



RETA BREEZE

2009 ADVERTISING RATES

The *RETA Breeze* reaches more than 3,800 RETA members six times annually. All issues include the *RETA Technical Report*, containing valuable insights and knowledge in industrial refrigeration. Space is limited and assigned with “static placement” on a first-reserved; first-served basis.

Please indicate the issue(s) you would like to advertise in:

ISSUE	ARTWORK DEADLINE
<input type="checkbox"/> 2009 #1 — JANUARY/FEBRUARY <i>Display Ad Size</i> <input type="checkbox"/> 1/4 Pg <input type="checkbox"/> 1/2 Pg Horizontal <input type="checkbox"/> 2/3 Pg Vertical	DECEMBER 19, 2008
<input type="checkbox"/> 2009 #2 — MARCH/APRIL <i>Display Ad Size</i> <input type="checkbox"/> 1/4 Pg <input type="checkbox"/> 1/2 Pg Horizontal <input type="checkbox"/> 2/3 Pg Vertical	JANUARY 30, 2009
<input type="checkbox"/> 2009 #3 — MAY/JUNE <i>Display Ad Size</i> <input type="checkbox"/> 1/4 Pg <input type="checkbox"/> 1/2 Pg Horizontal <input type="checkbox"/> 2/3 Pg Vertical	MARCH 20, 2009
<input type="checkbox"/> 2009 #4 — JULY/AUGUST <i>Display Ad Size</i> <input type="checkbox"/> 1/4 Pg <input type="checkbox"/> 1/2 Pg Horizontal <input type="checkbox"/> 2/3 Pg Vertical	MAY 22, 2009
<input type="checkbox"/> 2009 #5 — SEPTEMBER/OCTOBER <i>Display Ad Size</i> <input type="checkbox"/> 1/4 Pg <input type="checkbox"/> 1/2 Pg Horizontal <input type="checkbox"/> 2/3 Pg Vertical	AUGUST 14, 2009
<input type="checkbox"/> 2009 #6 — NOVEMBER/DECEMBER <i>Display Ad Size</i> <input type="checkbox"/> 1/4 Pg <input type="checkbox"/> 1/2 Pg Horizontal <input type="checkbox"/> 2/3 Pg Vertical	OCTOBER 24, 2009

20% Discount for 6-issue Commitment

Display Rates (B&W ads only)

Member (M)

Non-member (NM)

1/4 pg	2.5" (wide) x 5.125" (tall)	\$415 (M) \$700 (NM)
1/2 pg	5.25" (wide) x 5.125" (tall)	\$735 (M) \$1,035 (NM)
2/3 pg	5.25" (wide) x 10.5" (tall)	\$820 (M) \$1,170 (NM)

PREFERRED AD MATERIALS

Digital grayscale or black & white (no color or cymk) composite ads accepted in EPS or PDF formats, all images and fonts embedded or as vector-based graphics; TIFF or JPG formats at 1,200 ppi. *RETA makes every effort to produce a quality publication; RETA is not responsible for quality of ad(s) printed from artwork supplied by advertiser.*

RETA POLICY

RETA publishes only those advertisements consistent with our goals and purpose. Upon publication, a copy of the published ad and an invoice will be sent to you. Payment is due within 30 days to RETA at the address below.

RETA DISCOUNT AND PAYMENT POLICY

Advertisers with a 6-issue (year-long) commitment on a same-sized ad are entitled to a 20% discount; discount will be applied on the fifth and sixth issues. A six-month commitment to ads of varying sizes does not entitle the advertiser to a discount. Upon publication of a printed item, a copy of the published ad and an invoice will be sent to you. Payment with invoice copy is due within 30 days to RETA at the address below. *Unpaid invoices may result in the advertiser forfeiting placement and/or annual discount.*

Contracting Party

RETA Membership ID number
(Required for RETA member rate)

Company Name

Contact Person

Address

City

State

ZIP

Phone

Fax

Email

Web site

Contract is authorized by

Signature

Please complete this form and send to:

Telephone: 831.455.8783
 Facsimile: 831.455.7856
 Website: www.RETA.com

RETA Attn: Susan Brown Email: susan@reta.com
 PO Box 1819
 Salinas, CA 93902