



ACTION™

Total Vehicle Climate and Thermal Management™

2020 Media kit



[About](#)

[Marketing Solutions](#)

[2020 Editorial Focus](#)

[Ad Sizes](#)

[Print & Digital Rates](#)

[Page Specifications](#)

[Contact Us](#)

www.macsw.org

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.

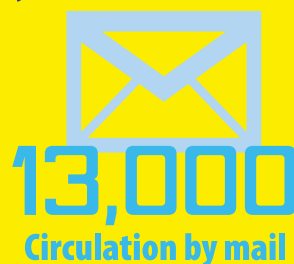
Access to MACS data base of mobile A/C technicians, companies and decision makers are the key to product awareness success for advertisers.

ACTION™

Total Vehicle Climate and Thermal Management™

BY THE NUMBERS

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



www.macsw.org

ACTION

Total Vehicle Climate and Thermal Management™

**New editorial
dates in
2020**



2020 Editorial Calendar

<i>Issue</i>	<i>Insertion Due Date</i>	<i>Materials Due</i>
February 2020 <i>New Products at MACS 2020 Trade Show</i>	1/1/2020	1/8/2020
March 2020 <i>Engine Cooling Systems</i>	2/3/2020	2/8/2020
April 2020 <i>A/C Season Kick-off A/C Diagnostics and Trouble Shooting</i>	3/2/2020	3/10/2020
May 2020 <i>Tools and Equipment</i>	4/1/2020	4/8/2020
June 2020 <i>Hybrid and Electric Vehicle HVAC</i>	5/1/2020	5/8/2020
July/August 2020 <i>Heavy-duty Truck and Off-road HVAC</i>	6/1/2020	6/8/2020
September/October 2020 <i>School and Transit Bus HVAC</i>	8/3/2020	8/10/2020
November/December 2020 <i>Cabin Heating Technology</i>	10/1/2020	10/8/2020



www.macsw.org

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 2020 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%

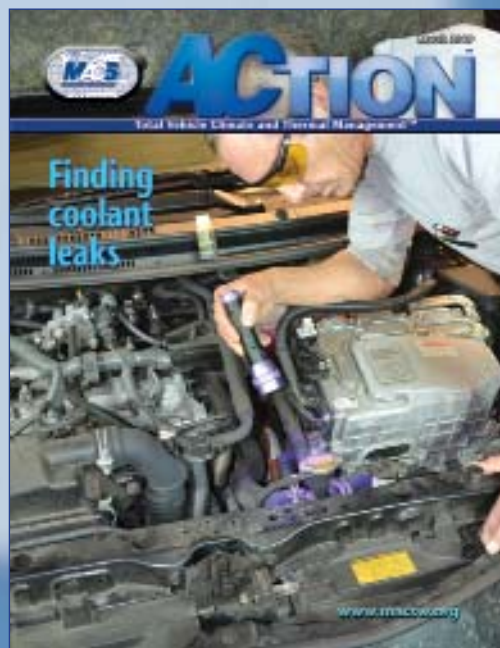
Covers to 8 issue contract advertisers only.

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



www.macs.org

ACTION

Total Vehicle Climate and Thermal Management™

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

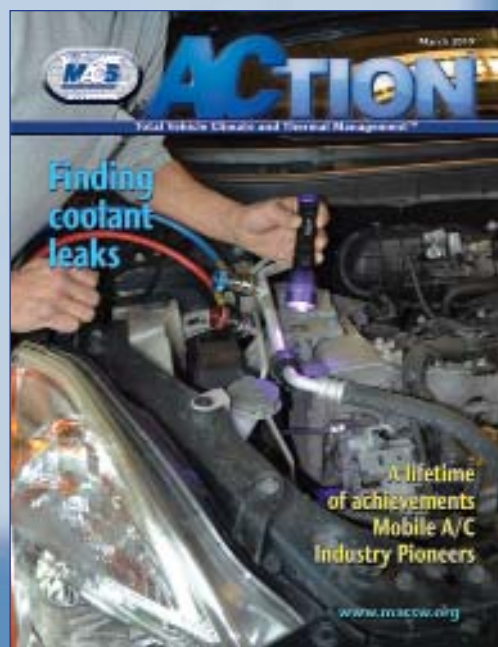
The size and integrity of the Mobile Air Conditioning Society's (MACS) Worldwide's database makes it the perfect source for direct mail campaigns. Ask your ad representative for rates.

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.



www.macsw.org

ACTION

Total Vehicle Climate and Thermal Management™



Publication Trim Size
8-3/8x10-7/8
Full Page (live area)
7-7/8x10-3/8
Full Page Bleed
8-5/8x11-1/8

Standard Ad Sizes	Width (inches)	Depth (inches)
Publication trim size	8.375	10.875
Full page (live area)	7.875	10.375
Full page bleed	8.625	11.125
1/2 page island	4.875	7.375
1/2 page horizontal	7.375	4.875
1/3 page square	4.875	4.875
1/3 page vertical	2.5	9.875
1/4 page	3.5	4.875
1/6 page vertical	2.375	4.875
1/6 page horizontal	4.875	2.375

Two Page Spread	Width (inches)	Depth (inches)
Trim size	16.75	10.875
Bleed size	17	11.125
Live area	16.25	10.375

Two Page Spread
Width (inches) Depth (inches)
Trim Size 16-3/4 10-7/8
Bleed Size 17 11-1/8
Live Area 16-1/4 10-3/8

1/2 Page Horizontal
7-3/8 x 4-7/8

1/2 Page
Island
4-7/8
x
7-3/8

1/6 Horizontal
4-7/8 x 2-3/8

1/3 Page
Square
4-7/8 x 4-7/8

1/6 V
2-3/8
x
4-7/8

1/3 Page
Vertical
2-1/2 x 9-7/8

1/4 Page
3-1/2
x
4-7/8

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



www.macsw.org

ACTION

Total Vehicle Climate and Thermal Management™



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 AC-tion-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)



www.macs.org

ACTION

Total Vehicle Climate and Thermal Management™

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



www.macsw.org