

irhace



The Industry Journal for the New Zealand Refrigeration, Heating, Ventilation & Air Conditioning Industries

Media Kit 2021

Dedicated to the HVAC&R Sector



The IRHACE Industry Journal

About us

The IRHACE Journal is the official publication of the Institute of Refrigeration, Heating and Air Conditioning Engineers of New Zealand Inc (IRHACE), Climate Control Companies Association New Zealand Inc (CCCANZ) and Refrigerant Licence Trust Board (RLNZ). It is published six times a year as a bi-monthly publication via a digital platform.

It has a distribution of 8,000+ and includes architects, consulting engineers, government and local body engineers, industrial engineers and management, industrial consumers, educational institutes, technical libraries, and trade delegations. Distribution includes members of IRHACE, CCCANZ, RLNZ training attendees and Kindred organisations in New Zealand and overseas.

Advertising in the IRHACE journal gives you an opportunity to take advantage of the following sections FREE. There are limited spaces and advertising specials in each edition refer to placement conditions.

Type	Description
Feature articles	Local case studies, technical articles, successful projects. The article should be approx. 1500-3000 words including diagrams, graphs and photographs. It is to be devoid of advertising.
Product updates	Product release with photograph. Approx 200 to 300 words or less.
Business Pointer	Staff appointments, changes and company news. Approx 150 words.

2021 Future Features:	Deadlines:	2021 Advertising Spaces	Advertising Rates	
April/May		Double page spread	\$4,599.17	\$3,449.00
June/July		Inside front cover (IFC) & Page 1	\$3,179.15	\$2,385.00
August/September	5 August 2021	Inside back cover (IBC)	\$3,107.37	\$2,385.00
October/November	5 October 2021	Outside back cover (OBC)	\$3,989.55	\$2,999.00
December/January	5 December 2021	Full page (A4)	\$2,892.03	\$1,999.00
		Half page (vertical or horizontal)	\$1,984.90	\$1,399.00
		Third page (vertical or horizontal)	\$1,753.94	\$1,229.00
		Quarter page (vertical only)	\$1,523.00	\$ 999.00
		Inserts	POA	POA
NZD excludes GST and agency commission				



Conditions of Advertising Acceptance

Contract advertising

IRHACE reserves the right to make a revision in advertising rates at any time. Contract advertisers will receive rate protection until the end of their contract. Casual advertisers' rates will increase immediately.

Each advertisement is accepted for publication and published with an express warranty and indemnity from the advertiser (or his agent) that the advertisement:

- Does not breach any copyright, trademark, registered design, or other right in intellectual property.
- Does not contain anything which is obscene, libelous, or in breach of any criminal provision in any statute.
- Complies in all respects with any applicable code of Advertising Practice or other statute law, regulation and by-law in force in New Zealand.

Under this warranty and indemnity the advertiser and the agent jointly and each severally agree to indemnify and keep indemnified IRHACE against all claims, demands, damage, costs, penalties, suits and liabilities of any nature incurred by IRHACE or which may be incurred by IRHACE arising out of its publication or the advertisement, and further expressly agree that this indemnity and warranty is implied in each submission by the advertisement for publication without the necessity of the execution of any other document.

IRHACE reserve the right to refuse or omit publication of any advertisement deemed unsuitable.

Placement

The placement of an advertisement is at IRHACE's absolute discretion unless a preferred position is specified and available, and the appropriate loading undertaken. Whilst every care is taken, IRHACE will not accept any liability for any loss whatsoever incurred through the non-appearance of any advertisement. Placement of FREE sections is at the discretion of IRHACE and dependent on space available in each publication an alternative distribution of this information may be provided i.e., social-media platform.

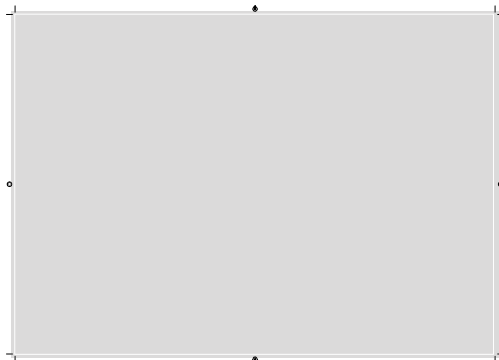
Payment Terms

Unless otherwise stated by IRHACE, or otherwise agreed in writing between IRHACE and the customer, payment of IRHACE accounts is due in full by the 20th of the following month.

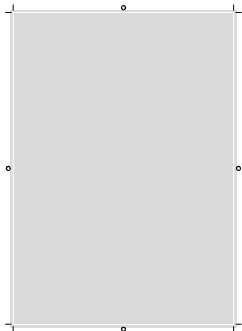
IRHACE may charge daily interest calculated at 4% per annum above the base commercial overdraft rate of IRHACE's principal bank on any sum not paid by due date. A letter signed by the bank manager of the IRHACE trading bank clarifying as to the base commercial overdraft rate or its equivalent shall be sufficient proof of the applicable rate.

Third Party Costs

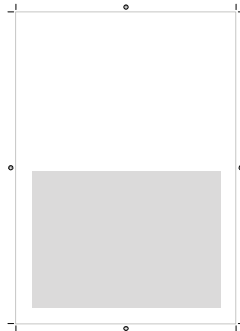
The customer shall pay or reimburse to IRHACE all court and solicitors' costs (on a solicitor-client basis) and/or debt collecting agency costs incurred by IRHACE in recovering or attempting to recover any monies owing to IRHACE by the customer. Such cost (including GST) shall bear interest from the date of payment of such cost by IRHACE to the date of payment or reimbursement by the customer to IRHACE.



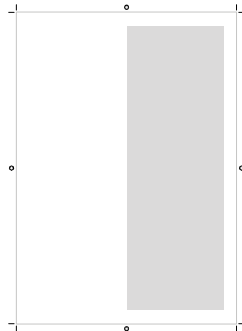
Two page spread



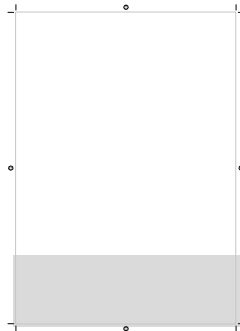
Full page



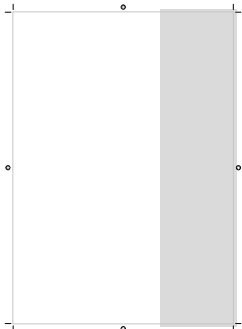
Half page horizontal



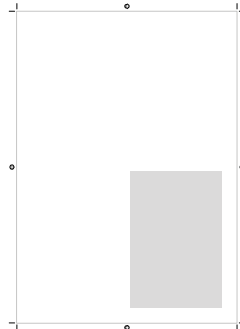
Half page vertical



Third page horizontal



Third page vertical



Quarter page vertical

Production Details

All dimensions in mm W x H

Two-page spread - 420 x 297 (426 x 303 with bleed+3mm)

Full page - 210 x 297 (216 x 303 with bleed+3mm)

Half page - horizontal 180 x 130 n/a

Half page - vertical 92 x 270 n/a

Third page - horizontal 210 x 65 (216 x 68 with bleed+3mm)

Third page - vertical 70 x 297 (73 x 303 with bleed+3mm)

Quarter page 87 x 130 n/a

Advertising Materials

Mac or PC formatted

We prefer a high-resolution PDF or CS5+ document. If providing an open file, fonts should also be supplied together with images.

All colours are set to CMYK – no spot colours.

Output resolution: 300 ppi (process colour cmyk).

Graphic design for advertisements.

We offer a full graphic design service to create new or modify existing advertisements. Our graphic designer can work with you to produce a design for your product or service.

Please contact us for graphic design assistance.

Publisher of the Irhace Journal:

IRHACE

Managing Editor: HVAC Centre

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