Home Energy Advertiser,

Welcome to Home Energy, the magazine for building professionals who care about measurably improving the performance, comfort, and affordability of North American homes. In our 36th year, we’re extending the reach of your ad in our quarterly print issues by distributing a digital replica of each Home Energy issue to over 50,000 contacts at the foremost trade organizations in the home performance and green building industry.

Our publication has a new home with the Building Performance Association (formerly HPC), who acquired us in November! In the late months of 2018, the Home Performance Coalition joined forces with Home Energy magazine and Efficiency First to become the Building Performance Association. The Association is a unified nonprofit membership-based industry association dedicated to advancing the home and building performance industry. Home Energy will deliver your print ads directly to attendees at leading regional and national trade shows and conferences—see the partial list on page 4. These partnerships provide increased distribution of your ad to the right audience at an affordable price.

Home Energy readership is unique in the green building and HVAC industries. We reach a wide spectrum of readers working in energy efficiency and measured home performance—from federal, state, and utility energy efficiency and weatherization program managers to home performance, building, and HVAC contractors, raters, auditors, and consultants. Our readers are leaders! Our readers—in print and online—trust that the products and services advertised in Home Energy will help them measurably improve the efficiency, durability, and comfort of the homes they build, rate, and retrofit.

I invite you to be part of the community of suppliers and manufacturers who are helping to build and maximize the power of home energy efficiency.

Yours in building a clean energy future,

Maggie Forti
Director of Advertising
2019 EDITORIAL CALENDAR; AD SPACE RESERVATION; AD DUE DATES

SPRING, 2019
(MARCH, APRIL, MAY)

- Perlitza House: The First Passive House Building in Los Angeles
- The Energy Water Nexus—E = H2O
- Boost Your Sales with the Experts
- Air Sealing with AeroBarrier
- Ventilation & IAQ in New California Homes
- Lessons Learned from a Smart Home Demonstration in New York City

Ad Space reservation due date 1/31; Ad due 2/21 (mailed in March)
Distribution at NESEA, ACCA Indoor Environment & Energy Expo, Building Performance Association Regional and National Conferences

SUMMER, 2019
(JUNE, JULY, AUGUST)

- BuildingEnvelope Retrofit
- Advanced Air Sealing
- Measuring IAQ
- Ventilation Standard 62.2, 2016 and Title 24

Ad space reservation due date 4/18; Ad due 5/2 (mailed in May)

FALL, 2019 (SEPTEMBER, OCTOBER, NOVEMBER)

- Water and Energy
- Home Performance Business Best Practices
- Weatherizing Multifamily Buildings
- Tackling the Biggest Energy User in the House: The Occupant

Ad space reservation 7/11; Ad due 7/25 (mailed in August)

WINTER, 2019-2020
(DECEMBER, JANUARY, FEBRUARY)

- Dust Control Strategies for Energy Upgrades
- Vermiculite and Wx
- Future of Sustainability

Ad space reservation due date 10/19; Ad due 11/8 (mailed in December)
Distribution at ASHRAE Winter Conference, Energy Design Conference and Expo, NAHB International Building Show, NASCSP

“Home Energy is such a great way to get information to the folks who really care, and who are doing great things for our industry.”

-Lew Harriman
CHAIR, ASHRAE MULTIDISCIPLINARY TASK GROUP: DAMP BUILDINGS

FOR MORE INFORMATION
Maggie Forti
510-524-5405 ext. 8
mforti@homeperformance.org
“EEBA’s sharing Home Energy magazine as a bundled benefit of registration provides additional value and awareness to our supporters and attendees, and strengthens the outreach of our shared mission: increasing energy efficiency in the residential construction sector.”

Nancy Bakeman
EXECUTIVE DIRECTOR, ENERGди & ENVIRONMENTAL BUILDING ALLIANCE (EEBA)

INDUSTRY CONFERENCES

CONFERENCES

In addition to its subscribers, Home Energy magazine reaches a broad audience through distribution at a number of conferences targeting home performance and weatherization contractors. Home Energy is also a Media Sponsor for many of these conferences. Below is a partial list.

**AMERICAN COUNCIL FOR AN ENERGY-EFFICIENT ECONOMY** (ACEEE)’s Hot Water Forum is the premier tech conference dedicated to making water hot, distributing it with low loss, and using water-efficient fixtures and practices.

**ENERGY AND ENVIRONMENTAL BUILDING ALLIANCE** (EEBA) delivers unique and relevant, multi-platform educational resources with the intention to manifest sustainable and responsible building principles in the design, marketing, and execution of the building process.

**HABITAT X** hosts the Habitat X Summer National Conference, a respected strategic planning event for the sustainable housing industry where committed professionals gather to optimize the performance of their organizations.

**BUILDING PERFORMANCE ASSOCIATION** (Formerly HPC) has both regional and national conferences. Attendees include remodelers, builders, HVAC contractors, home inspectors, energy raters, weatherization personnel, architects, manufacturers, program managers, and educators.

**INSULATION CONTRACTORS ASSOCIATION OF AMERICA** (ICAA)’s educational tradeshow represents residential, commercial, and multifamily insulators and includes cellulose, foam, and fiberglass insulation.

**NORTH AMERICAN PASSIVE HOUSE CONFERENCE** (PHIUS) brings together leading national and international passive builders, policy makers, energy consultants, architects, academics, energy media members and consumers.

**NORTH AMERICAN PASSIVE HOUSE NETWORK** (NAPHN) conference and expo will gather Passive House leaders from across the continent and around the world to share new developments in the future of low carbon construction.

**NORTHEAST SUSTAINABLE ENERGY ASSOCIATION** (NESEA) is the Northeast’s leading organization of professionals and concerned citizens working in sustainable energy and efficient building.
Since Spring, 2017, *Home Energy* has been promoting free, single-copy distribution of a digital replica of each print issue that includes your display ad with live links. Without increasing our ad rates, *Home Energy* extends your reach to a targeted audience of 50,000 home performance and energy efficiency professionals on the combined constituent lists of *Home Energy*, the Home Performance Coalition (HPC), Building Performance Institute (BPI), and Efficiency First. *Home Energy* publishes 3,500 print copies per quarterly issue. This circulation includes paid subscribers at office addresses and distribution at home performance, weatherization, and sustainable building conferences.
MAGAZINE ISSUE AD SPECIFICATIONS
Print & Digital Replica

Definitions

- **CROP/TRIM**: The edge of the printed page where the paper is cut during production.
- **PAGE CROP**: (8.5” x 10.875”) The estimated final size of each printed page.
- **BLEED**: (0.125” on all sides) The area beyond the crop/trim into which the ad extends, allowing the printer a margin of error when trimming the page; bleeds are required for all ads that contain any elements that extend to (i.e. “bleed” off of) the edge of the page.
- **CROP MARK**: Thin lines in the corners of the file that show where the page should be cropped on each side.
- **BLEED MARK**: Thin lines in the corners of the file that indicate the outer edge of the bleed area.
- **MARGIN**: (0.5” on left & right; 0.375” on top & bottom) The outer area of a full-page ad just inside the crop.
- **PREFERRED LIVE AREA**: (7.5” x 10.125”) The main area in the center of a full-page ad that contains all of the logos, text, images, etc.; this area is not in danger of being cropped off (but the margin is).
- **CMYK (Cyan, Magenta, Yellow, Black)**: The four pigments of ink used to mix every color that appears in print; the colorspace required of all content that will end up in our magazine.
- **RGB (Red, Green, Blue)**: The three colors of light used to mix every color that appears on screen; not suitable for print.
- **TAC/TIC (Total Area Coverage/Total Ink Coverage)**: The sum of the percentages of all four process colors (C,M,Y, and K) used in any given color mixture.
- **TIL (Total Ink Limit)**: The max TAC allowed in production; our printer’s TIL allows up to 320% TAC. (Exceeding the TIL causes smudging; it is especially important to check your TAC percentages if your ad contains large areas of rich black.)
- **RICH BLACK**: A darker, more saturated color than plain 100% Black that mixes in other process colors (C, M, and/or Y). Our printer recommends 40% Cyan + 100% Black for rich black, but please use standard (non-rich) black for small text and thin lines.
- **DPI (Dots Per Inch)**: Measures resolution; 300 dpi is the standard for all items intended for print.
- **EFFECTIVE RESOLUTION**: The resolution of an ad or image as it appears in context when printed; images printed larger than their actual size will have a low effective resolution, even when the image was originally 300 dpi.

**Design Specs**

- **Color**: All graphics, text, and images need to be in CMYK in order to be printed. If your ad contains RGB, we will convert it to CMYK, which may cause some color shifting. Please also keep all colors under 320% TAC.
- **Resolution**: All ads must be 300 dpi, including all embedded graphics and images. Please make sure that all images placed in your ad are not stretched beyond their original size, as this will lower their effective resolution.
- **Lines**: Our printer cannot print lines that are thinner than 0.25 pt. Lines thinner than this may be converted to 0.25 pt. during production.
- **Size**: Please see the diagrams below for the size specifications for your particular ad, including the measurements for the margin, preferred live area, and bleed if applicable. Please note that all full-page ads with color extending to the edge of the page must include a bleed.
- **File Type**: We ask that every ad be provided as a high resolution PDF. Please see the File Export Checklist (opposite) for details about exporting your ad.
Next Steps

That's the current status of the project. I'm still exploring ways to reduce the infiltration down to acceptable levels. Regarding the ventilation, I'm reconsidering using a ducted HRV, although I'm resisting the idea because of the sheer size of the equipment and the cost. I'm also investigating higher-quality dampers, techniques for sealing the dampers themselves, and combining the two supply dampers into one. I'm also going to spend some more time trying to track down another 5 CFM50 of building leakage. It can feel like a very large building. I'll be applying a coat of Prosoco Cat 5 after finishing the window flashing. That may make a difference. I'll pull out the IR camera and smoke machine again. If all that fails, at least I will have conducted an interesting series of mystery science experiments.

Steve Mann, bitten by the PH bug a few years ago, is now building his first (hopefully) certified PH home in Berkeley, California. He is a certified Passive House Consultant and Builder, LEED AP+ Homes, both a HERS and a PHIUS+ Rater, and past president and current board member of the California Association of Building Energy Consultants (cabec.org). Contact Steve at steve@green-mann.com.

"Retrotec has advertised with Home Energy Magazine for many years due to HEM’s effectiveness in reaching professionals within the home performance industry. The print advertising opportunities have proven to be a successful outlet in connecting our company to appropriate audiences. Home Energy Magazine has been a pleasure to work with and we intend to continue our relationship for years to come."

Jack Duffy
Marketing Coordinator
www.retrotec.com  jack@retrotec.com
Retrotec, Everett Washington, USA

FOR MORE INFORMATION
Maggie Forti
510-524-5405 ext. 8
mforti@homeperformance.org
WEBSITE AD RATES

WEBSITE READERSHIP
With more than 26,000 unique users per month, and 44,000 pageviews per month, www.HomeEnergy.org is the destination for home performance professionals to find answers to residential building problems. Advertisers can count on great web statistics and our ability to track click-through rates for all web ads.

ROS Marquee (300 x 250 px) Run-of-site placement; will link to your webpage.

Carousel Ad (100 x 100 px) Square ad inside our revolving carousel with your logo and text containing conference dates; will link to your conference registration.

Bottom Leaderboard Ad (620 x 77 px) Horizontal ad spanning across the bottom of our site.

Videos Your Run of Site Sponsored Content video with corresponding link will run for one month – $750.

Print or Online Sponsored Content Articles
• Up to 2500 words, with link and up to 10 images, (500 x 333 pixels). Runs for a 3 month period for $3600.

If interested in a 4 page insert, we can have you write an article on your choice of topic.
• 1 x (4 page article) 2500 word maximum. Insert will be bound in the center of our Print issue. Article will also be featured Online — 3 month run — total combination ad – $5000 (images optional)
• 2 page Print insertion is $2500

Topic Sponsorship (Three Ads In One) Target your specific audience! See website for details.

WEB AD SIZES AND RATES PER MONTH
sizes in pixels—horizontal x vertical—at 72 dpi

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS Marquee</td>
<td>300 x 250</td>
<td>$675</td>
</tr>
<tr>
<td>Carousel Ad</td>
<td>100 x 100</td>
<td>$300</td>
</tr>
<tr>
<td>Bottom Leaderboard Ad</td>
<td>620 x 77</td>
<td>$500</td>
</tr>
<tr>
<td>Topic Sponsor (Three Ads)</td>
<td>ROS Marquee + Leaderboard + Editorial Spotlight (80 x 80 logo plus text)</td>
<td>$950</td>
</tr>
</tbody>
</table>

New Sponsored Content Ad options mentioned on right.

WEB AD SUBMISSION
All web and newsletter ads should be sent in JPEG format, 72 dpi in RGB, sized as specified in the table above.

Submit finished ads via e-mail directly to Maggie Forti at mforti@homeperformance.org, or give her a call at 510-524-5405 x 8 if you have questions.

“We have advertised with Home Energy Magazine for 16 years and hope to continue to do so for another 16! Home Energy has long been the go-to publication for home performance professionals and its fresh, insightful content speaks directly to our customers and audiences. Web traffic from our ads on homeenergy.org is continuously strong and serves as a testament to the breadth of readership behind HEM. HEM is a pillar of our industry and their partnership has proven to be invaluable.”

Carly Maltais
Director of Marketing
Air Cycler
E-NEWSLETTER AD RATES

E-NEWSLETTER
The Home Energy e-newsletter goes out to 12,000-plus opt-in subscribers four times per year in December, April, June, and August. Target this captive audience by being a unique sponsor of the 1x quarterly Marquee style ad, or with a Sponsored Content Article!

- Marquee Style Ad (300 x 250 px) with corresponding link 1x at $675,
- Sponsored Content E-newsletter Article Ad blasts, 2 paragraphs, with one 300 x 250 pixel image, runs 1x at $1875.

“Home Energy magazine is a great resource for identifying current industry trends, interesting information, and tools to share with my team. I encourage all industry professionals to subscribe! I also receive and recommend the e-newsletter, which provides an excellent overview of featured blogs and other resources that spark interesting and relevant discussions.”

Jeff Strauss
PROGRAM MANAGER, CLEARESULT

FOR MORE INFORMATION
Maggie Forti
510-524-5405 ext. 8
mforti@homeperformance.org
There is no magazine that covers trends in residential building science as well as Home Energy. We are a 501c3 not-for-profit organization with the primary mission of delivering objective and practical information on residential energy efficiency, performance, comfort, and affordability. When you support our mission, your company’s brand becomes synonymous with clear and objective reporting. Your brand is identified as a leader in the home performance and weatherization industries. In our latest survey, more than 78% of our readers agreed that they have confidence in products and services marketed in Home Energy.

Sponsors receive a display ad in the magazine, an online ROS marquee ad and a prominent logo in the magazine. We invite you to partner with other leading for-profit, nonprofit, and governmental agencies in sponsoring special sections in Home Energy.

**SPONSORSHIP OPPORTUNITIES**

**PLATINUM ($10,000)**
- BENEFITS – Sponsor recognition with logo (print and online)
- Full-page print ad and 3 months ROS marquee ad

**GOLD ($7,500)**
- BENEFITS – Sponsor recognition with logo (print and online)
- Full-page print ad and online ROS marquee ad

**SILVER ($5,000)**
- BENEFITS – Sponsor recognition with logo (print and online)
- Half-page print ad and online ROS marquee ad

**BRONZE ($2,000)**
- BENEFITS – Sponsor recognition with logo
- Quarter-page print ad

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“Home Energy magazine has been covering Passive House materials and methods for quite some time, with excellent articles by some of its best practitioners. Since both Home Energy and Passive House are founded on good building science, I’d recommend this magazine to everyone.”

— Bronwyn Barry, RA, CPHD
NAPHN BOARD PRESIDENT

**PAST SPONSORS INCLUDE**

- Pacific Gas and Electric Company
- NARI National Association of Home Building Remodeling
- Home Performance Coalition
- Conservation Services Group
- TEC The Energy Conservatory
**TERMS AND CONDITIONS**

**Print Ad Materials**
Advertising materials intended for print must be delivered within two weeks after space reservation deadline. (See page 3 for ad closing dates.) Ads must meet specifications (see pages 6 & 7).

**Return of Materials**
The publisher is not responsible or liable for lost materials. We will make every effort to return materials if specified.

**Terms and Conditions**
Cancellations of ads or advertising agreements must be made in writing at least 24 hours prior to space reservation date. Advertisers who cancel an ad agreement will be billed at the open rate for all previously run ads.

Ad corrections should be e-mailed or faxed by the materials deadline. If corrections are received after the materials deadline, the publisher will make every effort to institute them. However, the publisher is not responsible or liable if the corrections are not made.

The publisher cannot assume responsibility for errors or omissions in key changes. The liability of the publisher for any error, delay, or omission for which it may be held legally responsible shall not in any event exceed the cost of the advertising space, and in no event shall the publisher be liable for any loss of income, profit, or other damages to the advertiser resulting from the error.

Payment is made to Home Energy magazine and due 30 days from the invoice date. If payment terms are not met, the ad agreement can be terminated.

The publisher reserves the right to require advertisers to provide documentation to support any claims of product efficiency and performance contained in advertisements.

All advertisements are published with the understanding that the material complies with all U.S. postal regulations and other applicable federal and state laws. The advertiser and its agency warrant that they are authorized to publish the entire contents of the advertisement and that all statements made therein are true. In consideration of acceptance of the advertising, the advertiser and its agency together and separately agree to indemnify and hold the publisher harmless from, and defend the publisher from, any and all claims or suits—including but not limited to libel, copyright infringement, invasion of privacy, and plagiarism—arising out of any advertising published.

The publisher reserves the right to refuse any advertisement for any reason at any time.

The publisher will not be bound by any conditions or requirements appearing on insertion orders, copy, or contracts that conflict with the provisions of this rate card or the policies of Home Energy, unless signed by the publisher.

The publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for all monies that are due and payable to the publisher.

The publisher reserves the right to limit the space available to any advertiser in any one issue. Positioning of advertisements, except for covers, is at the discretion of the publisher.

The publisher will insert the word “advertisement” prominently into any advertisement that simulates editorial content.