Specifications

Who is MACS?

Contact Us

ACTION™



The Journal of Record for Total Vehicle Climate and Thermal Management™

What is MACS?

About ACTION

2018 Editorial Focus

Print & Digital Rates

Ad Sizes

Page Specifications

Marketing Solutions

Contact Us

	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	\$2340
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	\$1291
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

Single insertion into January 2017 MACS Convention issue, add 25% to published rates.

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.
Please call the MACS office for digital ad specifications.
Marion Posen
(215) 631-7020 x 304



ACTION™



The Journal of Record for Total Vehicle Climate and Thermal Management™

What is MACS?

About ACTION

2018 Editorial Focus

Print & Digital Rates

Ad Sizes

Page Specifications

Marketing Solutions

Contact Us

Standard Ad Sizes	Width (inches)	Depth (inches)
Publication trim size	8.375	10.875
Full page (live area)	7.875	10.375
Full page bleed	8.625	11.125
1/2 page island	4.875	7.375
1/2 page horizontal	7.375	4.875
1/2 page vertical	3.625	9.875
1/3 page vertical	2.5	9.875
1/3 page square	4.875	4.875
1/4 page	3.5	4.875
1/6 page vertical	2.375	4.875
1/6 page horizontal	4.875	2.375
Two Page Spread	Width (inches)	Depth (inches)
Trim size	16.75	10.875
Bleed size	17	11.125
Live area	16.25	10.375

Bleed:

If your ad includes a bleed, please allow at least .125 inch bleed on all sides intended to bleed off the edge of the page.

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.

The screenshot displays the ACTION magazine website. At the top, the 'ACTION' logo is prominent. Below it, a featured advertisement for 'UAC CHROME COMPRESSORS' is shown, including an image of the compressor and text: 'For your show cars! Perfect Fit. Affordable Price.' Below the main ad, there are smaller images of a 'Mobile A/C Diagnostics' app on a tablet and smartphone. The bottom of the screenshot shows a navigation bar with 'Browse Articles' and 'Reading' options, along with a 'Tablet' section providing instructions: 'Swipe right to left to advance through articles, and left to right to return to a previous article. Swipe up and down to read or page through an article.'



ACTION™



The Journal of Record for Total Vehicle Climate and Thermal Management™

What is MACS?

About ACTION

2018 Editorial Focus

Print & Digital Rates

Ad Sizes

Page Specifications

Marketing Solutions

Contact Us

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.

Color

All logos, scans and other color elements must be CMYK (process) for 4-color output.

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 .SIT (Stuffit) compression for Macintosh files.

File Types

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

- PDF-X-1a:2001

- Adobe InDesign CS5.5

- Illustrator 15 EPS

- Photoshop 12, layers flattened, **300 dpi** or higher at 100% for digital images.

Save all files as **CMYK**. Convert all RGB or Pantone® colors to **CMYK**. Include all fonts used, both printer and screen fonts, Adobe Type 1. No TrueType fonts.

Please Include

- All linked files
- Match print 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, Corel Draw, Word, GIF, CompuServe, BMP, Layered Photoshop PSD or AOL Art.

Adobe .PDF Files

Ads supplied as .PDFs cannot be guaranteed to be reproduced in high quality. If you must submit 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-1a:2001 file format is required. Please include .125" bleed in file if used.

Media

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

- CD
- E-mail (to laina@macsw.org)

ACTION™



The Journal of Record for Total Vehicle Climate and Thermal Management™

What is MACS?

About ACTION

2018 Editorial Focus

Print & Digital Rates

Ad Sizes

Page Specifications

Marketing Solutions

Contact Us

Digital ACTION™ magazine

Digital MACS ACTION™ is emailed to 30,000 readers each issue. Current issues are displayed on the MACS website homepage and archived issues are posted for MACS member reference on MACS website. Digital ACTION™ offers a variety of promotional options for advertisers. The all new format for digital ACTION offers a variety of positions for your pop-up ad.

Contact your advertising rep for more information.

ACTION™ Outside the Page Advertising

Discover creative attention-getting ideas for *Outside the Page* visibility in ACTION™ magazine.

ACTION™ can feature your poster, CD tip-in, reader reply postcard, product insert, belly-band, poly-bagged catalog mailer, or digital video. Contact your ad representative for rates on these breakthrough advertising options.

Direct Mail

The size and integrity of the Mobile Air Conditioning Society's (MACS) Worldwide's database makes it the perfect source for direct mail campaigns. Ask your ad representative for rates.

Digital Catalogs

Save money on printing and postage! Create a digital catalog! MACS can help. Ask your ad representative for a quote.

MACS Webinars

Participating as an expert speaker is a great way to share your organization's expertise to the service and repair industry. Ask your ad representative about this innovative program.



ACTION™



The Journal of Record for Total Vehicle Climate and Thermal Management™

What is MACS?

About ACTION

2018 Editorial Focus

Print & Digital Rates

Ad Sizes

Page Specifications

Marketing Solutions

Contact Us

MACS ACTION™ Magazine

Staff Contact Information

Editorial Content and News Releases

Elvis L. Hoffpaur

Editor/Publisher

elvis@macsw.org

(215) 631-7020 x 303

Please ship ad materials to:

MACS Worldwide/ ACTION™ Magazine

Attn: Laina Forcey

Design and Graphics Manager

225 South Broad Street

Lansdale, PA 19446

(215) 631-7020 X 302

laina@macsw.org

Advertising Representative

Marion Posen

VP Member Relations and Marketing

marion@macsw.org

(215) 631-7020 x 304

