

# 2026

# RETA Breeze

# RSES Journal

## Media Kit

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**Lori Schiavo**

Sr. Dir. of Operations/Advertorial  
lschiavo@rses.org

**Allie Dulabaum**

Assistant Editor, RETA/RSES  
adulabaum@rses.org

**Jason Kenny**

Production Specialist, RETA/RSES  
jkenny@rses.org

**Terry McIver**

Editor, RETA/RSES  
tmciver@rses.org

## STAFF

**Vern Sanderson**

Executive Director, RETA/RSES  
vern@reta.org

**Chantell Schaumburg**

HR Manager/Controller, RETA/RSES  
chantell@reta.org

**Larry Copeland**

Customer Service Rep, RSES  
lcopeland@rses.org

**Stephanie Date**

Events Manager, RETA/RSES  
stephanie@reta.org

**Dan Denton**

Chapter Relations Liaison, RETA  
ddenton@reta.org

**Kali Grigoric**

Marketing Coordinator, RETA/RSES  
kali@reta.org

## 2026 MEDIA KIT PLANNER

## Welcome to the *RETA Breeze* and the *RSES Journal*

The official publications of:  
Refrigerating Engineers and Technicians Association  
& Refrigeration Service Engineers Society

Providing technical HVACR information and training to many generations of  
industry professionals for more than 100 years.

Two of the HVACR industry's leading training organizations, now united in a common mission: to provide essential educational coverage to a diverse audience of industrial, commercial and residential HVACR contracting professionals. This is accomplished by providing authoritative and useful HVACR servicing and repair information in two industry-leading publications.

**Refrigerating Engineers and Technicians Association (RETA)**—founded in 1910—is an international society of individuals and companies involved in the design, operation and service of industrial refrigeration systems.

**RETA's mission** is to provide education, training, and networking benefits to both experienced industrial refrigeration system service technicians and operators and those who have recently entered this rapidly expanding field, one that is vitally important to safe, efficient and technologically sound ammonia, carbon dioxide and alternative refrigerant industrial-size systems.

**RETA BREEZE**  
REFRIGERATING ENGINEERS AND TECHNICIANS ASSOCIATION  
SEPT/OCT 2025

**2025 RETA NATIONAL CONFERENCE UPDATES**  
PAGE 10

**WHAT THE REFRIGERATION OPERATOR OWES!**

Recent thoughts on safety and efficiency by Vern M. Sanderson, inspired by E.W. Wickey's "What the Ice Man Owes."

■ Vern Sanderson, CEO, CRST, RAI

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**“ OPERATORS ARE ESSENTIAL. THEY ARE REPRESENTATIVES OF THEIR COMPANIES AND OF THE INDUSTRY. ”**

The operator owes a debt to their co-workers. In most facilities, production doesn't run without refrigeration. When refrigeration is down, the operator may get overtime, but during major outages, the people on the production line may miss paychecks. The operator owes it to their co-workers to make sure they have a consistent, reliable, safe operation.

Operators also owe a debt to the public. Safe operation and refrigerant containment are paramount for community safety. Most refrigerants are not harmful to humans or animals. Some are flammable, some can be hazardous, and others can be even more deadly. The operator is the first line of defense against these hazards.

Additionally, refrigeration, in most instances, has a direct impact on product quality. Some frozen foods or foods that have partially defrosted and refrozen are not as palatable as quality quick frozen foods. Reliable refrigeration has a direct impact on your product.

The availability of products to the public can also be affected by the quality of refrigeration. If products cannot be produced and distributed, your customers will be forced to buy from competitors. For those operators involved in charitable food distribution, the lack of refrigeration can result in lost product. The loss of the end product can result in the poor going hungry.

Operators owe a debt to the operator who trained them or passed the way for their careers. Even the "well-made" operator has learned a lot from his mentors. The operator owes it to the next generation to pass it on.

The individual who simply pays his dues to the organization, never comes to the meetings, never fraternizes with the other folks, fails to get the benefits of the experience of others, lives a whole lot. He'll owe a debt to the organization, but as a paid member, it's not his to pay for many dollars and cents, that's the smallest part of it, and only the least he owes. It's the personal debt, only that exists and is of invaluable value."

We need new generations. We have an obligation to make the next generation better than we are. Being a member of RETA and RSES gives us the opportunity to volunteer and improve the training materials and exams to make them clear, precise, and encompassing enough to give the next generation a boost. Even outside of the organization, I would encourage every operator to pick a successor, someone that you will trust with your knowledge to make them great.

The operator owes a lot, but the skilled operator receives more than they can ever repay.

Vern Sanderson is Senior Manager, Process Safety Management, SFC Global Supply Chain, Inc., Piquette, Ohio.

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**Halie Hugenberg**

Training/Testing Coordinator, RSES  
hhugenberg@rses.org

**Samantha Ibarra**

Certification Coordinator, RETA  
samantha@reta.org

**Cadie Johnson**

Administrative & Conference Assistant, RETA  
Cadance@reta.org

**Lupe Lopez**

Certification Support Specialist, RETA  
lupe@reta.org

**Eileen Lundin**

AP/AR Specialist, RSES  
elundin@rses.org

**Brenden Lurie**

Member/Chapter Relations Rep, RSES  
blurie@rses.org

**Scott Melton**

Education Coordinator, RETA/RSES  
scott@reta.org

**Mitzy Osgood**

Membership Support Specialist, RETA  
mitzy@reta.org

**Kim Turner**

AP/AR Specialist, RETA  
kim@reta.org

## 2026 MEDIA KIT PLANNER

**Refrigeration Service Engineers Society (RSES)**, founded in 1933, is a world-renowned and admired education, training and certification association for heating, ventilation, air conditioning and refrigeration professionals. RSES offers several types of memberships including individual, corporate, school and lifetime designations.

**RSES's mission** is to provide opportunities for enhanced technical competence by offering comprehensive, cutting-edge education and certification to both RSES Members and the entire residential and commercial HVACR industry. Topics include the installation, maintenance, service and repair of HVACR equipment; new technology; new products; industry trends and issues; business management and customer service; and news about RSES Regional, State and Chapter activities.

**Our Publications**

- **For RETA Members working in industrial refrigeration: *RETA Breeze***—first published in 1915—is produced six times per year in print and digital PDF editions.
- **For technicians working in residential and commercial HVACR heating, cooling, ventilation and commercial refrigeration, *RSES Journal***, first published in 1933, is currently available quarterly as a digital magazine.
- Both publications provide authoritative, peer-reviewed information to RETA-RSES Members on the installation, maintenance, service and repair of industrial refrigeration systems (*RETA Breeze*) and residential and commercial HVACR equipment (*RSES Journal*); new technology; new products; industry trends and issues; business management and customer service; and news about Regional, State and Chapter activities.



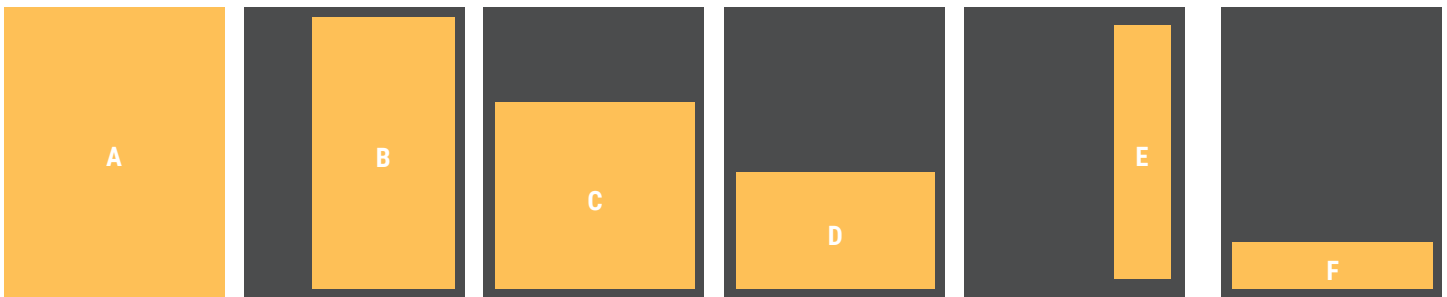
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RETA Breeze is the official publication of RETA. Each issue reaches more than 6,900 RETA Members six times annually.

Advertising space is limited and assigned with "static placement" on a first-reserved, first-served basis. Multi-issue advertisers receive a 10% discount if they commit to all 6 issues.

Full-page cover positions (IFC, IBC, BC) should add 10% to the listed rate.



DISPLAY SIZE	Member 1x Rate (Non Member Rates)	2 x Rate (Non Member Rates)	3 x Rate (Non Member Rates)	4 x Rate (Non Member Rates)	5 x Rate (Non Member Rates)	6 x Rate (Non Member Rates)
Insert up to 8.375" (wide) x 10.625" (high)	Quote Required					
<b>A: Full page with full bleed:</b> 8.375" (wide) x 10.625" (high) with .25" bleed built in on all sides	\$1,810 (\$2,700)	\$1,720 (2,565)	\$1,629 (\$2,430)	\$1,539 (\$2,295)	\$1,448 (\$2160)	\$1,358 (\$2,025)
<b>B: 2/3 page:</b> 4.75" (wide) x 9.25" (high)	\$1,500 (\$2,235)	\$1,425 (\$2,123)	\$1,350 (\$2,012)	\$1,275 (\$1,900)	\$1,200 (\$1,788)	\$1,125 (\$1,677)
<b>C: 3/4 page horizontal:</b> With a 1/8" bleed it is: w: 8.625 in x h: 7.5617 in	\$798 (\$1,117)	\$758 (\$1,061)	\$718 (\$1,005)	\$678 (\$949)	\$638 (\$894)	\$599 (\$838)
<b>D: Half page:</b> 7.25" (wide) x 4.5" (high)	\$1,260 (\$1,880)	\$1,197 (\$1,786)	\$1,134 (\$1,692)	\$1,071 (\$1,598)	\$1,008 (\$1,504)	\$945 (\$1,410)
<b>E: 1/3 page:</b> 2.25" (wide) x 9.25" (high)	\$1,000 (\$1,490)	\$950 (\$1,416)	\$900 (\$1,341)	\$850 (\$1,267)	\$800 (\$1,192)	\$750 (\$1,118)
<b>F: 1/4 page horizontal:</b> 7.25" (wide) x 2.125" (high) or square: 3.5" (wide) x 4.5" (high)	\$710 (\$1,060)	\$675 (\$1,007)	\$639 (\$954)	\$604 (\$901)	\$568 (\$848)	\$532 (\$795)

## RETA Breeze 2026 Editorial Outline\*

\*Editorial topics are subject to change. Send editorial suggestions and product releases to [production@rses.org](mailto:production@rses.org).

<b>Jan/Feb:</b> <b>Ad Space Close:</b> 01/05/2026 <b>Materials Due:</b> 01/05/2026  <b>See below for Focus/Content Topics.</b> Additional Digital Distribution: ▶ 2026 AHR Conference	<b>Mar/Apr:</b> <b>Ad Space Close:</b> 03/02/2026 <b>Materials Due:</b> 03/02/2026  <b>See below for Focus/Content Topics.</b> Additional Digital Distribution: ▶ 2026 IIAR Conference	<b>May/Jun:</b> <b>Ad Space Close:</b> 05/01/2026 <b>Materials Due:</b> 05/01/2026  <b>See below for Focus/Content Topics.</b>	<b>Jul/Aug:</b> <b>Ad Space Close:</b> 07/01/2026 <b>Materials Due:</b> 07/01/2026  <b>See below for Focus/Content Topics.</b>	<b>Sept/Oct:</b> <b>Ad Space Close:</b> 09/01/2026 <b>Materials Due:</b> 09/01/2026  <ul style="list-style-type: none"> <li>• <b>Focus:</b> 2026 RETA Conference</li> <li>• <b>Content Topics:</b> Conference events, trainings, sponsors, activities, etc.</li> </ul> Additional Digital Distribution: ▶ 2026 RETA Annual Conference	<b>Nov/Dec:</b> <b>Ad Space Close:</b> 11/02/2026 <b>Materials Due:</b> 11/02/2026  <ul style="list-style-type: none"> <li>• <b>Focus:</b> 2026 RETA Conference Wrap Up</li> <li>• <b>Content Topics:</b> Covering Conference highlights in awards and events.</li> </ul>
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### RETA Breeze Publications Focus and Content Topics

Articles published in *RETA Breeze* are presented to and peer-reviewed by RETA's Publication Committee. Articles are run at the discretion of Publication Committee and Chairman, depending on author and peer-review availability. *RETA Breeze* strives to provide a wide range of content that centers around educating and aiding the everyday industrial refrigeration technician. Commonly published topics include: management, compliance, operations, engineering and refrigeration history. All articles should be sent to RETA-RSES Publications ([production@rses.org](mailto:production@rses.org)).

- **From the Desk of the President:** A direct message from the International President of RETA-RSES Board, regarding overall Association news, updates and announcements from RETA's Executive Board Committee.
- **From the Desk of the Executive Director:** A direct message from the Executive Director to Members, regarding overall Association news, updates and announcements from RETA Headquarters.
- **Education Corner:** Focuses on updates and news regarding learning and education materials.
- **Membership Corner:** Engages with RETA membership in regards to news, past events, involvement reminders, opportunities and more.
- **Certification Corner:** Honors those who pass any RETA exam or authorization, with an occasional update regarding RETA certifications or testing practices.
- **Testing Corner:** Guidance, updates or feedback about RETA's ANAB-accredited exams—CARO, CIRO, CRST and the ANAB program from RETA's certification psychometrician.
- **Conference Corner:** Addresses RETA's Annual Conference, with overviews and updates on sponsorships, event details and more.

**Note:** RETA Breeze runs both digitally and physically. For each publication, approximately 3,000 physical magazines circulate, however, this number does not reflect total viewership.

The RETA Technical Report is a revered series that is a stand-alone publication providing additional technical topics to industry professionals. It is digitally distributed to and archived for RETA Members on a semi-annual basis. Up to four pages of the publication can be sold as advertising and it is possible to sell out, so book your spots today.

## YOUR AD HERE!

DISPLAY SIZE	Member 1x Rate (Non Member Rates)
<b>1/4 page:</b> 3.5" (wide) x 4.5" (high)	\$300 (\$600)
<b>1/2 page:</b> 7" (wide) x 4.5" (high)	\$500 (\$900)
<b>1 page:</b> 7" (wide) x 9" (high)	\$750 (\$1,350)
4 1-page ads	\$2,250 (\$4,000)
<b>Sponsored email:</b> includes a sponsor logo/link in email <i>Limit 1 per issue</i>	\$500 (\$900)
<b>Email attachment:</b> <i>Limit 1 per issue</i>	\$800 (\$1,300)
<b>El Grande Advertisement:</b> includes a 4-page ad; sponsored email; and email attachments <i>Limit 1 per issue</i>	\$3,000 (\$5,000)

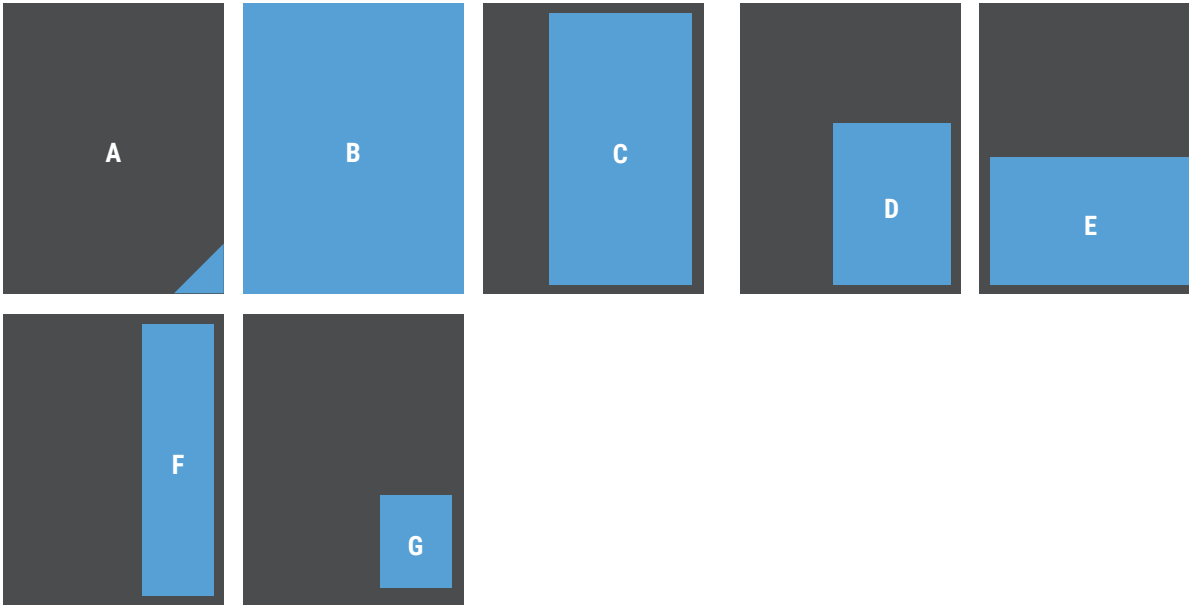
The RSES Service Application Manual, or SAM, is the oldest published reference manual available that contains literally thousands of pages of technical data, equipment analyses and evaluations, field application instruction, regulations, good practice codes, business development guidance and more. RSES continues to release SAM Chapters on a semi-annual basis. Access to the hundreds of SAM chapters currently available is a member benefit. Companies interested in sponsoring a SAM Chapter will enjoy knowing their advertisement will sit eternally within the archive. Companies interested in advertising may do so at the following rates:

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<b>1/4 page:</b> 3.5" (wide) x 4.5" (high)	\$300 (\$600)
<b>1/2 page:</b> 7" (wide) x 4.5" (high)	\$500 (\$900)
<b>1 page:</b> 7" (wide) x 9" (high)	\$750 (\$1,350)
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<b>Email attachment:</b> <i>Limit 1 per issue</i>	\$800 (\$1,300)
<b>El Grande Advertisement:</b> includes a 4-page ad; sponsored email; and email attachments <i>Limit 1 per issue</i>	\$3,000 (\$5,000)

## RSES Journal Rates

RSES Journal is the official publication of RSES. It distinguishes itself from other publications via its peer-reviewed technical articles containing content that can be applied on the jobsite. We will work with companies based on their marketing needs and budget.



DISPLAY SIZE	Non-Member 1x Rate (Non-member Rate)	Member 2x Rate (Non-member Rate)	Member 3x Rate (Non-member Rate)	Member 4x Rate (Non-member Rate)
<b>A: COVER SNIPE</b> 4" x 3" x 4"	\$1,008 (\$1,120)	\$864 (\$960)	\$720 (\$800)	\$576 (\$640)
<b>B: FULL PAGE (with bleed)</b> 8.375" x 11.125"	\$3,767 (\$4,186)	\$3,375 (\$3,750)	\$3,146 (\$3,495)	\$2,809 (\$3,121)
<b>C: 2/3-PAGE</b> 4.625" x 9.875"	\$2,576 (\$2,862)	\$2,435 (\$2,706)	\$2,258 (\$2,509)	\$2,041 (\$2,268)
<b>D: 1/2-PAGE ISLAND</b> 4.625" x 7.25"	\$2,291 (\$2,546)	\$2,194 (\$2,438)	\$2,059 (\$2,288)	\$1,830 (\$2,033)
<b>E: 1/2-PAGE</b> 7.125" x 4.875"	\$2,191 (\$2,434)	\$2,029 (\$2,254)	\$1,910 (\$2,122)	\$1,751 (\$1,945)
<b>F: 1/3-PAGE</b> 2.187" x 9.875"	\$1,772 (\$1,969)	\$1,705 (\$1,894)	\$1,609 (\$1,788)	\$1,506 (\$1,673)
<b>G: 1/4-PAGE</b> 3.5" x 4.875"	\$1,604 (\$1,782)	\$1,543 (\$1,714)	\$1,447 (\$1,608)	\$1,377 (\$1,530)

## RSES Journal 2026 Editorial Outline\*

Spring March-April-May	Summer June-July-August	Fall September-October-November	Winter December-January 27-Feb 27
<p><b>Ad Space Close:</b> March 20, 2026</p> <p><b>Materials Due:</b> March 27, 2026</p> <p><b>Editorial Focus:</b> Essential practices for superior residential/commercial service</p> <p><b>Content Topics:</b> Essentials for success in residential and commercial training, service and installation IAQ: Pollen/dust/mold prevention</p> <p><b>Post-AHR Expo Review</b></p> <p><b>Business Intelligence:</b> Improving your company's culture</p> <p><b>Commercial Refrigeration:</b> Ensuring stability in grocery systems Refrigerants: CO<sub>2</sub> system training; Alternative refrigerants: what's next?</p> <p><b>Products:</b> residential and commercial cooling; testing/balancing instruments; service software</p> <p><b>Additional Digital Distribution:</b> • HVACR Educators' Conference • ACCA Annual Conference</p>	<p><b>Ad Space Close:</b> June 12, 2026</p> <p><b>Materials Due:</b> June 19, 2026</p> <p><b>Editorial Focus:</b> Cooling systems</p> <p><b>Content Topics:</b> Residential &amp; commercial air conditioning &amp; dehumidification Data center cooling Safety with refrigerants and electrical systems</p> <p><b>Commercial Refrigeration:</b> Cybersecurity of proprietary operation data</p> <p><b>Business Intelligence:</b> Where to expand</p> <p><b>Products:</b> airflow, ventilation, motors, drives</p> <p><b>Additional Digital Distribution:</b> • SkillsUSA</p>	<p><b>Ad Space Close:</b> September 14, 2026</p> <p><b>Materials Due:</b> September 21, 2026</p> <p><b>Editorial Focus:</b> New heating and IAQ technologies</p> <p><b>Content Topics:</b> Combustion analysis</p> <p><b>Business Intelligence:</b> Building trust</p> <p><b>Commercial Refrigeration:</b> managing energy consumption; winterizing cooling systems</p> <p><b>Products:</b> air handlers, fans, blowers; refrigerants</p> <p><b>Additional Digital Distribution:</b> • 2026 RETA Annual Conference • PHCC Connect • ATMOsphere America Conference (tbd per T-Mac)</p>	<p><b>Ad Space Close:</b> Nov. 20, 2026</p> <p><b>Materials Due:</b> Nov. 25, 2026</p> <p><b>Editorial Focus:</b> Residential and commercial heating maintenance</p> <p><b>Content Topics:</b> AHR show preview Troubleshooting heating and indoor air quality Airflow and ventilation</p> <p><b>Business Intelligence:</b> Developing a business plan; AI innovations</p> <p><b>Commercial Refrigeration:</b> Refrigeration system diagnostics</p> <p><b>Products:</b> residential and commercial heating; IAQ; airflow; ventilation</p> <p><b>Additional Digital Distribution</b> • 2027 AHR Expo • IIAR Conference</p>

*\*Editorial topics are subject to change, and we will add impactful topics as needed to remain current with ever-changing industry trends. Send editorial suggestions to [tmciver@rses.org](mailto:tmciver@rses.org) and product releases to [rsesjournal@rses.org](mailto:rsesjournal@rses.org).*

### Column/Special Feature Topics Tentatively Scheduled for Each Issue:

**Energy Efficiency (Ongoing):** Regular maintenance, upgrading to energy efficient systems, tips for reducing energy consumption and standards/regulations related to energy efficiency.

**HVACR Technology (Ongoing):** Updates on the latest HVACR technologies, smart home integration (IoT) and innovations in the industry. Columns on HVACR events, issues and trends by Executive Vice President, President and Editor

**Note:** RSES Journal is presently on a quarterly publishing schedule in digital format only. The magazine is the flagship publication of RSES and is the No. 1 Member benefit. The additional digital distribution listed above is tentative and shows are added regularly.





**RSES Journal** offers a dedicated, engaged digital audience that is spending more time on our site and relying on mobile and tablet devices to access information they need for everyday operations. New features, new platforms and new content are planned to help meet the growing demand for digital content.

## AD SIZES/RATES\*

<b>A</b>	300 X 250	PLATINUM	\$850
<b>B</b>	300 X 100	GOLD	\$800
<b>C</b>	300 x 50	SILVER	\$700
<b>D</b>	300 x 50	BRONZE	\$525
<b>E</b>	728 x 90	FOOTER	\$500

\*Rates listed are net.

## SPECS

**BANNER AD DIMENSIONS:** Files should be sized accordingly: 300 x 250, 300 x 100, 300 x 50, 728 x 90 pixels.

**ACCEPTED FILE FORMATS:** Files should be saved as either a .jpg or .gif file in RGB format. If submitting an animated file, please submit an animated .gif. Include URL section should link to.

**MATERIAL SUBMISSION:** Materials should be emailed to [production@rses.org](mailto:production@rses.org) two weeks prior to the first of each month.

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SPONSORSHIP BENEFITS	TECHNICAL WEBINAR SPONSORS	MANUFACTURER WEBINAR SPONSORS
Logo in RETA Breeze or RSES Journal coverage (includes ads listing webinars)	✓	✓
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Registration Form Questions (ability to ask registrants two questions)	✓	✓
Logo on intro and closing slides	✓	✓
Company name mentioned by moderator at start and end of webinar	✓	✓
Logo/Link on recorded archive page with media file/	✓	✓
Complete registration/attendee list	✓	✓
Performance reports	✓	✓
Ability to invite anyone in their customer base to attend the live webinar	✓	✓
A .wmv file of the recorded webinar		✓

**Webinar sponsorships** will provide your company with quality, hard leads. Our readers report that they are turning to Webinars for training and insight more than ever before. Designed to augment the mainstay RETA/RSES training programs, these webinars offer students continuing education hours and feature experts who present targeted, audience driven topics. The content is free for RETA/RSES Members. You can enrich their educational opportunities by sponsoring a webinar.

RETA/RSES webinars provide presenters with a platform to gain followers and enhance their profiles as industry influencers.

## Types of Sponsorships

**A. Technical Series Webinars** feature industry experts who present an array of HVACR-related topics. RETA/RSES coordinates the speaker and content for this monthly series.

**B. Manufacturer Series Webinars** give the sponsor the opportunity to provide presenters, topics and content.\* They are promoted in the same manner to RETA/RSES' Membership base. Sponsors for these webinars get to select the dates for their Webinar.

\*Presentations have to be technical in nature and non-proprietary.

## PROGRAM IMPRESSION OPPORTUNITIES

ADVERTISEMENT	CIRCULATION	IMPRESSIONS
Logo in RSES ad featured in RETA Breeze or RSES Journal	6,000 x 3 issues (x2 w/pass-along rate)	18,000
Email blast to RSES Members	5,000 x 3 blasts	15,000
Social Media (Facebook, X, YouTube, Instagram followers)	1 Post on each platform	8,500
Webinar intro page	3-5 minutes while introducing speaker	200
Follow-up emails (thanks for attending/survey or sorry you couldn't make it)	400	800
Archive pages (Members-only page)	200	200
AVERAGE POTENTIAL IMPRESSION TOTAL		42,700

## Rate\*

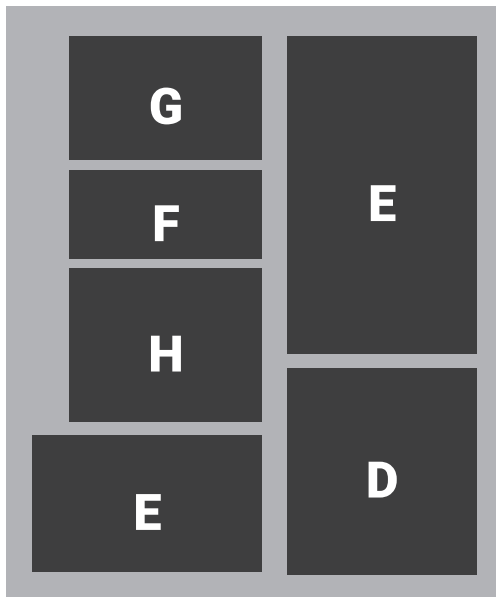
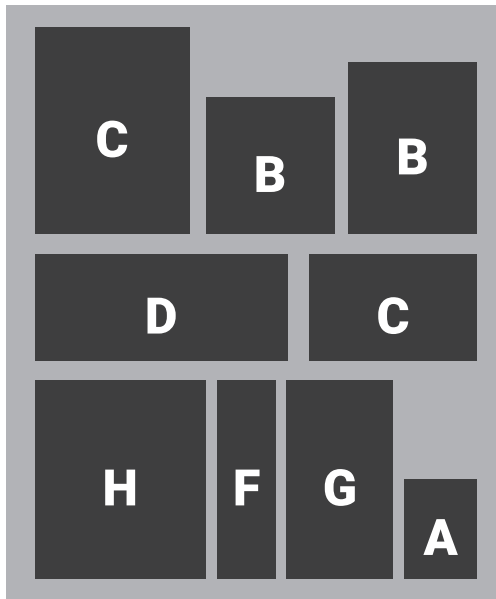
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\$5,250

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**MATERIAL SUBMISSION:** Materials should be emailed to [production@rses.org](mailto:production@rses.org) two weeks prior to scheduled webinar.





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## SPECS

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D	1-COLUMN x 4" (2 ¼" x 4") VERTICAL OR HORIZONTAL
E	1-COLUMN x 5" (2 ¼" x 5") VERTICAL OR HORIZONTAL
F	2-COLUMN x 1" (4 1/2" x 1") VERTICAL OR HORIZONTAL
G	2-COLUMN x 2" (4 1/2" x 2") VERTICAL OR HORIZONTAL
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**MATERIAL SUBMISSION:** Please submit ad materials in a hi-res .pdf format to [production@rses.org](mailto:production@rses.org). Material due dates are listed

## CLASSIFIED CONTACT

Lori Schiavo  
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## 2026 CLASSIFIED ADVERTISING RATES\*

SIZE	1x RATE	3x RATE	6x RATE	12x RATE
1 COLUMN x 1"	\$195	\$180	\$165	\$150
1 COLUMN x 2"	\$295	\$280	\$265	\$250
1 COLUMN x 3"	\$345	\$330	\$315	\$300
1 COLUMN x 4"	\$395	\$380	\$365	\$350
1 COLUMN x 5"	\$445	\$430	\$415	\$400
2 COLUMN x 1"	\$295	\$280	\$265	\$250
2 COLUMN x 2"	\$395	\$380	\$365	\$350
2 COLUMN x 3"	\$545	\$530	\$515	\$500