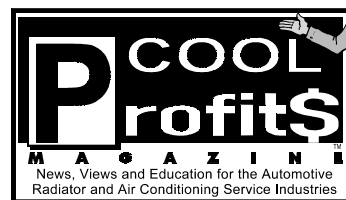


**Call Now To Reserve Your Ad Space For 2007-08!**  
 (And ask about the HTSN for your News and PR!)

**Cool Profit\$ Magazine Advertising Rates & Data**

www.imcool.com  
 imcool@imcool.com



**John & Ellen Hess**  
 9 Natalie Circle  
 Petaluma, CA  
 94952-3281  
 Voice/Fax: 800-883-8929  
 or Voice: 707-778-0689

**Distribution.** Cool Profit\$ Magazine is a quarterly trade journal distributed to 12,500 cooling system/radiator specialists, auto air conditioning service shops, industry vendors and interested professionals.

**Editorial Calendar.** Instead of publishing a fixed editorial calendar, Cool Profit\$ keeps each issue open to the latest—and hottest—industry subjects deemed to be “News, Views and Education.”

**Targeted Readers:** Engine cooling and cabin climate control service technicians, mechanics and shop owners.

**Advertising Rates**

Ad Type → Ad Size ↓	B & W 1-3 Insertions	B & W 4 Insertions	Additional Spot Color	Full (4) Color 1-3 Insertions	Full (4) Color 4 Insertions
Full Page	\$925 ea.	\$700 ea.	+\$100 ea.	\$1250 ea.	\$1050 ea.
2/3 P	815	600	+ 75	1075	800
1/2 P	585	415	+ 75	865	575
1/3 P	410	295	+ 75	690	420
1/4 P	300	240	+ 75	545	310
1/6 P	220	155	+ 75	460	250
1/12 P	115	100	+ 75		

**Ad Shapes and Sizes**

Vertical Shape (W" X H")	Horizontal Shape (W" X H")	“Other” Shape (W" X H")
7 1/2 X 10		
4 7/8 X 10	7 1/2 X 6 5/8	
3 5/8 X 10	7 1/2 X 4 5/8	4 7/8 X 7 3/8
2 3/8 X 10	7 1/2 X 3 3/8	4 5/8 X 4 7/8
3 5/8 X 4 7/8	7 1/2 X 2 3/8	
2 3/8 X 4 7/8	4 3/8 X 2 3/8	
		2 3/8 X 2 3/8

**Coated Stock Full-Page Prices**  
 Based on 4-insertion commitment (add 15% for less)  
 Inside Cover: \$1450; Back Cover: \$1650  
 Single page of 4-Page Center Insert: \$1450  
 Page size: trim to 8.5 X 11

**Terms:** With established credit, 2% 10 days, Net 30 days. Price assume electronic art provided by advertiser (Sorry, no agency commission on these low rates.)

**Preferred format for Full Page ads:**  
 CMYK PDF with the sizes below:  
 Page: 8.5 X 11, Paper: 9.5 X 12  
 No Crop or Registration Marks please.

**Publish Dates and Deadlines**

Issue #	Cover Date	Ad Reservations & Articles & Editorials	Advertising Artwork & Material*	Publish Date
64	Oct/Nov/Dec 07	10/1/07	11/1	11/15
65	Jan/Feb/Mar 08	01/15/08	1/15	2/1
66	Apr/May/June 08	04/1	4/10	5/1
67	Jul/Aug/Sep 08	07/1	7/10	8/1
68	Oct/Nov/Dec 08	10/1	10/10	11/1

**Next issue:  
 Oct/Dec 2007**

**(Don't forget about our special coated stock Center Insert)**

\*Call for last minute drop dead date

**Ad File Format:** B&W and CMYK “spot” colors. Submit via (FTP/Email/Disk) in the following **Windows** formats:  
**Preferred: Acrobat (.pdf) with imbedded images and fonts, hi-rez, CMYK. Page size: 8.5 X 11; paper size: 9.5 X 12. No Crop or Registration Marks please. Others: QuarkXpress (.qxd); Adobe Illustrator (.eps) or Photoshop (.tif, .jpg, etc.). No Pagemaker or Microsoft Publisher files, please.** Note: Some Mac files will work. Imbed all fonts or convert text to outlines.Call with any question

**Additional Information**

**Press Releases:** Simple Press Releases can be Emailed as **ASCII** text within the body of the message, or, as an attachment. **MS Word, PowerPoint** and **Excel** are acceptable formats, but not preferred.

**Photos:** Preferred format is TIFF (.tif). Also acceptable are .bmp, .jpg and .gif (note that gifs are usually reserved for non-photographic images like line art and logos). **Color (CMYK) and B & W prints are accepted, but please, no transparencies.**

**Fonts:** Cool Profit\$ uses standard **Windows True Type fonts (.ttf)**. If your art uses special fonts, please include them with the file. For **Type 1 fonts**, please “imbed” them in the file or convert your text to curves.

**4-Color Film/Separations:** Our commercial printer uses a **direct-to-plate** system for output to their presses. Film “separations” are not needed. We ask that you submit high resolution electronic art. And for that, Acrobat PDFs are the best.

**HOT NEWS:** Heat Transfer Service Newsletter - [www.goHTSN.com](http://www.goHTSN.com). Cool Profit\$ and Aircondition.Com have combined to offer a free news delivery, via email, to 12,000 Heat Transfer readers worldwide. Submit your PR/News electronically and receive fast and free distribution of your messages!

# Insertion Order/Advertising Contract For Cool Profit\$ Magazine

(Ad rates/frequency discounts as stated in Sheet #11-1-07 or later issue)

Purchase Order# (If needed by Advertiser): \_\_\_\_\_  
 Advertiser/Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Contact's Name: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_  
 Website: \_\_\_\_\_

Advertiser requests that Cool Profit\$ Magazine accept the following Advertising Space Order:  
 \_\_\_ Renew Existing Ad (Describe ad: \_\_\_\_\_)  
 \_\_\_ Insert New Ad (Describe new ad: \_\_\_\_\_)  
 \_\_\_ Ad has been emailed, ftped or mailed on disk to Cool Profit\$ Magazine  
 \_\_\_ Ad Art is/will be supplied by: \_\_\_ Company, \_\_\_ Agency (Agent: \_\_\_\_\_)  
 Ad format: \_\_\_\_\_ (pdf, tif, etc.)  
 \_\_\_ I need design assistance. Please contact me about ad design and format.  
 Ad Size: 1/12 \_\_\_\_\_, 1/6 \_\_\_\_\_, 1/4 \_\_\_\_\_, 1/3 \_\_\_\_\_, 1/2 \_\_\_\_\_, 2/3 \_\_\_\_\_, Full Page \_\_\_\_\_,  
 B&W: \_\_\_\_\_, 2-Color: \_\_\_\_\_, 4-Color: \_\_\_\_\_, Other (Explain): \_\_\_\_\_  
 Cost each of Ad: \$ \_\_\_\_\_  
 No. of Issues Contracted: \_\_\_\_\_ (1 to 4)  
 Starting Issue#: \_\_\_\_\_ (#65 - 69, as per schedule below)

**Advertiser please  
 FAX this form to:  
 800-883-8929 or  
 707-769-8929**

Issue #	Cover Date	Ad Reservations & Articles & Editorials	Advertising Artwork & Material*	Publish Date
64	Oct/Nov/Dec 07	10/1/07	11/1	11/15
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67	Jul/Aug/Sep 08	07/1	7/10	8/1
68	Oct/Nov/Dec 08	10/1	10/10	11/1

Advertiser understands that advertising space is sold on a "first-come first-serve" basis. Publisher reserves the right to defer ad to future issue if deadlines are not met. Further, Cool Profit\$ Magazine reserves the right to delay, suspend or terminate publication at any time. Advertiser releases Cool Profit\$ Magazine and Publisher from any and all loss, liability or expense occasioned by Advertiser by reason of any failure to publish advertising pursuant to this Contract. In such event the advertising is not affected, the Advertising Charge, or portion thereof, if prepaid, will be refunded to Advertiser. Publisher further agrees that if an issue of the publication is delayed or suspended, Advertiser will not lose space frequency discount or price.



**Publishers: John & Ellen Hess  
 9 Natalie Circle  
 Petaluma, CA  
 94952-3281  
 Voice/Fax: 800-883-8929  
 or V: 707-778-0689**

**Accepted by: Company (Advertiser)**  
**Contact/Agent Signature:**  
 \_\_\_\_\_

**Accepted by: Cool Profit\$ Magazine**  
**Publisher, John R. Hess Signature:**  
 \_\_\_\_\_

Above contract provisions accepted on this date:  
 Mo \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_

Above contract provisions accepted on this date:  
 Mo \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_