



# RETA BREEZE

## 2010 ADVERTISING RATES

The *RETA Breeze* reaches more than 4,000 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"/> 2010 #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	<b>DECEMBER 19, 2009</b>
<input type="checkbox"/> 2010 #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	<b>JANUARY 21, 2010</b>
<input type="checkbox"/> 2010 #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	<b>MARCH 18, 2010</b>
<input type="checkbox"/> 2010 #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	<b>MAY 20, 2010</b>
<input type="checkbox"/> 2010 #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	<b>JULY 15, 2010</b>
<input type="checkbox"/> 2010 #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	<b>OCTOBER 7, 2010</b>

### 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)	\$435 (M)    \$735 (NM)
1/2 pg	5.25" (wide) x 5.125" (tall)	\$775 (M)    \$1,090 (NM)
2/3 pg	5.25" (wide) x 10.5" (tall)	\$860 (M)    \$1,230 (NM)

#### PREFERRED AD MATERIALS

Digital grayscale or black & white (no color or cmyk) 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



# RETA Classified Ad Agreement

## RETA BREEZE & WEBSITE 2010 ADVERTISING RATES

The RETA website receives 120,000 hits per month. The *RETA Breeze* reaches more than 34,000 RETA members six times annually. All issues include the *RETA Technical Report*, containing valuable insights in and knowledge of industrial refrigeration. Both are great vehicles to reach operators and technicians in the refrigeration industry.

**Yes, I want to place a classified ad on the RETA Website!**

*I understand that my classified ad will run for 60 days from date of placement (first calendar day that it appears on the RETA website). I will provide RETA my text in MS Word format.*

**Yes, I want to place a classified ad in the RETA Breeze!**

*I have listed my preference(s) below. I will provide RETA my text in MS Word format.*

**Yes, I want to place a classified ad on the RETA Website and in the RETA Breeze!**

### RETA Breeze (member newsletter) Classified Ad Placement

Please indicate the issue(s) in which you would like to place your classified advertisement:

RETAA BREEZE ISSUE	CLASSIFIED CONTENT DEADLINE
<input type="checkbox"/> 2010 #1 — JANUARY/FEBRUARY	DECEMBER 19, 2009
<input type="checkbox"/> 2010 #2 — MARCH/APRIL	JANUARY 21, 2010
<input type="checkbox"/> 2010 #3 — MAY/JUNE	MARCH 18, 2010
<input type="checkbox"/> 2010 #4 — JULY/AUGUST	MAY 20, 2010
<input type="checkbox"/> 2010 #5 — SEPTEMBER/OCTOBER	JULY 15, 2010
<input type="checkbox"/> 2010 #6 — NOVEMBER/DECEMBER	OCTOBER 7, 2010

2010 Classified Ad Rates	
Rates (50 word maximum size) <i>Member (M) Non-member (NM)</i>	
<b>Website</b>	
\$435 (M)	\$735 (NM)
<b>RETA Breeze</b>	
\$305 (M)	\$465 (NM)
<b>Website/RETA Breeze Package</b>	
\$600 (M)	\$930 (NM)

### CLASSIFIED AD SIZE AND RATE

RETA considers the size of a single classified ad to be a maximum of 50 words plus the contact information (i.e., contact information is not included in the word count). RETA is not responsible for editing a classified ad to fit within the size constraints. Ads submitted that exceed the maximum size will be charged accordingly (e.g., ad size of 51-100 words will incur the fees equal to two classified ads).

### RETA POLICY

RETA publishes only those advertisements consistent with their goals and purpose. RETA makes every effort to produce a quality publication; RETA is not responsible for accuracy of classified ad submitted by advertiser. RETA makes no endorsement of employers represented in its classified ad sections either in printed materials or on the RETA website.

### PAYMENT ARRANGEMENTS

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.

### Contracting Party

RETAA Membership ID number  
(Required for RETAA 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:** RETA Attn: Jan Tragethon Email: jan@reta.com  
 Telephone: 831.455.8783 PO Box 1819  
 Facsimile: 831.455.7856 Salinas, CA 93902  
 Website: www.RETA.com