

Optimize Onsite Utilities Powering Automation

Compressed Air Best Practices® is a technical magazine dedicated to discovering **Energy Savings** in compressed air systems — estimated by the U.S. Department of Energy to represent 30% of industrial energy use. Each edition outlines **Best Practice System Assessments** for industrial compressed air users — particularly those **managing energy costs in multi-factory companies**.

“We’re not just picking low-hanging fruit, we’re walking on the fruit because compressed air represents such a major opportunity for energy reduction.”

— Darren Borden, P.E., CEM, Energy Management Engineer, Corporate Health, Safety and Environment, Weston Foods

“We are committed to the protection of the environment and the conservation of natural resources, as well as quality. We knew a better way to approach compressed air would be one of the best ways to meet our goals.”

— Carroll Bruckner, Maintenance Engineer, SumiRiko Tennessee

“Demand Side” and “Supply Side” information on compressed air technologies and system assessments is delivered to readers to help them save energy. For this reason, we feature Best Practice articles on when/how to correctly apply **air compressor, air treatment, piping, storage, measurement and pneumatic control technology**.

Industrial energy managers, utility incentive program managers, and technology/system assessment providers are the three stakeholders in creating energy efficiency projects. Representatives of these readership groups guide our editorial content.

“Implementation of the compressed air automation and data acquisition platform in combination with the upgrades to the system reduces the facility’s annual energy consumption by 6,098,619 kWh per year, resulting in yearly savings of \$600,000.”

— Pascal van Putten, VPIstruments, and Tyler Costa, ALD, Inc. (feature article in June 2019 Issue).

2020 ISSUE	AD & ART DEADLINES	FOCUS INDUSTRY	COMPRESSED AIR SYSTEM ASSESSMENTS		SPECIAL CO-MAIL	TRADE SHOW EXPOSURE
			QUALITY, SAFETY & RELIABILITY	SUSTAINABILITY, PRODUCTIVITY & ENERGY/WATER CONSERVATION		
January/February	December 20	Food Processing	ISO 8573.1 Quality Spec Compliance	Dense & Dilute Phase Systems	BLOWER & VACUUM TECHNOLOGIES	Powder & Bulk Solids, April 28-30
March	February 1	Chemicals & Oil Refining	Reliable Centrifugal Air Compressors	Leak Audit Best Practices	CHILLERS & COOLING SYSTEMS	IETC, June TBD
April	March 1	Food Packaging	Safety: Pressure Vessels	Control Gap and VSD Air Compressors	BLOWER & VACUUM TECHNOLOGIES	AICD Distributor Conference, May 16-18
May	April 1	Maintenance & Refrigerants	Refrigerants: Refrigerated Dryers	Lubrication & Compressor Performance	CHILLERS & COOLING SYSTEMS	RETA, Oct 27-30
June	May 1	Compressed Air System Assessments	Compressed Air Leak Monitoring	Compressed Air Treasure Hunt Projects	—	AEE World, Sept 23-25
July	June 1	Woodworking	Intake Air Quality Assurance	Rotary Screw Air Compressor Sequencing	BLOWER & VACUUM TECHNOLOGIES	Int'l Woodworking Fair, Aug 25-28
August	July 1	Quality, Pressure & Flow Measurement	Maintaining Low Pressure Drop	Flow Metering for Demand Reduction	CHILLERS & COOLING SYSTEMS	2020 Best Practices EXPO, Sept 21-23 Pre-Show Special Report Assoc Water Technologies, Sept 30-Oct 3
September	August 1	Reliability	Compressor Health KPI's	Reliability = Efficiency	BLOWER & VACUUM TECHNOLOGIES	WEFTEC, Oct 5-7 / SMRP, Oct 19-22
October	September 1	Metal Fabrication & Machining	Decentralized Paint Dewpoint Spec	Blow-Off Air Projects	CHILLERS & COOLING SYSTEMS	Fabtech, Nov 18-20 / AHR Expo, Jan 3-5, 2021 Cooling Technology Institute Expo, Feb 7-11, 2021
November	October 1	Food & Beverage Packaging	Pneumatic Circuit Safety & Optimization	Oil Free Compressed Air Systems Master System Controls	—	2020 Best Practices Expo, Sept 21-24 Post-Show Special Report IPPE: Poultry-Feed-Meat Expo, Jan 26-28, 2021
December	November 1	IoT & Industry 4.0	Flow Specifications	Visualizing Energy & Water Consumption	—	—

Join us at the 2020 Best Practices Conference & Expo!

This intense 3-Day event will focus on Optimizing Onsite Utilities Powering Automation with a Free EXPO and High-ROI Conference featuring 96 expert speakers! Visit www.cabpexpo.com for more information.





PRINT EDITION

**MAGAZINE CIRCULATION WELCOMES
ENGINEERING FIRMS**

Compressed Air Best Practices® Magazine total magazine circulation stands at 15,900 monthly copies of which 10,000 are print and 5,900 are digital. The magazine mails to Energy Team Members and Auditors who can implement energy saving projects in manufacturing and process industries. “Energy Team Members” refers to the plant engineers, plant managers and maintenance managers who contribute to a corporation’s multi-factory sustainability initiatives. The geographic circulation mix for the print magazine is 99% in the U.S. while the digital magazine circulation is 60% in the U.S., 33% international and 7% in Canada.

COMPRESSED AIR BEST PRACTICES® EDITORIAL ADVISORY BOARD

COMPRESSED AIR BEST PRACTICES® EDITORIAL ADVISORY BOARD			
Industrial Energy Managers	Doug Barndt	Manager, Demand Side Energy-Sustainability	Ball Corporation
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	William Jerald	Energy Manager	CalPortland
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Compressed Air & Gas Institute, Compressed Air Challenge			

PRINT ADVERTISING RATES

Print Magazine Display Ads¹

AD SIZE	INSERTIONS PER YEAR	
	1-5X	6-11X
Full Page	\$5,500	\$4,900
2/3 Page	\$4,105	\$3,283
1/2 Page	\$3,125	\$2,625
1/3 Page	\$2,188	\$1,938

Job and Product Marketplace Ads

in Print Magazine and “Job Market Section” on www.airbestpractices.com for one month.

AD TYPE	EDITION INSERTIONS	PRICE	AD SIZE
Job Market in Print and www.airbestpractices.com	one edition/month	\$300	2.36" x 3.91"
Job Market in Print and www.airbestpractices.com	one edition/month	\$600	7.375" x 3.91"
Product Marketplace in Print	1-5	\$350	2.36" x 3.91"
Product Marketplace in Print	6-11	\$300	2.36" x 3.91"

¹All print insertions are automatically included in the Digital Magazine

AD SUBMISSION GUIDELINES

Final Publication Trim:
8.375" x 10.875"

CMYK Process colors only —
no PMS spot inks

AD SIZES

2-Page Spread*:
Trim Size 16.75" x 10.875"
Full Page*: Trim Size 8.375" x 10.875"

*If ad bleeds, please add .125" extra image on the sides that bleed. Keep any “live” content .25" from trim and gutter

2/3 Page Vertical: 4.875" x 9.875"
1/2 Page Horizontal: 7.375" x 4.875"
1/2 Page Vertical: 3.560" x 9.875"
1/3 Page Square: 4.875" x 4.875"
1/3 Page Vertical: 2.375" x 9.875"

FILE SUBMISSION

File Submittal via email
(for files under 15Mb): Rod Smith
(rod@airbestpractices.com)

Files larger than 15Mb, send via
dropbox.com or other file sharing.

FILE FORMATS

PDF (press quality, 300 dpi, CMYK, fonts embedded, no spot colors, transparencies flattened, hyperlinks embedded)

Full page: Include crop marks and bleed
All other sizes: No crop marks or bleed
Not Accepted: Microsoft Word, Excel, Publisher

BASIC OUTPUT CHECKLIST

- Ensure that black text is black only, not CMYK
- Ensure that fonts are embedded
- Include all placed/linked images
- Do not use LZW compression
- Photos should be 300 dpi (placed at 100%)
- No RGB or Spot (PMS) colors should be used. Convert all images and colors to CMYK.
- Live content should be kept .25" away from trim
- **Hyperlinks should be embedded into PDF as a text hyperlink from InDesign or Quark so link is clickable in the Digital Edition. Hyperlink buttons created in Acrobat will not work.**

2020 MEDIA PARTNERS





DIGITAL MEDIA — WWW.AIRBESTPRACTICES.COM

BANNER

WEB SITE UNIQUE VISITS HITS RECORD 27,800 PER MONTH !

Our website, **www.airbestpractices.com** continues to grow posting a monthly average of 27,800 unique visits in 2019 (up from 26,000 prior year). Total Visitor traffic grew to 33,600 per month.

VISITORS AND PAGE VIEWS (MONTHLY AVERAGE)			
	PAGE VIEWS	UNIQUE VISITORS	TOTAL VISITS
2017	40,871	23,420	28,420
2018	45,476	26,000	32,700
2019	46,400	27,800	33,600

WEB SITE ADVERTISING RATES

	(MONTHLY AVERAGE) 2019 PAGE VIEWS	ROTATIONS	BANNER AD	BOOM BOX AD #1	BOOM BOX AD #2
Section #1 Home Page, Job Market, Current Issue, Magazine	4,977 (11%)	3	\$350	\$300	\$300
Section #2 Industries, Energy Manager	7,787 (17%)	3	\$350	\$300	\$300
Section #3 System Assessments	14,278 (31%)	3	\$350	\$300	\$300
Section #4 Technology, Industry News, Standards	19,358 (42%)	3	\$350	\$300	\$300
Total Views	46,400				

AD SIZES & SPECS

Banner Ad Size: 320x50 px and 728x90 px. **Boom Box Ad Size:** 250w x 250h px.
Specs: All web file formats accepted. Include link to website. Send files to Patricia Smith, email: patricia@airbestpractices.com

WEBINARS

Compressed Air Best Practices® Webinars effectively teach how to optimize their compressed air systems. The Webinars average 263 Registrants with 49% attending. Expert speakers educate end users and distributors on **Best Practices**. Webinar sponsors also present and receive the full contact information of all Webinar registrants.

SPONSORSHIP
Single Sponsor: \$6,000 net
Co-Sponsor: \$4,000 net

WEBINAR TOPIC	2020 DATE
How to Conduct a Compressed Air Leak Audit	January 23
Verifying Blower System Energy with PTC 13	February 20
Designing Piping Systems for Low Pressure Drop	March 19
How to Correctly Size Vacuum Pumps	April 16
Air Compressor Master Controls to Prevent Control Gap	May 21
VSD Air Compressor Installation Guidelines	June 18
Where Does Blower Air Go? Process Fundamentals	July 16
Calculating Storage for Demand Events	Aug 20
Vacuum System Efficiency Projects	Oct 15
Measuring KPI's: kW, Flow, Pressure, Dewpoint	Nov 12

Proudly Presenting the 2019 Expert Webinar Series

BLOWER & VACUUM BEST PRACTICES

How to Design a Centralized Vacuum System

Join **Keynote Speaker**, Tim Dugan, President and Principal Engineer of Compression Engineering Corporation. To learn how to design a centralized vacuum system. Based on a plant's vacuum measured demand, he will discuss mechanical design including configuration and vacuum pump sizing. He will also examine control strategies for centralization to ensure vacuum reliability and optimization.

Our **Sponsor Speaker** is VJ Gupta, Systems Engineering Manager, Bosch USA, whose presentation is titled, "Sizing an Optimum Central Vacuum Solution." The presentation will cover the basics of assessing, evaluating and sizing a centralized vacuum system. The presenter will also provide tips to design an optimized central vacuum system and demonstrate these design benefits using examples.

Register for Free Today at blowervacuumbestpractices.com/magazine/webinars
March 14, 2019 – 2:00 PM EST

SPONSORED BY:

Proudly Presenting the 2019 Expert Webinar Series

COMPRESSED AIR BEST PRACTICES

Safety and Quality in Compressed Air: Why You Should Care

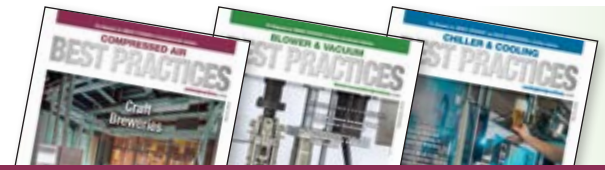
Join **Keynote Speaker** Loren Cirio, Senior Consultant, Circle Training & Consulting, to discuss why plants should care about the safety and quality in compressed air. Loren will share stories of poor air quality and their associated liabilities and dangers. He will also explain why plants should establish a compressed air quality specification.

Our **Sponsor Speaker** is Ruby Octha, President and Owner, Trace Analytics whose presentation is titled, "Setting up a Compressed Air Monitoring Plan." She will demonstrate how plants can assess risks, system capabilities and specific needs. This presentation will discuss choosing an ISO 8573 purify class specification and maintaining compliance through sampling and quality analysis.

Our **second Sponsor Speaker** is Thomas Esch, Technical Services Manager, BEKO Technologies whose presentation is titled, "The Good and Bad about Compressed Air Treatment." This presentation will explain what neglecting compressed air treatment can do to a system including the dangers and expenses. He will also demonstrate the importance of training regarding compressed air treatment.

Register for Free Today at airbestpractices.com/magazine/webinars
April 4, 2019 – 2:00 PM EST

SPONSORED BY:



E-NEWSLETTERS DELIVER CLICK-THROUGHS!

Skyrocketing in circulation, the *Compressed Air Best Practices*® **Monthly family of e-Newsletters** reaches an average of 7,700 subscribers. The e-Newsletters are highly engaging, and boast an average Open Rate of 25% and an average Click-Through-Rate of 24% (per open) — remaining significantly above industry averages. Advertisers receive a customized analytics report, detailing the companies that engaged with their digital ad. The comprehensive

report also includes the number of recipients, open rate, click-through-rate, and the advertisement's performance.

The Digital Magazine e-blast is sent to our 9,600 subscribers (including supplement) waiting to read the articles! Advertise on this all-important “magazine-delivery” monthly emailer.

The Family of Compressed Air Best Practices® Monthly e-Newsletters

COMPRESSED AIR BEST PRACTICES
Air Compressor Technology
Air Compressors and Master Controls
September 2018 e-Newsletter

SKY-SCRAPER

In This Issue

Compressed Air System Assessments

- Cloud Computing with Simulations for Air Compressor Networks
- Managing Multiple Compressor Systems
- Meat Packager Retrofits an Air Compressor with a VFD and Master Controls

Air Compressor Technology & Automation News

- Atlas Copco Improves Three GA Series Compressor Models
- New Ingersoll Rand R-Series Compressor Models
- Zehrfeld Valves Secures Series C Funding
- Job Market

Compressed Air System Assessments

Cloud Computing with Simulations for Air Compressor Networks

A number of compressed air specialists are offering services via remote networking over the internet. The specialist pre-configures the instrumentation and sends it to the client to collect the on-site data. The instruments are then returned to the specialist for analysis and interpretation of the data. A Report is issued containing all the pertinent information presented in a format management can use in making business decisions about the air system.

TEXT & IMAGE AD

New! Compressed Air Engineering Handbook

Kaesser's new Compressed Air Engineering Handbook: Basic Principles, Tips and Suggestions is a system design engineering guide covering the fundamentals of compressed air technology and highlights ways to improve efficiency in a compressed air system.

[Download now.](#)

COMPRESSED AIR BEST PRACTICES
Compressed Air Purification & Piping
Dryers, Filters, Piping & Condensate Management
September 2018 e-Newsletter

SKY-SCRAPER

In This Issue

Demand Side System Assessments

- Oversized Dryer Causes Pressure Issues
- A Compressed Air Piping System Assessment
- Optimizing Pneumatic Systems for Extra Savings

Compressed Air Purification & Piping System News

- New Atlas Copco QDS Oil-Water Separator
- New Festo Pneumatic Valves for Automation
- Custom-Engineered Instrument Air Dryers
- Job Market

Demand Side System Assessments

Oversized Dryer Causes Pressure Issues at a Chemical Plant

A Canadian chemical plant installed a large heated blower-purge style compressed air dryer, years ago, to condition the instrument air system against freezing temperatures. The dryer selected was oversized for the connected air compressors and had unused on-board energy savings features. A compressed air assessment revealed the size air compressors and compressed air dryers were running inefficiently and causing in-plant pressure problems.

Read the rest of the article [here](#).

TEXT & IMAGE AD

What Can You Do to Reduce Your Compressed Air Costs?

When operating an air compressor, it is critical to understand total equipment life-cycle costs to ensure you are running the most efficient compressor for your needs. But PS-8100's AirCompare life-cycle costs calculator to uncover what you are paying to operate your compressed air system and review tips for reducing these costs. [Get started today.](#)

COMPRESSED AIR BEST PRACTICES
Compressed Air Measurement
Flow, Dew Point, Oil, Pressure & kWh
August 2018 e-Newsletter

SKY-SCRAPER

In This Issue

Measurement Actions in System Assessments

- How Flow Meters Can Help Improve Plant Efficiency
- Don't Skip the Most Important Meeting of Your Energy Project
- Plastic Injection Blow Molder Saves 830,000 kWh

Compressed Air Measurement News

- New Festo Low-Cost EtherCAT/IP Connectivity
- New Ashcroft Accessories for Pressure Instruments
- Non-Clogging Sensors Optimize Baghouse Operation
- Job Market

Measurement Actions in System Assessments

How Flow Meters Can Help Improve Plant Efficiency

"To begin fixing nonproductive demand, you first need to measure it," according to Jeff Wright, President of Compressor Energy Services (CES), LLC, a compressed air consulting firm based in Merrimack, NH. "CES uses flow meters on every project because they provide a direct measurement of what the compressor is supplying."

Read the rest of the article [here](#).

TEXT & IMAGE AD

Increase Your Return On Investment

VFD instruments flow meters and monitoring solutions

Monitor your entire compressed air installation from supply to demand side. Discover leakage and excessive usage. Visualize pressure losses, off-site costs.

Click [here](#) to learn more about our solutions and read our free FAQ.

Keep sight in energy flows™

Air Compressor Technology Monthly e-Newsletter

With a focus on **Supply-Side Optimization**, air compressor technologies and compressor control systems are profiled. System Assessment articles detail what compressor controls allow kWh consumption to match system demand.

Compressed Air Purification & Piping Monthly e-Newsletter

With a focus on **Demand-Side Optimization**, compressed air dryers, filters, condensate management, tanks, piping and pneumatic technologies are profiled. How to ensure system reliability, while reducing pressure drop and demand, is explored through System Assessment case studies.

Compressed Air Measurement Monthly e-Newsletter

If there is no **Compressed Air Flow, Dewpoint, Oil, Pressure and kWh Measurement**, how can one effectively manage the system? Content provides “how-to examples” of System Assessments and Technology Profiles of the required instruments.

e-NEWSLETTER ADVERTISING RATES & DEADLINES

AD TYPE	MONTHLY RATE
Position 1 Skyscraper Ad	\$900
Position 2 Text & Image Ad	\$700
Position 3 Text & Image Ad	\$500
Position 4 Text & Image Ad	\$500

E-NEWSLETTER TITLE	MONTHLY ARTWORK DUE	MONTHLY E-MAILING DATE
Digital Magazine e-blast*	Day 1	Day 3
Air Compressor Technology	Day 1	Day 6
Air Purification & Piping	Day 1	Day 18
Compressed Air Measurement	Day 10	Day 29

AD SIZES & SPECS

Position 1: 120w x 600h pixels.
Positions 2-4: Headline, up to 60 words of text, plus image (125w x 125h pixels).
Specs: PNG, JPG or Animated GIF accepted. Include link to website. Send files to Patricia Smith, email: patricia@airbestpractices.com

* Positions 2 and 3 Text & Image ads only