

maintenance SOLUTIONS



March 13-15, 2012
Baltimore, MD

| | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY |
|---|---|---|----------------------|---|---|--|---|
| PROJECT PROFILE | Education/HVAC | Health Care/Lighting | Government/Plumbing | Education/Roofing | Products & Technology Issue This issue will feature expanded product offerings in key areas. Examples: <ul style="list-style-type: none"> • HVAC • Plumbing • Lighting • Roofing • Grounds Care • CMMS • Paints & Coatings | Health Care/LEED-EB | Education/ Chillers |
| EYE ON ENERGY | Energy Audits | Renewable Energy | HVAC Systems | Utility Rebates & Incentives | | Smart Grid | Retrocommissioning |
| MRO APPLICATIONS Features that offer product and technology information to help managers improve operating efficiency, control costs, and ensure cost-effective maintenance | Door Hardware | Drain Cleaning | Boilers | Electrical Safety | | Restrooms | Drain Cleaning |
| | Restrooms | CMMS | Portable Cooling | Lighting | | Roof Coatings | Access Control |
| | LEED-EB | Motors & Drives | Paints & Coatings | Infrared Technology | | Equipment Rental | Motors & Drives |
| | Roofing | Recycling | Emergency Planning | Power Metering | | Boilers & Water Heaters | CMMS |
| | Lifts | Pumps | Arc-Flash Safety | Bird Control | | Concrete Repair & Restoration | Building Envelopes |
| GROUNDS MANAGEMENT | Mowers | Chemicals | Utility Vehicles | Irrigation/ Water Conservation | | Mowers | Sustainable Landscapes |
| MANAGEMENT INSIGHT - Monthly column discusses emerging trends in maintenance and engineering. | | | | | | | |
| ROUNDTABLE - Every month, managers discuss hot-button issues departments face daily. | | | | | | | |
| AD CLOSING DATE AD MATERIALS DUE | 12-05-11 12-09-11 | 01-05-12 01-11-12 | 02-06-12 02-10-12 | 03-05-12 03-09-12 | 04-05-12 04-11-12 | 05-04-12 05-10-12 | 06-05-12 06-11-12 |
| BONUS DISTRIBUTION | <ul style="list-style-type: none"> • AHR Expo • International Roofing Expo | <ul style="list-style-type: none"> • Maintenance Solutions Expo/NFMT | | <ul style="list-style-type: none"> • LightFair | <ul style="list-style-type: none"> • NFPA • BOMA | <ul style="list-style-type: none"> • BOMA | |
| SPECIAL OPPORTUNITIES | <ul style="list-style-type: none"> • Educational VIP 300 Database • Ad Readership Study | <ul style="list-style-type: none"> • Healthcare VIP 300 Database • Front-Line Product Specifier | | <ul style="list-style-type: none"> • Educational VIP 300 Database • Ad Readership Study • Front-Line Product Specifier | | | <ul style="list-style-type: none"> • Ad Readership Study • Front-Line Product Specifier |

| | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
|---|---|---|---|-------------------------|-----------------------|
| PROJECT PROFILE | Health Care/ Boilers & Water Heaters | Government/Roofing | Education/Grounds Care | Health Care/Lighting | Commercial/Roofing |
| EYE ON ENERGY | Codes & Standards | Demand Response | Utility Rebates & Incentives | ESCOs | HVAC Systems |
| MRO APPLICATIONS Features that offer product and technology information to help managers improve operating efficiency, control costs, and ensure cost-effective maintenance | Lighting | Plumbing | Paints & Coatings | Boilers & Water Heaters | Door Hardware |
| | Disaster Recovery | Roofing | Portable Cooling | Lifts | Diagnostic Technology |
| | Power Tools | Submetering | Pumps | Indoor Air Quality | LEED |
| | Insulation | Water Heaters | Inventory Management | CMMS | Motors & Drives |
| | Flooring | Diagnostic Technology | UPS & Generators | Carpeting | Restrooms |
| GROUNDS MANAGEMENT | Utility Vehicles | Landscape Lighting & Security | Snow & Ice Management | Mowers | Utility Vehicles |
| MANAGEMENT INSIGHT ROUNDTABLE | | | | | |
| AD CLOSING DATE | 07-05-12 | 08-06-12 | 09-05-12 | 10-05-12 | 11-05-12 |
| AD MATERIALS DUE | 07-11-12 | 08-10-12 | 09-11-12 | 10-11-12 | 11-09-12 |
| BONUS DISTRIBUTION | | <ul style="list-style-type: none"> NFMT Vegas GIÉ+EXPO | <ul style="list-style-type: none"> GIÉ+EXPO IFMA Greenbuild | | |
| SPECIAL OPPORTUNITIES | <ul style="list-style-type: none"> Healthcare VIP 300 Database | <ul style="list-style-type: none"> Government VIP 300 Database Front-Line Product Specifier | <ul style="list-style-type: none"> Educational VIP 300 Database Ad Readership Study Front-Line Product Specifier | | |

2012 AD RATES

| Ad sizes | 24x | 18x | 12x | 9x | 6x | 3x | 1x |
|---------------------|-------|-------|-------|-------|-------|-------|--------|
| Tabloid page | 7,660 | 8,035 | 8,315 | 8,855 | 9,230 | 9,645 | 10,095 |
| Junior page | 5,725 | 6,005 | 6,295 | 6,595 | 6,895 | 7,205 | 7,560 |
| Jr. 2/3 Page | 4,510 | 4,690 | 4,935 | 5,155 | 5,420 | 5,600 | 5,910 |
| Jr. 1/2 Page | 3,285 | 3,450 | 3,600 | 3,780 | 3,965 | 4,145 | 4,335 |
| Jr. 1/3 Page | 2,380 | 2,490 | 2,620 | 2,755 | 2,875 | 2,990 | 3,140 |
| Jr. 1/4 Page | 1,950 | 2,060 | 2,115 | 2,225 | 2,320 | 2,435 | 2,525 |
| Jr. 1/6 Page | 1,525 | 1,605 | 1,655 | 1,740 | 1,810 | 1,895 | 1,945 |

COLOR RATES

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 \$2,010 extra (Tab or Junior Facing Page)
 \$2,020 extra (Fractional Page);
 \$1,595 extra (Fractional Facing Page)

2-Color Process

\$1,470 extra; \$1,105 extra (Facing Page)
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