



Optimize Industrial Utility Efficiency with Compressed Air Best Practices®

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 learned which energy-efficiency projects were the most cost effective, and Energy Trust provided more than \$130,000 in cash incentives, which made the difference in whether several of our projects penciled out.”
— Jason Smith, Corporate Environmental Engineer, Blount International (feature article in April 2018 Issue).

“The average weekend air demands have dropped from 800 scfm to 485 scfm. Based on the established compressed air cost of 27¢/1000 cubic feet, the initial timer adjustments will lower the compressed air costs from \$187,920 to \$113,441 per year.”
— Russell Morine, Compressed Air Systems Evaluation Specialist, The Baker Group (feature article in June 2018 Issue).

“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.

“Based on the various options the potential savings for this project, depending on the items chosen, would save between 37% and 74%. The potential financial savings gained could be up to \$27,000 per year in reduced power costs.”
— From September feature article; “From Wastewater Agitation to Air Compressor Controls – Food Processor Finds 74% Savings Potential”

2019 ISSUE	AD & ART DEADLINES	FOCUS INDUSTRY	COMPRESSED AIR SYSTEM ENERGY-EFFICIENCY ASSESSMENTS			TRADE SHOW EXPOSURE
			DEMAND-SIDE	SUPPLY-SIDE	SPECIAL CO-MAIL	
January/February	December 20	Food Packaging	Safe Quality Foods Quality Specifications	Variable Speed Drive Air Compressors	BLOWER & VACUUM TECHNOLOGIES	IPPE: Poultry-Feed-Meat Expo: Feb 12-14
March	February 1	Breweries	Nitrogen Generators	Compressed Air Filtration	CHILLERS & COOLING SYSTEMS	BrewExpo America: April 8-11
April	March 1	Metal Fabrication & Steel Production	Storage & Piping	50-80 psi Air Compressors	BLOWER & VACUUM TECHNOLOGIES	AISTech: May 6-9
May	March 26	Chemicals & Oil Refining	-40 °F Dewpoint Air	Centrifugal Air Compressors	CHILLERS & COOLING SYSTEMS	AICD Distributor Conference: May 19-21 IETC: June TBD
June	May 1	Compressed Air System Assessments	Energy Treasure Hunts	Spec Challenge: Pressure & Dewpoint	—	Energy Management Congress: June 5-6
July	June 1	Wastewater Aeration	DO & kW Measurement	Rotary Screw Air Compressor Sequencing	BLOWER & VACUUM TECHNOLOGIES	WEFTEC: Sept 23-25
August	July 1	Measurement	Key Performance Indicators	Monitoring to Specifications	CHILLERS & COOLING SYSTEMS	2019 Best Practices EXPO: Oct 13-16 World Energy Engineering Conf.: Sept 25-26
September	August 1	Food Processing & Conveying	Bag House Audits	Dense & Dilute Phase Systems	BLOWER & VACUUM TECHNOLOGIES	2019 Best Practices EXPO: Oct 13-16 Process Expo: Oct 8-11
October	September 1	Hospitals & Labs	Purity to NFPA 99 Standards	Balancing Redundancy & Efficiency	CHILLERS & COOLING SYSTEMS	AHR Expo: Jan 3-5, 2020
November	October 1	Food & Beverage Packaging	Pneumatic Circuit Optimization	Oil Free Compressed Air Systems	—	2019 Best Practices Expo Post-Show Special Report
December	November 1	IoT & Industry 4.0	Flow Specifications	Master System Controls	—	—





PRINT EDITION

**MAGAZINE CIRCULATION WELCOMES
ENGINEERING FIRMS**

Compressed Air Best Practices® Magazine saw a welcome influx of new readers from engineering & consulting firms now totaling 1,900 people. Total magazine circulation stands at 15,200 monthly copies of which 10,000 are print and 5,200 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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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"

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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.**

2019 MEDIA PARTNERS





DIGITAL MEDIA — WWW.AIRBESTPRACTICES.COM

BANNER

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COMPRESSED AIR BEST PRACTICES

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The System Assessment

FOOD
Compressed Air QMPs for GFSI Food Safety Certification
Any modern food manufacturing facility employs compressed air extensively in the plant. Air quality is critical.

PLASTICS
PVC Power Compressors and Compressed Air Line
Competition: PVC Power Compressors, a Canadian manufacturer of PVC plastic rollers, had plans for expanding.

PAPER
A Systems Approach Helps Reduce Industry Growth & Compressed Air Ductwork
Roller introduction is one of the major pain points of increased production, especially in the paper industry.

PRINTING
U.K. Printer Saves Energy with Compressed Air Automation
The Trinity Mirror Group print works on Ulster or one of the UK's largest newspaper printers.

PHARMACEUTICAL
Air Quality in the Pharmaceutical Industry
The United States accounts for nearly half of the global pharmaceutical market. This article...

AUTO
Automotive Production Avoids Compressed Air Waste
Compressed air refrigeration compressors adopted by PTW30 have reduced the consumption of...

Four Principles for Sustaining Energy Savings
By Paul Edwards, Compressed Air Consultants
While Compressed Air Consultants was starting in 2010, we were approached by a company experiencing significant problems with their compressed air system. They had compressed air pressure problems, energy and safety concerns. They had numerous issues involving all kinds of issues from ground the facility and approved for the safety for their air compressors for what they wanted to accomplish.

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Control Line
Jobs

Industry News
Parker Launches New Wireless Sensor Products
Research: NPI-89 Data-Free Data Point Monitoring for NFPA 80 Compressors
National OSHA Safety Program Shows the Importance of Safety, Standards and the Role of OSHA
New Safety Goggles Offer More Protection
New Face Masks, Valves for Automation

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Measurement Technology for Compressed Air and Gas
We measure flow, pressure, temperature, humidity, and more.
Webinar technology is what's the upcoming Conference in Chicago, Sept. 12-17

Utility Energy Efficiency Program Viewpoint - Calculating Project Savings: Variable Vacuum Generators and Outside Air Intake
By Amy Zolnerowich, PE, CEM, Senior Engineer, Commercial Building Energy Efficiency Solutions
The intent of this article is to provide readers with a simple example of calculating the cost benefits to exclude two simple energy efficiency projects for compressed air systems: pressure reducing valves, variable generators and outside air intake (for air compressors).

CAIGI Discussion: Motor Controls in Centrifugal Air Compressors

WEB SITE UNIQUE VISITS HITS RECORD 26,000 PER MONTH!

Our website, **www.airbestpractices.com** continues to grow posting a monthly average of 26,000 unique visits in 2018 (up from 23,400 prior year). Total Visitor traffic grew to 32,700 per month.

VISITORS AND PAGE VIEWS (MONTHLY AVERAGE)			
	PAGE VIEWS	UNIQUE VISITORS	TOTAL VISITS
2016	37,077	21,157	25,606
2017	40,871	23,420	28,420
2018	45,476	26,000	32,700

WEB SITE ADVERTISING RATES

	(MONTHLY AVERAGE) 2017 PAGE VIEWS	ROTATIONS	BANNER AD	BOOM BOX AD #1	BOOM BOX AD #2
Section #1 Home Page, Job Market, Current Issue, Magazine	9,095 – 20%	3	\$350	\$300	\$300
Section #2 Industries, Energy Manager	10,914 – 24%	3	\$350	\$300	\$300
Section #3 System Assessments	13,188 – 29%	3	\$350	\$300	\$300
Section #4 Technology, Industry News, Standards	12,279 – 27%	3	\$350	\$300	\$300
Total Views	45,476				

AD SIZES & SPECS

Banner Ad Size: 728w x 90h pixels. **Boom Box Ad Size:** 250w x 250h pixels.
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 300 Registrants with 50% attending. Expert speakers educate end users and sales channel personnel 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	2019 DATE
Proper Installation & Sizing of VSD Air Compressors	January 24
Visualizing KPI's: Specific Power, Flow, Pressure, Dewpoint	February 28
How to Design a Centralized Vacuum Systems	March 14
Air Quality Specs: ISO 8573.1 & the Safe Quality Foods Standard	April 4
Techniques for Determining Savings from Aeration Blowers	April 25
Selecting & Sizing Heat of Compression Dryers	May 16
Selecting & Sizing Oil-Free Air Compressors	June 6
Sizing and Operating Vacuum Pumps	June 27
Control Strategies for Multiple VSD Air Compressors	July 18
Alternatives to PID Algorithms for DO & Blower Control	Aug 1
Piping and Storage for Compressed Air Systems	Aug 22
Sizing Steps for Chillers in Process Cooling	September 19
Liquid Ring Vacuum Pump Replacement Projects	November 14
Air Compressor Lubrication & Maintenance	December 12

Proudly Presenting the 2018 Expert Webinar Series

BLOWER & VACUUM BEST PRACTICES

5 Tips on Optimizing VSD Vacuum Pumps

Join **Keynote Speaker**, Tim Dugan, PE, President and Principal Engineer of Compression Engineering Corporation to learn how to optimize VSD vacuum pumps. He will discuss how to match up VSD vacuum pumps with the right demand profiles. How to integrate VSD with a proper saving and control strategy will also be reviewed.

Our **Sponsor Speaker** is Troy Bridges, Product Marketing Manager for Busch USA, whose presentation is titled "Key Tips for Using VSD on Vacuum Equipment." This presentation will explain the use of VSD to match pump capacity to the low curve of the application. He will also discuss the benefits of using VSD.

Our **second Sponsor Speaker** is Walter See, Product Marketing Manager for the Industrial Vacuum Division of Atlas Copco, whose presentation is titled "Maximizing the Benefits and Savings of a VSD Vacuum Pump." He will discuss how to maximize the energy and cost savings of a VSD vacuum pump. His presentation will also review the optimal applications and pump technologies for VSD as well as pitfalls to avoid.

Register for Free Today at blowervacuumbestpractices.com/magazine/webinars
June 28, 2018 – 2:00 PM EST

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Proudly Presenting the 2018 Expert Webinar Series

COMPRESSED AIR BEST PRACTICES

Safe Quality Food Standard: 5 Compressed Air Criteria

Join **Keynote Speaker**, Phil Kruger, General Manager of Harnco Equipment to discuss the compressed air criteria necessary to achieve the Safe Quality Food Standard. This presentation will describe how to profile a plant's current compressed air system quality and determine when it should be. He will also cover the different methods for achieving the quality needed, based around the standard, ISO 8573-1 Contaminants and Purity Classes.

Our **first Sponsor Speaker** is Tim Fruth, President of BEKO Technologies, whose presentation is titled, "Maximizing Your Air System According to the New SQF Code." This presentation will cover how Tim Fruth will discuss catalytic converters and instrumentation, and their direct application to safe quality food.

Our **second Sponsor Speaker** is Ruby Ochoa, Owner and President of Trace Analytics, whose presentation is titled, "Testing, Monitoring, & Documenting Your Air System According to the New SQF Code." Testing, monitoring and documenting air quality is an important part of complying with SQF requirements and keeping the compressed air system under control.

Register for Free Today at airbestpractices.com/magazine/webinars
March 20, 2018 – 2:00 PM EST

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SkYROCKETING in circulation, the *Compressed Air Best Practices*® **Monthly family of e-Newsletters** reaches an average of 8,500 subscribers. The e-Newsletters are highly engaging, and boast an average Open Rate of 23% and an average Click-Through-Rate of 23% (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 8,480 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
Compressed Air Purification & Piping
Dryers, Filters, Piping & Condensate Management
September 2018 e-Newsletter

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 QSS 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 one 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. Our PS-8000'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
Air Compressor Technology
Air Compressors and Master Controls
September 2018 e-Newsletter

In This Issue

Compressed Air System Assessments

- Cloud Computing with Simulations for Air Compressor Networks
- Managing Multiple Compressor Systems
- Heat 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
- Zahnrad 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.

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

TEXT & IMAGE AD

New! Compressed Air Engineering Handbook

Kaiser'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 Measurement
Flow, Dew Point, Oil, Pressure & kWh
August 2018 e-Newsletter

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, allocate costs.

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Keep sight in energy flow™

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 Quality & 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