

2012 Editorial Calendar

Submitting Editorial

CryoGas International welcomes your news and articles relating to our topics for 2012.

- Email editorial to editors@cryogas.com or directly to one of our editors below.
- Please send all text as MS Word documents. Please send all photos as high resolution (300 dpi) files saved as JPG, TIFF, or PDF.

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Print

US: \$150 1-year, \$270 2-year
US First Class Delivery:
\$175 1-year, \$320 2-year
Overseas: \$200 1-year, \$360 2-year

Digital

US and Overseas — \$75 1-year

Subscribe Online

www.cryogas.com/subscribe



January: Emerging Markets

Including the Worldwide Industrial Gas Market Report
Show: World Bioenergy 2012 Preview
Editorial and Advertising due Monday, November 21

February: Specialty Gases

Including Rare, Core, and Medical Specialty Gas Reports
Show: The Pittcon Conference Preview
Editorial and Advertising due Thursday, December 22

March: Air Gases

Including the US Air Gases Market Report
Show: Iron and Steel Conference Preview
Editorial and Advertising due Thursday, January 26

April: The Hydrogen Issue

Including the Hydrogen Market Report
Show: World Hydrogen Energy Conference 2012
Editorial and Advertising due Thursday, February 23

May: Natural Gas and CO₂

Including the Carbon Dioxide Market Report
Show: Gastech Conference Preview
Editorial and Advertising due Thursday, March 22

June: The Solar Issue

Including the Electronics Market Report
Show: SEMI & Intersolar Conference Preview
Editorial and Advertising due Thursday, April 19

July: The Food Issue

Including Modified Atmosphere Packaging and Controlled Atmospheres
Region: Latin American Market Report
Show: International Boston Seafood Conference Review
Editorial and Advertising due Thursday, May 24

August/September: The Distributor Issue

Including the US Industrial Gas Market Report
Show: GAWDA Annual Conference Preview
Editorial and Advertising due Thursday, June 21

October: The Fabrication Issue

Including the Fuel Gases Market Report
Show: FABTECH Show Preview
Editorial and Advertising due Thursday, August 23

November: The Medical Markets Issue

Including the Annual Medical Markets Report
GAWDA Conference Review
Editorial and Advertising due Thursday, September 20

December: The Process Technology Issue

Including the Annual Helium Market Report
Best of *CryoGas International*
Editorial and Advertising due Thursday, October 25



2012 Rates and Specifications












GENERAL ADVERTISING RATES (US Dollars)

PRINT ADS

4-Color Rate	FREQUENCY			
	1X	4X	6X	11X
Full Page	\$3,090	\$2,790	\$2,700	\$2,570
Two -Thirds Page	\$2,680	\$2,430	\$2,365	\$2,260
Half Island	\$2,270	\$2,120	\$2,040	\$1,965
Half Page Horizontal	\$2,145	\$1,975	\$1,895	\$1,835
One-Third Vertical	\$1,870	\$1,740	\$1,710	\$1,590
Square Third	\$1,870	\$1,740	\$1,710	\$1,590
Quarter Page	\$1,700	\$1,590	\$1,565	\$1,450
One-Sixth Page	\$1,000	\$870	\$850	\$785
Two-Page Spread	\$5,810	\$5,235	\$5,130	\$4,935

AD SIZE SPECIFICATIONS

(All specifications are shown as width x height)

	Full page bleed 8 5/8" x 11 1/4" (219.075 mm x 285.750 mm) Trim size 8 3/8" x 11" (212.725 mm x 279.400 mm)		Island 4 7/8" x 7 3/4" (123.825 mm x 196.85 mm)
	Full page non-bleed 7 3/8" x 10" (187.325 mm x 254.000 mm)		Half page Horizontal 7 3/8" x 4 5/8" (187.325 mm x 117.475 mm)
	Two -Thirds page 4 7/8" x 9 1/2" (123.825 mm x 241.300 mm)		One -Third Vertical 2 3/8" x 9 1/2" (60.325 mm x 241.300 mm)
	Quarter page 3 5/8" x 4 5/8" (92.075 mm x 117.475 mm)		One -Sixth page 2 3/8" x 4 5/8" (60.325 mm x 117.475 mm)
	Square Third 4 7/8" x 4 5/8" (123.825 mm x 117.475 mm)	Fractional ads should be set up exactly to sizes shown	

Ad Specifications

- **Ad Size:** Crop marks for page-size ads should be at trim size. Bleed ads (full page ads only) extend beyond trim by 1/8 inch on each side. Fractional ads should be set up *exactly* to sizes shown on left (Ad Size Specifications).
- **Media Accepted:** Press-ready PDF files with fonts and graphics embedded. (CryoGas does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint, or Corel Draw.)
- **Required Proofs:** A high-resolution color print proof of all ads must be supplied to CryoGas to guarantee the accuracy of ad reproduction.
- **Contact:** Include ad contact name, phone number, and email in case CryoGas has any questions.
- **Charges:** Production charges will be incurred if changes must be made to your ad files due to errors in ad size, unacceptable fonts, or unacceptable file formats. Charges are subject to an hourly rate, with a \$100 minimum.
- **General Rate Policy:** All advertising is subject to the terms and provisions in CryoGas' media guide. CryoGas reserves the right to reject advertising which it views as not in keeping with our publication's standards.

Production Assistance

- CryoGas International, through its affiliation with Ani Design Associates, Inc., provides assistance with ad layout and design. Minimum charge: \$100.

Special Advertising Programs

Contact our advertising representative for availability and specifications for the following programs:

- **Digital magazine sent to advertiser's target customers**
- **Two-page spreads or frequency schedules in excess of 11X**
- **Covers:** All covers sold as 4-color units on an 11X frequency basis only
- **Inserts:** Preprinted brochures, spec sheets, technical bulletins, etc., may be inserted into select issues of *CryoGas International*

CryoGas International		Advertising & Editorial Deadline
January	The Worldwide IG Market	November 21
February	Specialty Gases	December 22
March	Air Gases	January 26
April	Hydrogen	February 23
May	Natural Gas & CO ₂	March 22
June	Solar & Electronics	April 19
July	Food & Latin America	May 24
August	The Distributor Issue	June 21
October	Fabrication & Fuel Gases	August 23
November	Medical Markets	September 20
December	Process Technology & Helium	October 25

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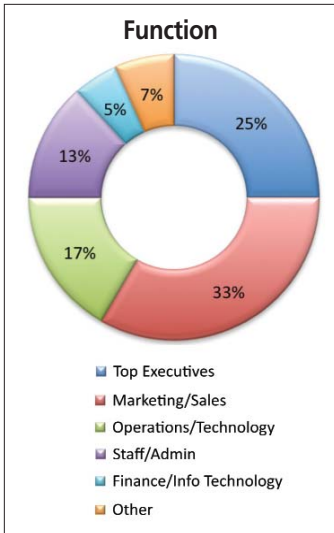
Ani Design Associates, Inc.

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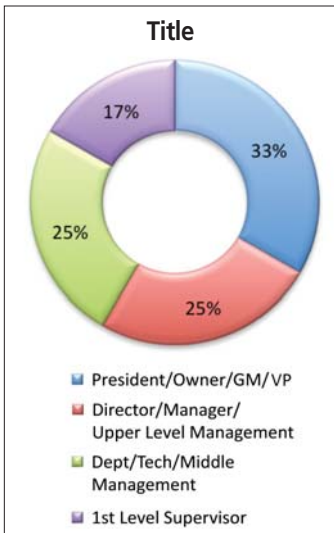


CryoGas International is the leading business journal covering the worldwide industrial, medical, and specialty gases industry. We publish in both print and digital formats, 11 times a year. In real time, we cover breaking industry news on our website, www.cryogas.com. Industry news, columns, and feature article summaries from our monthly journal are also posted each month online, where a digital sample of our magazine and our complete Media Kit are always available.

Our Audience

CryoGas has a total print and digital circulation of over 6,000. We estimate our pass along readership at over 20,000. Our audience includes:

- Decision makers from the major international gas producers, some of which have digital site-licenses that open up readership to thousands of employees.
- Owners and general managers of the world's private independent gas producers, and account executives at nearly all the estimated 1,100 Industrial Gas Distributors in North America.
- Decision makers from the world's design/builders of production, distribution, and applications systems and technologies for industrial gases.
- Process developers related to industrial, medical, and specialty gases.
- A growing number of the largest end-users of gas in the US and abroad.
- Key financial players with interests in the industrial gas space.



Our Content

CryoGas International is a content-rich journal. We provide readers with insider market data and strategies and provide advertisers with a platform that reaches well-informed customers. Our industry coverage includes:

- In-depth industry news on projects, applications, companies, and emerging markets.
- Special market reports on industrial, medical, and specialty gas markets, including air gases, carbon dioxide, helium, hydrogen, rare and medical specialty gases.
- Company profiles that illustrate successful business models and practices that improve operational efficiencies and market penetration within industrial gas markets.
- Business profiles that bring readers inside companies that are developing new markets in gases segments with advanced cryogenic and gas processing systems and applications.
- Supply Chain analysis of US production and distribution channels, including coverage of "Best Practices."
- Analysis of emerging markets such as photovoltaics, environmental remediation, enhanced oil recovery, alternative energy sources, and energy efficiency technology and applications.

Our Benefits to You

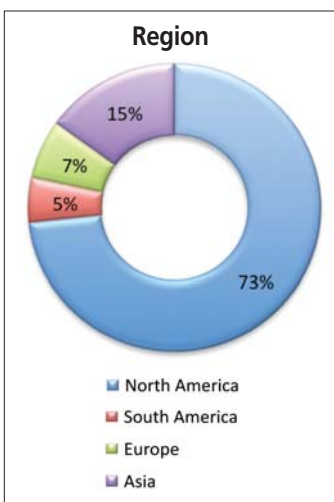
CryoGas International works with readers and advertisers to expand their reach and understanding of new markets in print, digital, and web formats. Send us your press releases for inclusion in our magazine and online news sections where leading industry executives and analysts will see your news.

Advertisers have the added benefit of sending a complimentary digital copy of *CryoGas International* to companies and individuals in their target markets. Deliver your message right to your customer's inbox. Advertisers also receive complimentary announcements in our magazine's Product Technology pages.

Join Us

For more information on the extensive benefits of reading *CryoGas International* or promoting your business in the pages of the industry's best journal, contact:

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Subscribe

Subscribe online at
www.cryogas.com/subscribe
Or call CryoGas International at 781-862-0624

Print Subscriptions

Contact Melissa Martel at mmartel@cryogas.com

- US: \$150 1-year, \$270 2-year
- US First Class Delivery
\$175 1-year, \$320 2-year
- Overseas: \$200 1-year, \$360 2-year
- Recent Back Issues: \$25

Digital Subscriptions

Contact Alice Austin at aaustin@cryogas.com
US and Overseas: \$75 1-year

Change of Address

Print: Mail old and new address including zip code and address label from a recent issue to:

CryoGas International
5 Militia Drive, Lexington, MA 02421

Digital: Send old and new email address to
mmartel@cryogas.com.

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