

appliance DESIGN

REACHING OEM DESIGN ENGINEERS ACROSS CONSUMER AND COMMERCIAL MARKETS WORLDWIDE

2012 INTEGRATED MEDIA PLANNER

THE **ONLY** MEDIA
BRAND WITH
COMPLETE ACCESS
TO THE APPLIANCE
INDUSTRY

HVAC
MAJOR HOME APPLIANCES
WATER PROCESSING
HOUSEWARES
COMMERCIAL APPLIANCES
VENDING
MEDICAL
FITNESS EQUIPMENT
TEST & MEASUREMENT
ELECTRONICS
COMPUTERS
BUSINESS EQUIPMENT
AND MORE



REACH MORE THAN
25,000
DESIGN
ENGINEERING
PROFESSIONALS

PRINT | DIGITAL | ONLINE

appliance**DESIGN**.com

WELCOME TO appliance DESIGN



Darrell O. Dal Pozzo
Publisher
(847) 405-4044
dalpozzod@bnpmedia.com

LETTER FROM THE PUBLISHER

Welcome to appliance **DESIGN** for 2012! We appreciate the opportunity to serve you editorially, while providing a marketing vehicle that meets the needs of your company.

The niche we serve focuses on the design engineers in consumer and commercial markets worldwide, as we continue to help people succeed in business with superior information.

As we regularly enhance our information's delivery systems via the web, it is important to remember that the back bone of our brand continues to be the printed monthly magazine that has a qualified audited circulation of 28,300¹ subscribers every month. Having an integrated marketing plan that includes print is essential in today's business world when you are targeting a niche, as each medium has its own unique audience, as well as its own unique look and feel. Marketing plans should mirror the business objectives of your company, while saturating all of the qualified buyers of your products and services to ensure that your return on investment is met. Believe it or not, many of your customers still read magazines. With more options available on the web than ever before, it is important to partner with a trusted brand that has a loyal following month after month, year after year.

On behalf of appliance **DESIGN**, thank you for your continued support in 2012.

Cordially,



25TH ANNUAL EXCELLENCE IN DESIGN ISSUE



ISSUE:
JUNE 2012
AD CLOSE:
MAY 2, 2012

Get your ad noticed by OEM buyers and specifiers in the highly anticipated 25th Annual Excellence in Design issue of appliance **DESIGN**. As subscribers eagerly turn the pages to see which appliances won the annual Excellence in Design awards, your message will stand out among the best and brightest innovations in the industry.

Encourage your clients to submit a nomination!

Has one of your OEM customers designed a particularly innovative new product? Encourage them to submit a nomination for the 2012 awards and earn the recognition they deserve. Nominations are due February 1, 2012. For more information, visit: www.applianceDESIGN.com/EID.

PRODUCT DEVELOPMENT & INDUSTRIAL DESIGN FIRMS

The EID Design Mart section gives OEMs the chance to get to know your company. In this issue, you can purchase the Industrial Design Resource for only \$595 net. All June display advertisers receive this valuable ad for FREE!

eid.applianceDESIGN.com

¹ June 2011 BPA Statement

TARGETING THE MOST INFLUENTIAL BUYERS AND SPECIFIERS IN THE APPLIANCE MARKETPLACE²

Reaching the KEY Decision Makers²

SUBSCRIBER JOB FUNCTIONS:¹

Design Engineering	25,529
Corporate/Administrative and/or Financial Management (Owner, President, V.P., Chief)	1,715
Marketing/Sales/Advertising/Services Management	803
Purchasing/Procurement Engineering & Management	253
Total Qualified Circulation	28,300

Reaching the Industries YOU Want to Reach

MARKET COVERAGE:¹

Air Conditioning/Refrigeration Equipment	6,926
Medical, Laboratory, Test & Measurement Equipment	4,312
Water Processing Appliances/Other Consumer Appliances	2,781
Consumer Electronics Equipment	2,753
Heating Equipment	1,824
Commercial Appliances and Vending Machines	2,702
Design & Engineering Firms, Product Development & Industrial Design Firms	2,855
Electric Housewares and Portable Appliances	1,170
Business Appliances	1,263
Household Cooking Equipment	582
Household Laundry Equipment	503
Other Appliance-Related Manufacturers	629
Total Qualified Circulation	28,300

AUDITED WEBSITE TRAFFIC³

Average Monthly Page Impressions	18,319
Average Monthly Unique Browsers	9,173

eNewsletter Audience² **17,516**

TOTAL AUDIENCE MEMBERS⁴

54,989

TOP OEMs²



3M	HEWLETT PACKARD
AO SMITH	HITACHI
ABBOTT LABORATORIES	HOBART CORP
ADDISON PRODUCTS	HONEYWELL
AGILENT TECHNOLOGIES	HUNTER DOUGLAS
ALCATEL	HUSOVARNA
ALLEGRO MICROSYSTEMS INC	IBM
ALLEN BRADLEY CO	INGERSOLL RAND
ALTO SHAAM	ITT INDUSTRIES
AMANA APPLIANCES	ITW APPLIANCES
AMERICAN DRYER	INTEL
AMERICAN STANDARD INC	JOHN DEERE
AMETEK	JOHNSON CONTROLS
ARCELIK	JOHNSON & JOHNSON
ARMSTRONG AIR CONDITIONING	KIMBERLY CLARK
AVERY DENNISON	KOHLER
BAE SYSTEMS	LANCER
BALLY TECHNOLOGIES	LEISURE CRAFT
BARD MANUFACTURING COMPANY	LENNOX
BAXTER HEALTHCARE	LEVITON MANUFACTURING
BECTON DICKINSON	LG ELECTRONICS
BERG REFRIGERATION	LIEBERT
BISSELL	LOCHINVAR
BLACK & DECKER	LUTRON ELECTRONICS
BLODGETT SUPPLY	MANITOWOC FOODSERVICE
BOSE	MATTEL FISHER-PRICE
BP SOLAR	MAYTAG
BRIGGS & STRATTON	MEDTRONIC
BRIM LAUNDRY MACHINERY	MICROSOFT
BRUNSWICK	MID TEK
CALDERA	MIDMARK
CAMPRO MFG	MIELE
CARRIER CORP	MINI-SUBSIDIARY
CATERPILLAR	MODINE MANUFACTURING
CHADDOCK REFRIGERATION	MOTOROLA
CLARION	NORDIC AIR
CLIMATE MASTER	PANASONIC
COCA-COLA	PENTAIR
COIN ACCEPTORS	PFIZER
COLGATE PALMOLIVE	PHILIPS
COOKTEK	PITNEY BOWES
COPELAND	PROCTER & GAMBLE
CORNING	PUR-AIR
CRANE MERCHANDISING SYSTEMS	QUALCOMM
DAEWOO ELECTRONICS	RAYOVAC
DANA	RAYTHEON
DELFIELD	RESPIRONICS
DELPHI	RHEEM
DIEBOLD	ROBERT BOSCH
DIXIE NARCO	S C JOHNSON
DRESSER RAND	SAMSUNG
DURACELL	SANYO
E I DUPONT CO	SCHNEIDER ELECTRIC
EAGLE GROUP	SEAGATE TECHNOLOGY
ELAN HOME SYSTEMS	SHARP
ELECTROLUX	SIEMENS
EMERSON	SNAP ON TOOLS
EMPIRE COMFORT SYSTEMS	SONY ELECTRONICS
ERICSSON	SUN MICROSYSTEMS
FAGOR	SUNRISE MEDICAL
FEDERAL INDUSTRIES	TAYLOR COMPANY
FERRO	TERADYNE
FISHER & PAYKEL APPLIANCES	TEXAS INSTRUMENTS
FISHER-PRICE	TOSHIBA
FRIGIDAIRE	TYCO
FUJITSU	UNITED REFRIGERATION
GE	VARIAN
GILLETTE	VIKING RANGE
GLAXO SMITH KLINE	WAHL CLIPPER
GRACO	WATERPIK
HAIER	WESTINGHOUSE
HAMILTON BEACH	WHIRLPOOL
HASBRO	XEROX
HAYWARD POOL PRODUCTS	YORK INTERNATIONAL
HEATCRAFT	ZENITH ELECTRONICS
HELEN OF TROY	

¹ June 2011 BPA Circulation Statement

² Publisher's Own Data 2011

³ BPA WWW Interactive Jan/June 2011 Avg.

⁴ Duplication may be included in the number above

MONTH:	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Ad Close:	12/2/2011	1/5/2012	2/8/2012	3/7/2012	4/4/2012	5/2/2012
Materials Due:	12/9/2011	1/11/2012	2/15/2012	3/14/2012	4/11/2012	5/9/2012
PRODUCT/TECHNOLOGY COVERAGE	Coatings & Finishes	Connectors & Cords	Insulation	Cooling Technologies	Displays & Interfaces	 <p>SEE PAGE 2 FOR MORE DETAILS.</p>
	Design Concepts & Trends	Controls & Sensors	Metals	Decoration	Elastomers	
	Motors, Fans & Blowers	Joining	Power	Electronics	Noise & Vibration Control	
	Plastics	Shielding & EMI/RFI	Switches & Relays	Fluid Handling	Quality & Standards	
SHOW DISTRIBUTION	International CES Jan. 10-13 Las Vegas, NV AHR Expo Jan. 23-25 Chicago, IL	APEC Feb. 5-9 Orlando, FL Pacific Design & Manufacturing Feb. 14-16 Anaheim, CA	Design & Manufacturing Texas Mar. 14-15 Fort Worth, TX International Plastics Showcase April 1-5 Orlando, FL	Design & Manufacturing New England April 25-26 Boston, MA Design & Manufacturing South May 2-3 Charlotte, NC	Atlantic Design & Manufacturing May 22-24 Philadelphia, PA RAPID 2012/3D Imaging Conference May 22-25 Atlanta, GA Sensors Expo June 6-7 Chicago, IL	Design & Manufacturing Midwest June 19-21 Chicago, IL
	ADVERTISER OPPORTUNITIES	FREE 1/2 PAGE VIEW FROM THE TOP (with Full Page ad in issue)		LEAD ADVANTAGE PROGRAM included with your print ad in this issue! Contact your Sales Manager for more details.	DESIGN MART eBlast SEE PAGE 10 FOR MORE DETAILS.	 <p>MAY 2 An educational virtual event</p>

<p>JULY 6/6/2012 6/13/2012</p>	<p>AUGUST 7/5/2012 7/11/2012</p>	<p>SEPTEMBER 8/8/2012 8/15/2012</p>	<p>OCTOBER 9/5/2012 9/12/2012</p>	<p>IAM 8/20/2012 8/27/2012</p>	<p>NOVEMBER 10/3/2012 10/10/2012</p>	<p>DECEMBER 11/1/2012 11/8/2012</p>	
<p>Gas Technology</p> <p>Heating Technology</p> <p>Joining</p> <p>Motors, Fans & Blowers</p>	<p>Plastics</p> <p>Quality & Standards</p> <p>Software</p> <p>Switches & Relays</p>	<p>Cooling Technologies</p> <p>Design Concepts & Trends</p> <p>Insulation</p> <p>Power</p>	<p>Controls & Sensors</p> <p>Electronics</p> <p>Motors, Fans & Blowers</p> <p>Prototyping</p>	 <p>The industry's annual white paper review for household appliance design and manufacturing around the world.</p> <p>SEE PAGE 9 FOR MORE DETAILS.</p>	<p>Displays & Interfaces</p> <p>Electronics</p> <p>Gas Technology</p> <p>Metals</p>	 <p>The industry's most-used reference guide!</p> <p>SEE PAGE 9 FOR MORE DETAILS.</p>	
				<p>INTERNATIONAL APPLIANCE MANUFACTURING</p>	<p>LEAD ADVANTAGE PROGRAM included with your print ad in this issue! Contact your Sales Manager for more details.</p> <p>DESIGN MART eBlast SEE PAGE 10 FOR MORE DETAILS.</p>	<p>NEW! Includes eBlast that will deliver your information into the inbox of our subscribers!</p> <p>BUYERS GUIDE</p>	
<p>FREE 1/2 PAGE CASE STUDY OR ADVERTORIAL (with Full Page ad in issue)</p> <p>DESIGN MART eBlast SEE PAGE 10 FOR MORE DETAILS.</p>	<p>LEAD ADVANTAGE PROGRAM included with your print ad in this issue! Contact your Sales Manager for more details.</p>				<p>LEAD ADVANTAGE PROGRAM included with your print ad in this issue! Contact your Sales Manager for more details.</p> <p>DESIGN MART eBlast SEE PAGE 10 FOR MORE DETAILS.</p>		

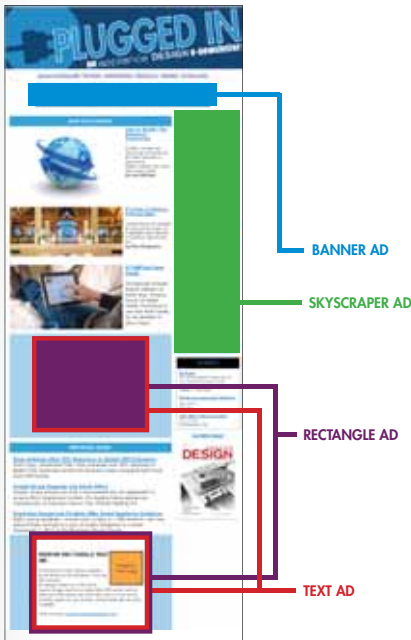
ELECTRONIC MEDIA



TECH ManufactureXPO May 2, 2012

An educational virtual event covering trends in manufacturing from design to delivery. Trade Show Benefits without Trade Show Costs.

- Cost effectiveness-no travel or set-up costs
- Time savings-reach multiple prospects in one place
- Convenience-more readily available than traditional face-to-face events
- Marketing-print and online promotion for the event
- Lead generation-full contact information for everyone who visits your booth



PLUGGED IN ENEWSLETTER

Our monthly eNewsletter brings your sales message directly to the desktops of buyers worldwide. More than 17,000 opt-in subscribers receive our eNewsletter, featuring the latest information on market conditions, technology developments and industry practices.¹ Banner, skyscraper and text ads are available.

Peel Back



WEB ADS

Drive traffic to your website. Banner, skyscraper, tile and a variety of customized rich media ads are available on applianceDESIGN.com.

Video eNewsletters



VIDEO ENEWSLETTERS

Include your video in our quarterly eBlast (Feb, May, Aug & Nov) to our qualified readers. Ten videos maximum per eblast. Video will be posted to our website and YouTube page.



Must See eBlast



MUST SEE eBLAST

The Must See Products & Services e-mail blast is sent out monthly to over 18,000 appliance DESIGN subscribers.¹ Your ad includes a company logo and/or product image, 50-word description, contact info and a live link to your website.

The BEST PART... HARD LEADS! After the blast is sent out, you'll receive the name, job title, company and address of everyone who clicked on your ad.

	Must See eBlast	Enewsletters	Print issue/Dig. Edition	Website Ads	Channel Sponsorships
Lead Gen	X		X		
Product Launch			X	X	
Driving Qualified Traffic	X	X			
Education / New Techn.					
Awareness / Branding		X	X	X	X
Compet. Data					



¹Publisher's Own Data, 2011

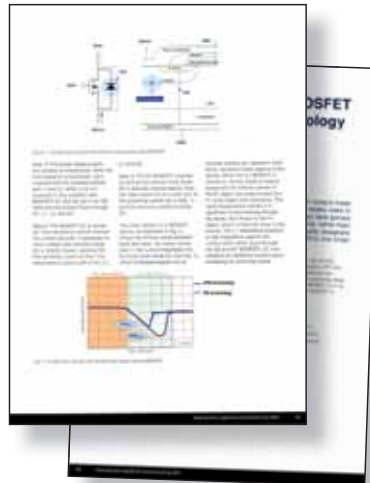


SOCIAL MEDIA

Social media usage is a reality in today's business environment, and companies who aren't represented in this new medium are falling behind. A smart social media strategy plays an integral role in communicating with your customers and prospects. appliance DESIGN offers a number of opportunities for you to engage with your audience on Facebook, Twitter and more.

Video eNewsletter	Custom Enews!	White Papers/ Case Study	Webinar	Research	Social Media
	X	X	X		
X					
	X	X			
X	X	X	X		X
					X
				X	

White Paper



CUSTOM ENEWSLETTER

appliance DESIGN's editorial staff will customize a timely, topical industry-specific eNewsletter that includes relevant content based on your business. Included in your Custom eNewsletter are multiple ad positions to ensure high-impact, widely read messaging.



Channel Sponsorship

CHANNEL SPONSORSHIPS

Take advantage of appliance DESIGN's Web channels to place your message with related feature stories. Our most sought-after feature stories have been grouped into topic channels to make it easier and faster for engineers to find the information they're looking for. Your message will be at their fingertips faster when you place it in a channel related to your products and services. Sponsorship includes 3 exclusive ads for maximum visibility - Banner, Skyscraper and Tile ads.

Channels Include:

- Design, Engineering and Prototyping
- Electrical and Electronic Components
- Fastening and Joining
- Fluid, Gas and Refrigeration
- Materials, Forms and Fabrication
- Mechanical Components
- Software and Computers
- Testing and Certification

WHITE PAPER EBLAST

Educate your audience!

Program includes:

- Written 2-3 page white paper/case study based on one content outline
- One phone interview
- One rewrite based on your comments
- Graphics, images and photos (customer-supplied)
- Quarterly eBlasts to 18,000¹ appliance DESIGN qualified subscribers (in March, June, September, December)
- **Leads!** All contact information (name, title, company name, e-mail etc.) from those who downloaded your white paper/case study will be sent to you for marketing follow-up.

AD SIZES

Banner Ad – 468 x 60 pixels

Tile Ad – 125 x 125 pixels

Skyscraper Ad – 120 x 600 pixels

Page Peel Ad – 150 x 150 pixels (600 x 600 total animation stage)

ELECTRONIC MEDIA



NEXT-GENERATION WEBINARS

Generate leads while educating industry decision-makers.

Now in addition to our traditional webinar program, appliance DESIGN is excited to introduce a new option for webinars, offering users a more dynamic, powerful and engaging experience. The new next-generation platform redefines webcasting by allowing you to personalize your webinar experience and integrate interactive social media capabilities, including **Screen Share**, Twitter, group chat, video, mobile delivery and more! With a next-generation webinar, your audience has greater control of their experience, can easily interact with webinar presenters and even network with other webinar participants. This creates a more immersive end-user experience, increasing engagement, effectiveness and ROI.

**GENERATE
LEADS, DRIVE
TRAFFIC
TO YOUR
WEBSITE AND
STRENGTHEN
YOUR PRODUCT
BRAND.**



DIGITAL EDITIONS

A growing percentage of appliance **DESIGN** subscribers prefer to have their magazine delivered digitally. For savvy marketers, digital delivery offers a number of lead-generating marketing opportunities, including exclusive digital edition sponsorships and a wide variety of attention-grabbing digital advertisement enhancements. Add video, audio, flash animation, call back cards and more!



RICH MEDIA

Expand the creativity and interactivity of your online message with an attention-grabbing Rich Media ad with appliance DESIGN.

- Page Peel
- Countdown Clock
- Floating Ad
- Expandable Skyscraper
- Expandable Banner



For the latest information on online advertising opportunities and specs, visit **BNP Media's Corporate Portfolio** website at <http://portfolio.bnpmmedia.com>.



IAM INTERNATIONAL APPLIANCE MANUFACTURING

A MUST-ADVERTISE ISSUE FOR OEM SUPPLIERS!

REACH THOUSANDS OF EXECUTIVES AND DESIGN MANUFACTURING ENGINEERS WORLDWIDE IN THE HOUSEHOLD APPLIANCE SECTOR WITH OUR PRINT AND DIGITAL EDITION!

IAM is the industry's annual review for household appliance design and manufacturing, including large domestic appliances (white goods), small kitchen appliances and floor care around the world.

The review is comprised of technical/white papers for the industry from leading international companies and universities involved in developments for the appliance manufacturing process.

Companies such as Whirlpool, Bosch & Siemens, Electrolux, Haier, Samsung and LG Electronics receive International Appliance Manufacturing annually, looking for the industry's latest techniques and best practices on the design and manufacturing of appliances.

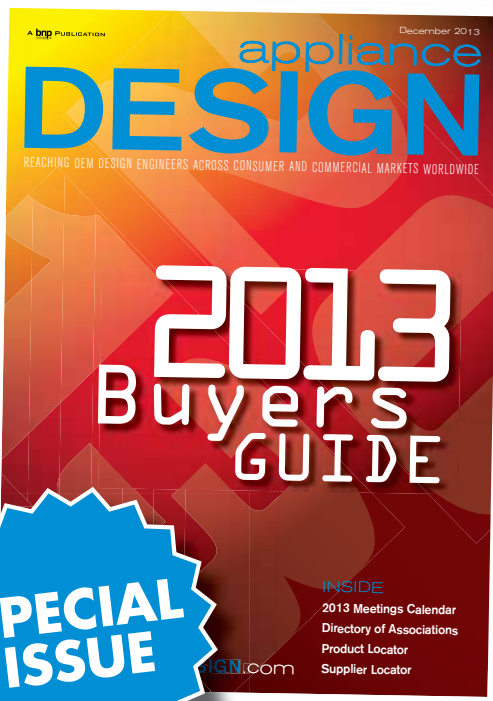
applianceDESIGN.com/advertiseIAM

FREE WHITE PAPER!

With a 1/2 page ad or larger
Reach more than 20,000
appliance industry
decision makers
Hosted on
applianceDESIGN.com
for a full year

ISSUE:
OCTOBER 2012

AD CLOSE:
AUGUST 20, 2012



2013 BUYERS GUIDE

REACH YOUR AUDIENCE ALL YEAR LONG WITH A 2013 BUYERS GUIDE LISTING!

- Valuable FREE bonuses for December 2012 display advertisers
- Boldface listing (print, digital edition, online)
 - Live Web & e-mail links (digital edition, online)
 - 4-color supplier listing logo (print, digital edition, online, eBlast)
 - Online company description and manufacturer rep. listings
 - E-mail lead form
 - Discounts on Design Mart ad and Premium Package

Contact your sales representative to select the integrated program that fits your marketing and budget needs.

applianceDESIGN.com/buyersguide

SPECIAL ISSUE

ISSUE:
DECEMBER 2012

AD CLOSE:
NOVEMBER 1, 2012

SPECIAL SERVICES



CUSTOM MEDIA GROUP

Content Development • Custom Publishing • Market-Specific Delivery
BNP Custom Media Group

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you—we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers. Learn more about custom publishing and content marketing at custommedia.bnpmedia.com or contact us directly: **Chris Wilson (248) 244-8264 | wilsonc@bnpmedia.com**

DESIGN MART

Use a Design Mart ad as an inexpensive advertising tool to highlight your company's products or services inside our Design Mart monthly resource section. Your Design Mart ad includes 75 words, a photo and contact info. We can create the ad for you, or you can supply our own print-ready ad.



Lead Program

Three times a year, a Design Mart e-mail blast is sent out to over 17,000 subscribers!¹ After the e-mail is sent out (April, July & November issues), you will receive all the lead information:

First and Last Name, Job Title, Company, Phone Number (if supplied) and Address of those who clicked on your ad (and the URL they clicked on).

- 1x - \$595 net per ad
- 3x - \$515 net per ad, Inclusion in 1 e-blast for leads
- 6x - \$495 net per ad, Inclusion in 2 e-blasts for leads
- 12x - \$445 net per ad, Inclusion in 3 e-blasts for leads

Contact your sales representative for more information about placing your Design Mart ad.



CLEAR SEAS RESEARCH

Making the Complex Clear

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome. **To learn more about how Clear Seas Research can help you maximize your marketing ROI, please contact Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com or visit www.clearseasresearch.com**



REPRINT SERVICES

appliance DESIGN offers complete customized reprint services for feature stories, case studies and all issue content. **Contact your sales representative for more information on the many options available.**

DIRECT MAIL LIST RENTAL

appliance DESIGN's subscriber list is available for rent. You can make customized selections by title, industry, location, etc. to meet your specific needs.

For more information, contact Infogroup at (800) 223-2194.

¹Publisher's Own Data, 2011

2012 RATES & SPECIFICATIONS

GROSS COLOR RATES

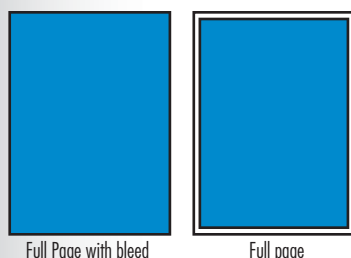
EFFECTIVE JANUARY 2012
ISSUED SEPTEMBER 2011

Ad Size	Width x Depth	1x	3x	6x	9x	12x
Full Page	7.875" x 10.875"	\$7,849	\$6,278	\$6,047	\$5,887	\$5,495
2/3 Page	4.5" x 10"	\$6,635	\$5,305	\$5,105	\$4,975	\$4,640
1/2 Pg. Island	4.5" x 7.5"	\$6,386	\$5,109	\$4,919	\$4,790	\$4,470
1/2 Pg. Vertical	3.25" x 10"	\$6,108	\$4,885	\$4,705	\$4,579	\$4,275
1/2 Pg. Horizontal	7" x 4.875"	\$6,108	\$4,885	\$4,705	\$4,579	\$4,275
1/3 Pg. Square	4.5" x 4.875"	\$5,115	\$4,090	\$3,935	\$3,840	\$3,580
1/3 Pg. Vertical	2.1875" x 10"	\$5,115	\$4,090	\$3,935	\$3,840	\$3,580
1/4 Page	3.25" x 4.875"	\$4,079	\$3,265	\$3,145	\$3,060	\$2,855

Shipping Instructions:

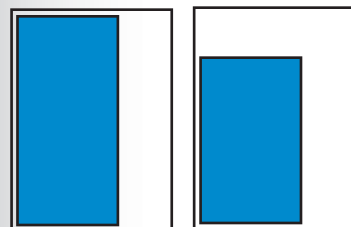
Please address all correspondence, space orders, insertion instructions & material to:

Lindsay Nagy, Production Manager
2401 West Big Beaver Road, Suite 700
Troy, MI 48084
Phone: (248) 244-6438
Fax: (248) 786-1380
Email: nagyl@bnpmedia.com



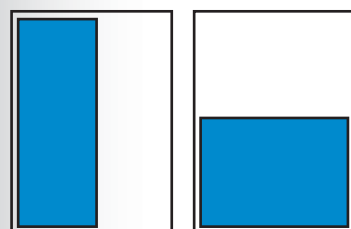
Full Page with bleed

Full page



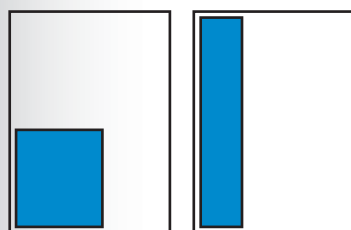
2/3 Page

1/2 Pg. Island



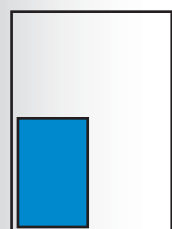
1/2 Pg. Vertical

1/2 Pg. Horizontal



1/3 Square

1/3 Pg. Vertical



1/4 Page

COVER POSITION PREMIUMS

Inside Front Cover:
Special rate plus35%

Back Cover:
Special rate plus35%

Inside Back Cover:
Special rate plus25%

Covers must be contracted for either 6x or 12x insertion.

For rates on matched colors, metallic colors, bleed charges and inserts, contact your sales representative.

ASK ABOUT OTHER HIGH IMPACT ADVERTISING OPTIONS SUCH AS CUSTOM PUBLISHING, INSERTS, GATEFOLD, POLYBAG, ETC.

SIZE SPECIFICATIONS

Paper: 40-lb. coated
Cover: 70-lb. coated
Binding: Saddle Stitch
Screen: 150-line black-and-white

Bleed Specifications:
Full-page bleed size 8 1/8" x 11 1/8"
Full-page trim size 7 7/8" x 10 7/8"
Spread size, full bleed 16" x 11 1/8"
Spread trim size 15 3/4" x 10 7/8"
Keep all live matter 3/8" from trim.
Fractional ads should match sizes published in media kit.

DIGITAL AD REQUIREMENTS

Platforms: MAC format preferred. (IBM-compatible accepted, fonts will be replaced by MAC versions).

Preferred File Formats: InDesign, Illustrator, Photoshop (up to version CS5) The preferred file formats are high resolution PDF, EPS, TIFF, and JPG.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors used should be CMYK, unless a spot color has been purchased.

ELECTRONIC SUBMISSION:

appliance **DESIGN** recommends submitting your files via FTP or e-mail. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included.

FTP LOGIN INFORMATION:

Go to <http://upload.bnpmedia.com> and choose appliance **DESIGN** from the drop down menu and follow on-screen directions.

Proofs Required: A screened contract quality proof created from the final electronic file must be submitted

with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. **Color cannot be guaranteed unless an acceptable proof is provided.** Please supply B&W laser printout for B&W ads.

Ad Size: Crop marks for full-page ads should be at trim size 7 7/8" x 10 7/8". Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 3/8" away from trim edges. Fractional ads should match sizes published in media kit.

MOBILE TAGS
Your print ad goes interactive!

Turn your print ads into digital experiences that will connect customers to every facet of your brand. Link your ad to your website, video, webinar, podcast or other online content.

TERMS & CONDITIONS

Payment Terms: Invoices are payable in U.S. funds only, net 30 days. 1 1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

Copy & Contract: Advertiser and agency assume liability for all content (including text, representation and illustrations) of advertisements printed and all claims arising therefrom against publisher.

appliance DESIGN

DESIGN AND ENGINEERING SOLUTIONS FOR THE GLOBAL RESIDENTIAL AND COMMERCIAL APPLIANCE INDUSTRY

applianceDESIGN.com

CONTACT US:

DARRELL DAL POZZO

Publisher
155 N. Pfingsten Road, Suite 205
Deerfield, IL 60015
Phone: (847) 405-4044
Fax: (248) 502-1024
dalpozzod@bnpmedia.com

DAWN LEROUX

Midwest/West & Western Canada
Sales Manager
Phone: (248) 633-4818
Fax: (248) 283-6558
leroux@bnpmedia.com

BRAD GLAZER

Central, Northeast, South Sales Manager
Phone: (216) 233-6943
Fax: (216) 803-6151
bsgprep@aol.com

STEVEN SCHEINPFLUG

Regional Sales Manager
Phone: (847) 405-4025
Fax: (248) 283-6587
scheinpflugs@bnpmedia.com

INTERNATIONAL:

DAWN LEROUX

International Sales Manager
Phone: +1 (248) 633-4818
Fax: +1 (248) 283-6558
leroux@bnpmedia.com

ARLEN LUO

Asian Sales Representative
Newsteel Media
Phone: +86-10-88579899
ad.steel@263.net

EDITORIAL:

SETH FISHER

Editor-in-Chief
Phone: (248) 244-6248
Fax: (248) 786-1384
fishers@bnpmedia.com



BNP MEDIA HELPS PEOPLE SUCCEED IN
BUSINESS WITH SUPERIOR INFORMATION.
WWW.BNPMEDIA.COM

facebook

Linked in

twitter