



The market leading magazine for the HVAC&R industry

● Air Conditioning ● Cold Storage ● Refrigeration ● Ventilation ● Heating

CCN Australia's only independent publication servicing the climate control industry, plays an objective role in bringing you all the issues effecting the HVAC&R sector today. It presents to you the key decision makers on the big projects commissioning contracts that demand excellence at every step of the heating, ventilation, air conditioning planning/design/installation chain.

CCN remains passionately committed to keeping you informed and providing you with the tools to be the best you can in this ever growing sector. Our strong readership consists of contractors, technicians, manufacturers, wholesalers and training/education providers at the centre of the climate control universe. Our loyal readership also includes a growing audience of facilities managers, engineers, sustainability managers and architects.

READERSHIP

- HVAC&R Contractors
- Refrigeration & Air Con Technicians
- Mechanical Service Engineers
- Consulting Engineers
- Wholesalers
- Manufacturers
- Building Specifiers

- Facilities Managers
- Sustainability Managers
- Property Developers
- Environmental Consultancies
- Government
- Architects
- Chief Executives & Managing Directors
- Training Organisations
- Trade Associations & Bodies



FAST FACTS

Circulation: 7929 Mar 2011

Readership: 24,000

Frequency: Monthly

Bonus Distribution: ARBS 2012 May issue

Special Interest issues: ARBS showcases June issue

Media Guide 2012

FEATURES 2012

JANUARY

Cold Chain

FEBRUARY

Indoor Air Quality

MARCH

Building Information Modelling

APRIL

Chillers

MAY

ARBS 2012

JUNE

ARBS Showcases
Refrigerants

JULY

Heat Exchangers

AUGUST

Indoor Air Quality

SEPTEMBER

Chillers

OCTOBER

Air Management (Insulation,
Ducting, Fans, Grills & Dampers)

NOVEMBER

Compressors, Condensers &
Evaporators

DECEMBER

Cooling Towers
Data Centres

CONTACTS

NATIONAL ADVERTISING MANAGER

Nick Britton-Johnson

Ph: 02 9213 8228

nickbrittonjohnson@yaffa.com.au

EDITOR

Phil Ross

Ph: 02 9213 8277

philross@yaffa.com.au

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Yaffa Publishing Group

17-21 Bellevue St
Surry Hills NSW 2010

Ph: 02 9281 2333

Fax: 02 9281 2750

yaffa@yaffa.com.au

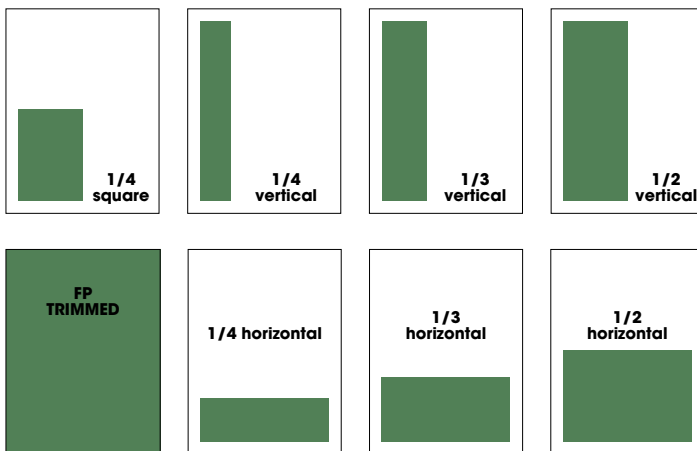
AD RATES, DEADLINES & MATERIAL SIZES 2012

4 COLOUR	CASUAL	3X	6X	11X
Full page	4480	4190	3970	3760
1/2 page	3540	3330	3130	2970
1/3 page	2880	2710	2550	2450
1/4 page	2340	2240	2140	2110
F. Cover	5420			

COVER DATE	BOOK/ CANCEL DEADLINE	AD MATERIAL DEADLINE	PUBLISH/ MAIL DATE
Jan	23 Nov	1 Dec	10 Jan
Feb	19 Dec	23 Dec	3 Feb
Mar	23 Jan	30 Jan	1 Mar
Apr	21 Feb	1 Mar	29 Mar
May	15 Mar	22 Mar	24 Apr
Jun	26 Apr	3 May	5 Jun
Jul	22 May	30 May	29 Jun
Aug	20 Jun	27 Jun	1 Aug
Sept	20 Jul	27 Jul	29 Aug
Oct	20 Aug	27 Aug	27 Sep
Nov	20 Sep	27 Sep	29 Oct
Dec	19 Oct	26 Oct	27 Nov

MATERIAL SIZES	DEPTH (MM)	WIDTH (MM)
DPS trimmed*	297	440
FP trimmed*	297	220
1/2 page vertical	277	95
1/2 page horizontal	135	195
1/3 page vertical	277	60
1/3 page horizontal	85	195
1/4 page horizontal	60	195
1/4 page square	135	94
1/4 vertical	277	44

* please include 5mm bleed on FP and DPS ads



AD AGENCY COMMISSION

10% agency commission allowed to approved advertising agencies. NOTE: These prices do not include GST.

SPECIAL COLOURS

Special matched colours (PMS or TOYO) will be charged at an extra \$500 per colour.

SPECIAL POSITIONS

OBC: +30%. All others: +20%.

COVER ADVERTISEMENTS & INSERTS

All are subject to publisher's design and specifications approval prior to acceptance.

INSERTS

All are subject to publisher's approval prior to acceptance. Rates on application.

PRODUCTION CHARGES

Artwork and electronic files can be prepared by the Publisher and will be charged to the advertiser at trade house rates. Any changes made to repeat material or changes made to electronic files will also be charged at trade house rates. For more information and a guide to our charges please call the Production Coordinator on (02) 9281 2333.

MATERIAL DELIVERY

Yaffa Publishing, 17-21 Bellevue Street, Surry Hills, NSW 2010. Attention: Production Department.

MATERIAL REQUIREMENTS

- Digital files can be electronically transferred via Adstream or Websend.
- You can email your PDF file to production@yaffa.com.au where your production co-ordinator will pass the high resolution PDF through an Adstream approved flight check.
- Material supplied on CD/DVD and not saved as a PDF must be in Mac format, as an InDesign document. A colour or black and white proof must be supplied. We will reject raw PC files including Excel, Word and Publisher.
- Please ensure all fonts, scans and EPS/TIFF files are supplied with all colours created in CMYK. Yaffa will reject files that contain True Type fonts. All spot colours will be automatically converted to CMYK.
- Scanned images must be in CMYK with a minimum resolution of 280-300dpi at their final print size.

CONTACT

nickbrittonjohnson@yaffa.com.au

www.yaffa.com.au

T: +61 (2) 9213 8228 **F:** +61 (2) 9281 2750



A CAB audit is the only way an advertiser can guarantee they are reaching the audience they paid to reach.