



# ACTION<sup>TM</sup>

Total Vehicle Climate and Thermal Management<sup>TM</sup>

## 2021 Media Guide

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# ACTION™

Total Vehicle Climate and Thermal Management™

## ACTION™ Magazine

No other publication delivers to the largest data base of mobile A/C and engine cooling system service and repair product end-users.

ACTION™ magazine is the industry journal of record of the Mobile Air Conditioning Society (MACS) Worldwide, a 501 (C) 6 non-profit trade association serving the mobile air conditioning and engine cooling system vehicle industry.

The data for the MACS ACTION™ magazine mailing list is derived from 1.3 million technicians who complete the U.S. EPA requirement of Section 609 certification. Every automotive technician is federally required to be certified to recover and recycle refrigerant.

Access to MACS data base of mobile A/C technicians, companies and decision makers are the key to product awareness success for advertisers.

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## BY THE NUMBERS

Only 1 Mobile A/C and Engine Cooling System industry journal

Honored **98** times  
for editorial excellence

**8**  
issues  
in 2021

Published first day  
of issue month!

  
**13,000**  
Circulation by mail

  
EMAILED TO  
**30,000**  
EMAIL ADDRESSES



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# ACTION

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New editorial  
dates in  
2021



## 2021 Editorial Calendar

<i>Issue</i>	<i>Insertion Due Date</i>	<i>Materials Due</i>
February 2021 <i>New Products at MACS 2021 Trade Show</i>	1/1/2021	1/8/2021
March 2021 <i>Engine Cooling Systems</i>	2/1/2021	2/8/2021
April 2021 <i>A/C Season Kick-off</i> <i>A/C Diagnostics and Trouble Shooting</i>	3/1/2021	3/10/2021
May 2021 <i>Tools and Equipment</i>	4/1/2021	4/8/2021
June 2021 <i>Hybrid and Electric Vehicle HVAC</i>	5/3/2021	5/10/2021
July/August 2021 <i>Heavy-duty Truck and Off-road HVAC</i>	6/1/2021	6/8/2021
September/October 2021 <i>School Bus HVAC</i>	8/2/2021	8/10/2021
November/December 2021 <i>Cabin Heating Technology</i>	10/1/2021	10/8/2021



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# ACTION

## Total Vehicle Climate and Thermal Management™

### 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	\$2,340
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	\$1,291
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 February 2021 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.  
Ad size specifications are  
the same as the print ads.  
Marion Posen  
(215) 631-7020 x 304



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## 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 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 Con-

ditioning 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

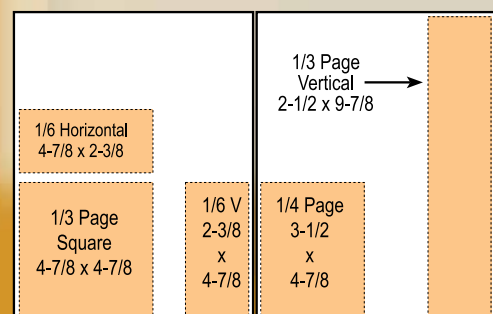
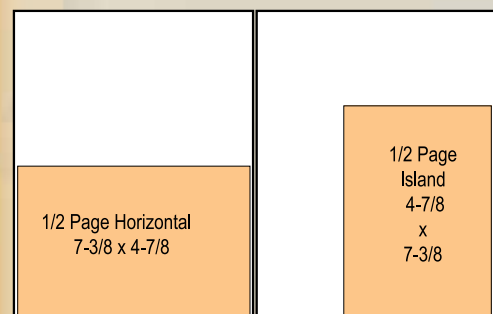
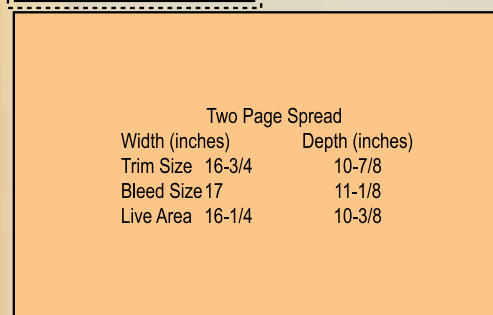
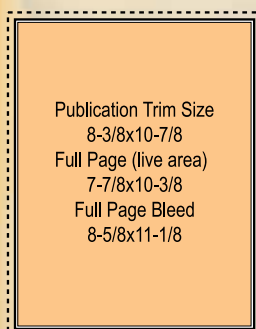
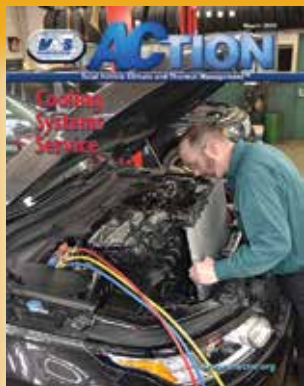
Participating as an expert speaker is a great way to share your organization's expertise to the service and repair industry. Ask your ad representative about this innovative program.



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## Standard Ad Sizes

Publication trim size  
Full page (live area)  
**Full page bleed**  
1/2 page island  
1/2 page horizontal  
1/3 page square  
1/3 page vertical  
1/4 page  
1/6 page vertical  
1/6 page horizontal

## Width (inches)

8.375  
7.875  
**8.625**  
4.875  
7.375  
4.875  
2.5  
3.5  
2.375  
4.875

## Depth (inches)

10.875  
10.375  
**11.125**  
7.375  
4.875  
4.875  
9.875  
4.875  
4.875  
2.375

## Two Page Spread

Trim size  
**Bleed size**  
Live area

## Width (inches)

16.75  
**17**  
16.25

## Depth (inches)

10.875  
**11.125**  
10.375

## 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.

## Conversion Chart:

Inches	Decimals
1/8	.125
3/8	.375
5/8	.625
7/8	.875
1/2	.5
1/4	.25
3/4	.75

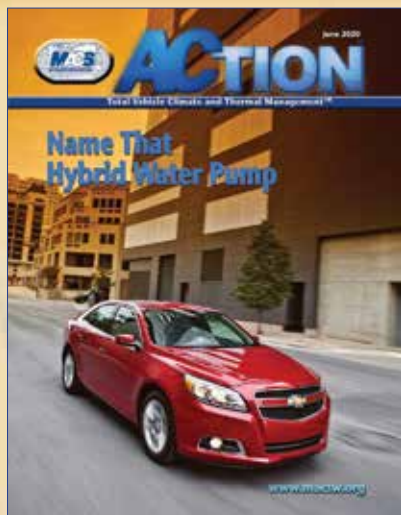


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## Bleeds

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. Bleeds are only applicable to full page ads

## Color

All logos, scans and other color elements must be **CMYK** (process) for 4-color output plates: cyan, magenta, yellow, and K stands for black.

## 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 Mac files or .SIT (Stuffit) compression for Macintosh files.

## File Types

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

- Press Ready PDF-X Version 1.4 or higher
  - Adobe InDesign CC
  - Illustrator CC
  - Photoshop CC, layers flattened, **300 dpi** or higher at 100% for digital images. Web SWOP Coated color profile
- Save all files as **CMYK**. Convert all RGB or Pantone® colors to **CMYK**. Include all fonts used, both printer and screen fonts, convert all Type Kit fonts to outline before submitting.

## Please Include

- All linked files
- Certified contract color 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, PNG, Corel Draw, Word, GIF, BMP, Layered Photoshop PSD or AOL Art.

**Do not use registration for black.**

## Adobe .PDF Files

If you are submitting 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-1.4 or higher file format is required. Please include .125" bleed in file if used. .

## Media

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

- Wettransfer.com. WeTransfer is a cloud-based computer file transfer service.
- E-mail (to [laina@macsw.org](mailto:laina@macsw.org))



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# ACTION™

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## MACS ACTION™ Magazine Staff Contact Information

### Editorial Content and News Releases

Elvis L. Hoffpauir

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 315

laina@macsw.org

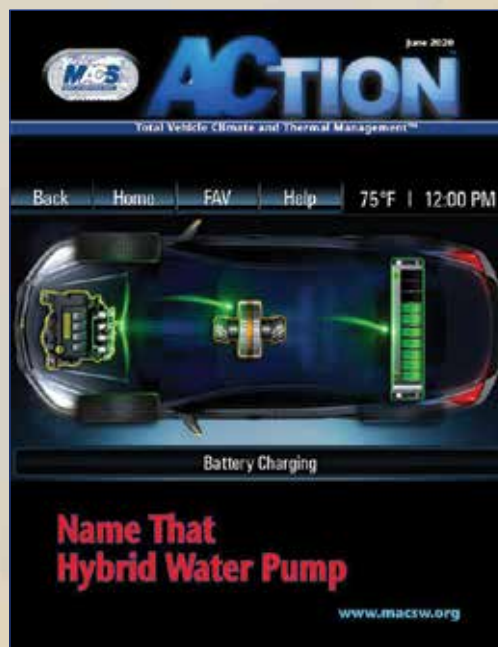
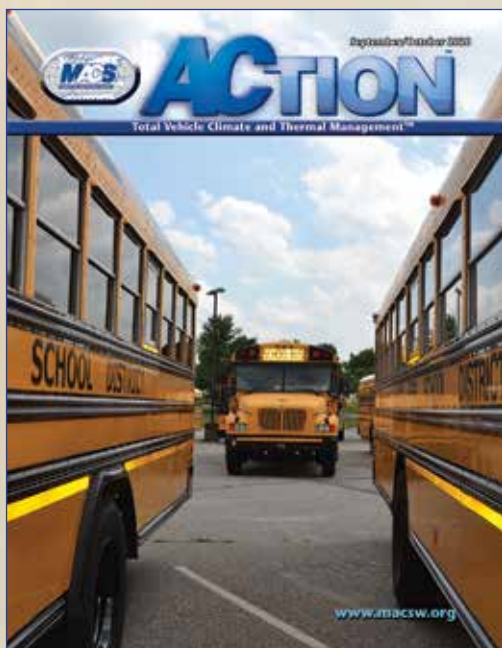
### Advertising Representative

Marion Posen

VP Member Relations and Marketing

marion@macsw.org

(215) 631-7020 x 304



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