



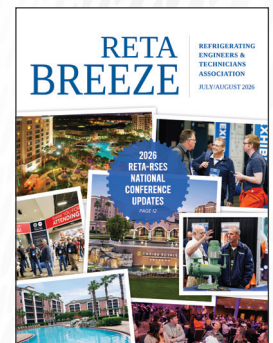
RETA
BREEZE

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Journal

2027 RETA Breeze RSES Journal Media Kit

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2027 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 HVAC&R information and training to many generations of industry professionals for more than 100 years.

Two of the HVAC&R 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 HVAC&R contracting professionals. This is accomplished by providing authoritative and useful HVAC&R 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.

WORKPLACE SAFETY IMPROVES, BUT HAZARDS REMAIN

The latest report from the Bureau of Labor Statistics shows improvement, but there is still work to do!

Joe Baldwin, CSM, RSO

The latest data from the U.S. Bureau of Labor Statistics has been released and they reveal that the number of fatal work injuries in the United States fell for the second consecutive year in 2024. This is a modest sign of progress in workplace safety, but not enough. Persistent dangers remain for many workers.

According to the Census of Fatal Occupational Injuries released on February 19, there were 5,070 fatal work injuries last year, marking a 4% decrease from the 5,281 deaths recorded in 2023. This translates to a rate of 3.3 fatalities per 100,000 full-time equivalent (FTE) workers, down from a rate of 3.5 in the previous year. This is an improvement, but we must remain vigilant.

A WORKER DIES EVERY 104 MINUTES

The figures underscore the sobering reality that a fatal work-related injury still occurred roughly every 104 minutes in 2024, compared with every 99 minutes in 2023. Although the overall trend points downward, this page highlights the continued human cost of occupational hazards across industries.

TRANSPORTATION AND MATERIAL MOVING OCCUPATIONS LEAD

Transportation incidents remain the most frequent cause of work-related deaths, accounting for 38.2% of all fatalities. While the total number of transportation-related deaths dipped slightly—from 1,942 to 1,937, the dangers associated with roadway and vehicle-related work still dominate the statistics. Within that category:

- Roadway incidents involving motorized vehicles killed by 6.5%.
- Pedestrian incidents involving motorized vehicles—such as workers struck while outside the vehicle—rose by 19%. These are preventable.

FALLS, SUBSTANCE EXPOSURE AND VIOLENT ACTS

Other leading causes of fatal workplace injuries included:

- Falls, slips and trips remained a top hazard, with 381 deaths, down slightly from 2023.
- Exposure to harmful substances or environments saw a notable 16.2% drop—largely driven by a decline in drug and alcohol overdoses, which accounted for 410 deaths in 2024.
- Deaths due to violent acts at work—including homicides and suicides—totaled 733. Homicides alone increased slightly, accounting for 470 deaths.

OCCUPATION AND DEMOGRAPHIC DIFFERENCES

Certain job categories faced disproportionate risks.

- Construction and extraction workers experienced 1,020 fatalities, most of any occupational group.
- Building and grounds cleaning and maintenance workers saw an increase in work-related deaths.
- Protective service occupations also reported slightly higher fatalities, with homicides constituting more than a third of deaths in that group.

The report also highlighted demographic trends: fatal injury counts and rates decreased for Black or African American workers, and the rate for Hispanic or Latino workers fell slightly as well. Women accounted for 6.1% of all workplace deaths but represented 15.3% of workplace homicides. This is an alarming statistic.

PROGRESS, BUT NO ROOM FOR COMPLACENCY

Safety advocates say the data indicates meaningful progress, especially in reducing deaths tied to harmful substance exposure, but emphasize that further efforts are needed to protect workers in high-risk roles.

Experts note that the continued prevalence of transportation incidents and fall-related deaths highlights enduring challenges in roadway safety, vehicle operation, construction practices and other high-hazard environments. ♦

Joe Baldwin, CSM, RSO is a Senior Consultant with Baldwin Safety Solutions, Dallas, TX. Joe can be reached at 662-381-4600, or at balwin@safety-solutions.com.

<https://www.baldwin-safety.com>

“TRANSPORTATION INCIDENTS REMAIN THE MOST FREQUENT CAUSE OF WORK-RELATED DEATHS, ACCOUNTING FOR 38.2% OF ALL FATAL INJURIES.”



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2027 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 HVAC&R industry. Topics include the installation, maintenance, service and repair of HVAC&R equipment; new technology; new products; industry trends and issues; business management and customer service; and news about Association activities.

RETA-RSES 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 HVAC&R heating, cooling, ventilation and commercial refrigeration, *RSES Journal***, first published in 1933, is currently available quarterly as a digital magazine. **Beginning In 2027, RSES Journal will be published six times each year, with two issues devoted to the RETA-RSES National Conference.**
- 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 HVAC&R equipment (*RSES Journal*); new technology; new products; industry trends and issues; business management and customer service; and news about Association activities.

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DATA CENTER SPECIAL

Helping Industry Become Data Center Savvy

Data center construction ties in a wide array of code requirements. The ICC has started a process to provide guidelines to supplement—but not replace—existing codes.

BY TERRY MEYER

The International Code Council (ICC), headquartered in Westminster, D.C., is the leading global source of model codes and standards and building safety solutions that include prescriptive, performance, technology, training and certification. ICC's codes, standards and solutions are used to ensure safe, affordable, and sustainable construction and building worldwide.

The vast, worldwide growth of data center construction has given ICC's new challenge. ICC is currently developing a "ICC 725 Guidelines on Data Centers," to provide a clear, comprehensive and easy-to-navigate framework that aligns the most relevant code provisions for modern data center design and construction. Data centers exist in scale, operational complexity and intensity, the guidelines will bring together key requirements from multiple disciplines, including mechanical, for protection, structural, water efficiency and more, into a single coherent resource tailored specifically to these uses.

The ICC team will integrate applicable codes and standards into the new code to highlight how they relate within the context of data center operations. The proposed ICC 725 standard will enhance

project understanding of data center requirements for building officials, designers and developers. It will offer a clear path for selecting safety, reliability and sustainability in the built environment, supporting the development of data centers that meet today's performance needs while preparing for tomorrow's technological advances.

As it begins what will be a deliberately methodical process, ICC is gathering information from existing codes and standards to avoid conflict in establishing language. To gain a better understanding of ICC's role in this sector, RES Journal spoke with Robert McChesney, Executive Vice President of Innovation and Growth for the International Code Council, and Kevin McChesney, Vice President of Technical Resources with the International Code Council. Many ways across the organization to connect product and service providers with ongoing technological, industry trends and market needs, while McChesney provides technical assistance with building officials and building departments for the International & Growth Department of ICC.

"ICC wants to be sure that our codes and standards meet the demands of our members in the U.S. and abroad. And, as we explore

how there has been dramatic increases in "data center construction," that means "IT data center construction," and "Mass IT" with many unique attributes."

Data centers are indeed a complex system, using technology, but they are also facilities in a physical impact across the U.S. The complexity and size of many facilities now require a cultural impact as well as the planning or construction phase, how these are located, is also so. Avoidable from these needs the industry, and users from public mission groups who fear what data centers will do to communities in which they are located. In some cases, centers have been moved to the site, or even being destroyed to make room for a new center.

As a result, many cities are now being forced to deal with the impact of data centers in their communities, as a focus on what is required for the city, or even a data center construction and its impact on the community and its environment.

"There are a number of decisions [related to data center construction] that are left to the building official and we can use it in a way to ensure consistent best practices for the government, which is the role, and for the industry, as what both sides are aware of that the government does is, clearly it is and how it characterizes, because these data centers have second order effects on how they manage safety in the building, and the energy

ICC's membership is composed of what is now often an up-and-coming generation of public and private sector building industry professionals. The public sector side includes building officials, inspectors, plan reviewers, public works officials, emergency code officials, code officials, sustainability directors and others with much administrative titles. On the private sector side are builders, engineers, architects and materials manufacturers.

For that wide variety of building professionals, ICC's online code has been broadly available to many other codes and standards, and as a result we've tried to work on what is currently in place.

McChesney said a preliminary data center standards framework has been developed through the technical language of ICC.

"It contains some broader topics we are going to build on, like physical security and some security and building envelopes, like fire, burglar, theft, etc., and also, higher, passive and active fire protection, intrusion detection and security, and we can use it in a way to ensure consistent best practices for the government, which is the role, and for the industry, as what both sides are aware of that the government does is, clearly it is and how it characterizes, because these data centers have second order effects on how they manage safety in the building, and the energy

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will not become anything like a "Ten Commandments" of Data Center Construction."

"We will need out of any type for which there is a existing standard, when experts have looked at these applications. The guidelines, in and of itself, will not be written in mandatory language, which gives us the most time to build in providing things that are practical and better faster."

McChesney said ICC "welcomes the participation of HVACR contractors in the development of these guidelines. They will be involved in meetings as interested parties become active in the construction and provide comments as well. There are many data centers that are important for cooling, thermal control and well doing some things that we know that they want to see the equipment."

HVACR contractors involved in the development of the ICC 725 standard are about to get into the center of the data center that is important for cooling, thermal control and well doing some things that we know that they want to see the equipment."

"We're the American Hydronic Institute, Industrial Revolution or the industry," having a lot of the building that is important for cooling, thermal control and well doing some things that we know that they want to see the equipment."

A dedicated section of the ICC 725 standard is available to follow the progress of the guidelines as it proceeds through the development process.

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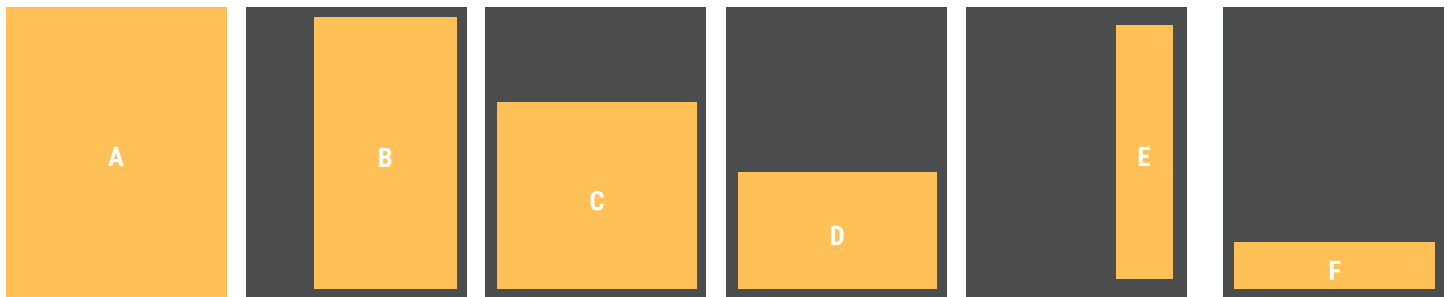


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D: Half page: 7.25" (wide) x 4.5" (high)	\$1,325 (\$1,975)	\$1,197 (\$1,786)	\$1,134 (\$1,692)	\$1,071 (\$1,598)	\$1,008 (\$1,504)	\$945 (\$1,410)
E: 1/3 page: 2.25" (wide) x 9.25" (high)	\$1,050 (\$1,565)	\$950 (\$1,416)	\$900 (\$1,341)	\$850 (\$1,267)	\$800 (\$1,192)	\$750 (\$1,118)
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RETA Breeze 2027 Editorial Outline*

*Editorial topics are subject to change. Send editorial suggestions and product releases to retabreeze@reta.org.

Jan/Feb: Ad Space Close: 01/04/2027 Materials Due: 01/04/2027 See below for Focus/Content Topics. Additional Digital Distribution: ▶ 2027 AHR Conference	Mar/Apr: Ad Space Close: 03/01/2027 Materials Due: 03/01/2027 See below for Focus/Content Topics. Additional Digital Distribution: ▶ 2027 IIAR Conference	May/Jun: Ad Space Close: 05/03/2027 Materials Due: 05/03/2027 See below for Focus/Content Topics.	Jul/Aug: Ad Space Close: 07/06/2027 Materials Due: 07/06/2027 See below for Focus/Content Topics.	Sept/Oct: Ad Space Close: 09/07/2027 Materials Due: 09/07/2027 • Focus: 2027 RETA-RSES Conference • Content Topics: Conference events, trainings, sponsors, activities, and more! Additional Digital Distribution: ▶ 2027 RETA-RSES Annual Conference	Nov/Dec: Ad Space Close: 11/10/2027 Materials Due: 11/10/2027 • Focus: 2027 RETA-RSES Conference Wrap Up • Content Topics: Conference highlights: sessions, speakers, awards, and events.
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RETA Breeze Publications Focus and Content Topics

Articles published in *RETA Breeze* are presented to and peer-reviewed by RETA-RSES'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 (retabreeze@reta.org).

In addition to feature articles, each issue contains the following sections:

- **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-RSES'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-RSES'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.



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Gain extra attention for your Breeze display ad by sponsoring an email blast that will reach industrial refrigeration decision makers. See Sizes/Rates below.

Other ideas? Let us know! We would be happy to explore options. Contact retabreeze@reta.org.

Digital Edition Sizes/Rates*

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E	AUDIO	\$500
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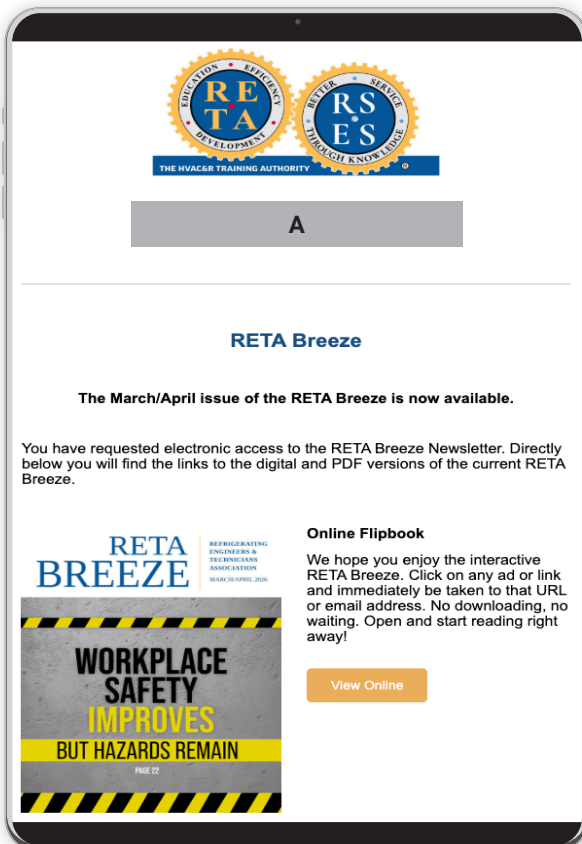
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Digital Edition eBlast



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.



THE TECHNICAL REPORT
ONE MAN'S DEATH...AN INVESTIGATIVE REPORT

Reprinted from the July 1990 issue of the RETA Technical Report. The article follows the investigation of a fatal accident involving the explosion of an ice cream maker. The details surrounding this accident are still timely and important and worthy of re-awakening.

The reports in this paper were filed by the local fire department, state police and district engineering inspector. These reports appear as they were originally written, with minor editorial revisions. Although there are technical inaccuracies and inconsistencies among the reports, the conclusions about the cause of the accident are correct. The technical inaccuracies are due to a lack of experience, not ability.

The names of the persons involved have been deleted to protect their identities.

THE LOCAL FIRE DEPARTMENT'S INVESTIGATION OF THE INCIDENT INDICATED THE FOLLOWING:

The ice cream maker, circa 1955, Model 11, serial number 122-311, involved in the explosion developed a leak in the drain valve (located at the top of the machine) which caused antifreeze to be discharged into the air while the machine was in operation. The machine was used most recently to manufacture ice cream about one week prior to the accident.

On the date of the incident, the plant manager set out to repair the leaky valve by replacing it or attaching another valve to the machine.

After the explosion, the liquid valve (liquid ammonia into the head), the suction valve (suction ammonia return line) and the drain valve were all located in the closed position. These valves had been closed the morning of the explosion to isolate the machine from the plant refrigeration system, preventing additional antifreeze from entering the machine.

When the explosion occurred, the plant manager was located to the left side of the frame in the area where the force of the blast was directed.

According to employees in the room at the time of the blast, the plant manager had begun cleaning antifreeze ammonia from the machine into a white plastic pad filled with water - the normal procedure to purge the vessel of ammonia. It was reported that the odor of ammonia was quite strong and irritating during this procedure. A portable rubber hose line was located nearby.

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1 page: 7" (wide) x 9" (high)	\$750 (\$1,350)
4 1-page ads	\$2,250 (\$4,000)
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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:



SERVICE APPLICATION MANUAL
PRESSURE-ENTHALPY CHARTS AND THEIR USE

By Dr. Ralph C. Downing
E.I. du Pont de Nemours & Co., Inc., Flawless Products Division
Revised 2024 by John Sherrill CIRC, RAI

INTRODUCTION

The refrigerant in a refrigeration system, regardless of type, is present in two different states. It is present as liquid and as vapor (or gas). During the refrigeration cycle, it changes from one state to the other. You need to be familiar with the properties of both liquid and vapor in order to understand the refrigeration cycle. The four properties of vapor are:

- T, for temperature
- P, for pressure
- h, for enthalpy (or heat content)
- s, for entropy

These properties are the key to understanding and using refrigerant pressure-enthalpy diagrams. Such diagrams show the properties of a refrigerant. Temperature is a measure of how hot or cold an object is. It does not tell how much heat an object will hold, nor does it tell how much heat it takes to change an object's temperature. There are two temperature scales that are used in refrigeration work: Fahrenheit and Celsius. The Fahrenheit scale is the most commonly used in the United States. The Celsius scale is used in most scientific work in the United States and almost universally in other countries. There is a measure to make the Celsius scale the standard of temperature measurement in the United States.

Volume is a measure of the space occupied by refrigerant vapor. In refrigeration work, cubic feet per pound (ft³/lb) is the standard unit.

In refrigeration service work, gauge pressure (psig) is generally used. On a pressure-enthalpy diagram, however, the pressure is shown as absolute pressure (psia). The difference between the two is about 14.7 psia (the pressure of the atmosphere at sea level). This is the difference between atmospheric pressure at sea level and no pressure (0 psia) or absolute pressure. This is the difference between atmospheric pressure at sea level and no pressure (0 psia) or absolute pressure.

There are three different kinds of pressure to consider in a study of refrigerants and heat temperature effects. Adding heat to gas when there is no liquid present will cause it to be superheated. The pressure of superheated gas increases very slowly when heated. If the gas is saturated vapor (that is, if liquid is present), the pressure increases much more rapidly. The pressure is called vapor pressure (or saturation pressure). Remember that when liquid is present, any pressure value will be vapor pressure. There can be no other value for the pressure at a given temperature for a single refrigerant.

Refrigerant mixtures such as R410A have a range of pressures for each temperature because of the differences in vapor pressures of the individual refrigerant components.

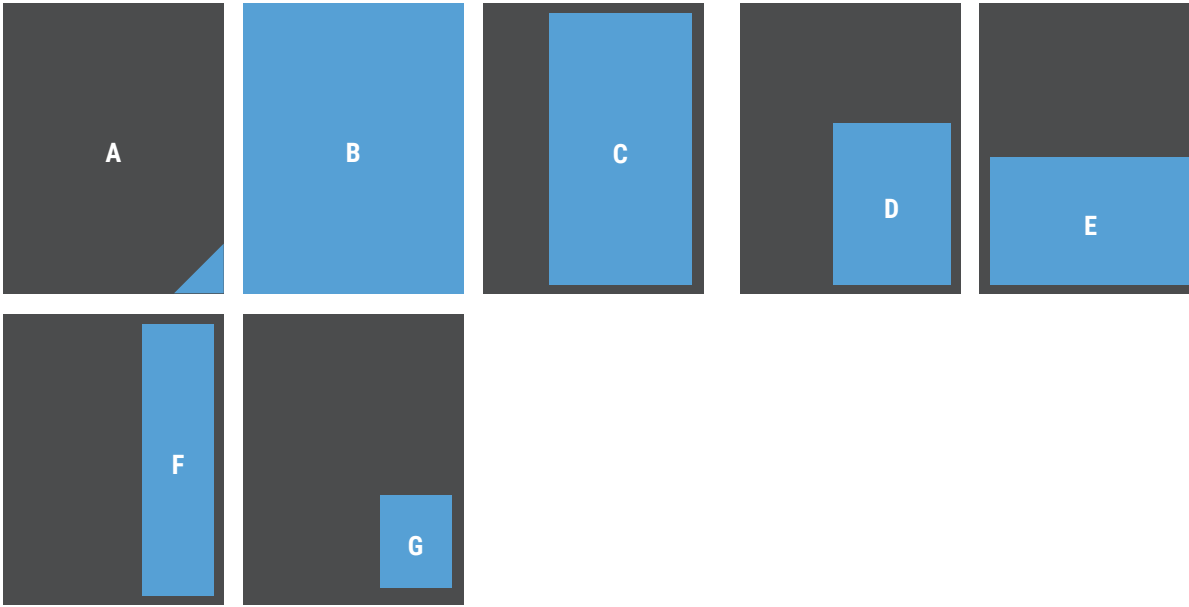
It has to be added to a container completely full of liquid refrigerant with no vapor space refrigerant present, it

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4 1-page ads	\$2,250 (\$4,000)
Sponsored email: includes a sponsor logo/link in email <i>Limit 1 per issue</i>	\$500 (\$900)
Email attachment: <i>Limit 1 per issue</i>	\$800 (\$1,300)
El Grande Advertisement: 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.



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

RSES Journal 2027 Editorial Outline*

Spring March-April-May	Summer June-July-August	Fall September-October-November	Winter November-December-January
Articles Due: Feb. 8, 2027 Ad Space Close: Feb. 11, 2027 Ad Materials Due: Feb. 18, 2027 Editorial Focus: Inverter heat pumps Content Topics: How modern heat pumps “make decisions” Commercial building retrofits How to train techs on A2L refrigerants Commercial Refrigeration: Restaurant/cold storage refrigeration Post-AHR Expo Review: Products & trends from AHR 2027 Business Intelligence: Preparing for summer demand The domino effect of refrigerant phasedowns Products: Smart technology for homes and buildings Additional Digital Distribution: • HVACR Educators’ Conference	Articles Due: June 1, 2027 Ad Space Close: June 18, 2027 Ad Materials Due: June 24, 2027 Editorial Focus: AC Guide Content Topics: Specifications and features of new AC systems Diagnosing heat pump error codes Commercial HVAC&R: Remote monitoring and predictive maintenance Business Intelligence: Team development Products: Residential heat pumps; monitors for temperature, humidity, vibration and pressure in chillers, cooling towers, pumps, compressors and RTUs Additional Digital Distribution: • SkillsUSA	Articles Due: Aug. 2, 2027 Ad Space Close: Aug. 19, 2027 Ad Materials Due: Oct. 14, 2027 Editorial Focus: What’s next for heat pumps and gas furnace technology Content Topics: Chillers & Thermodynamics Understanding heat pump inverter boards Commercial & air-cooled chilled water systems Business Intelligence: Developing team leaders Products: Air-cooled chilled water systems Additional Digital Distribution: • 2027 RETA-RSES Annual Conference	Articles Due: Dec. 1, 2027 Ad Space Close: Dec. 9, 2027 Ad Materials Due: Dec. 16, 2027 Editorial Focus: Winter preparations Content Topics: Practical heat pump diagnostics Efficiency & refrigerant regulations review Commercial heating tech update Business Intelligence: Managing ‘no heat’ emergencies Products: residential and commercial heating; IAQ; airflow; ventilation Additional Digital Distribution: • 2028 AHR Expo • IIAR Conference
NEW FOR 2027! PRE-CONFERENCE SUPPLEMENT This special edition will contain a preview of the presentations to be featured at the 2027 RETA-RSES National Conference, Nov. 2-5 in Indianapolis, IN. Articles due: Aug. 8, 2027 Ad Space Close: Sept. 7, 2027 Ad Materials Due: Sept. 14, 2027 NEW FOR 2027! POST-CONFERENCE SUPPLEMENT This special edition will contain a review of the people, presentations, and events from our 2027 National Conference in Indianapolis, IN. Articles Due: Nov. 8, 2027 Ad Space Close: Nov. 15, 2027 Ad Materials Due: Nov. 18, 2027			

**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 and product releases to 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.

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

Note: RSES Journal is presently publishing 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.



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 two weeks prior to the first of each month.

RSES Journal reserves the right to resize any incorrectly sized ads/images to fit the dimensions specified here.

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.

DIAMOND

- 4x AD IN RSES JOURNAL
- 1x SPONSORED WEBINAR
- 2x SPONSORED RSES/RSES JOURNAL eBLAST
- 2x CUSTOM OR HTML eBLAST
- 2x SOCIAL MEDIA PLUG

PACKAGE PRICING

FULL PAGE	\$21,172	{SAVINGS = \$2,413}
HALF PAGE	\$17,487	{SAVINGS = \$1,943}

PLATINUM

- 3x AD IN RSES JOURNAL
- 1x SPONSORED WEBINAR
- 1x SPONSORED RSES/RSES JOURNAL eBLAST
- 1x CUSTOM OR HTML eBLAST
- 1x SOCIAL MEDIA PLUG

PACKAGE PRICING

FULL PAGE	\$17,042	{SAVINGS = \$1,893}
HALF PAGE	\$13,335	{SAVINGS = \$1,481}

GOLD

- 2x AD IN RSES JOURNAL
- 1x SPONSORED RSES/RSES JOURNAL eBLAST

PACKAGE PRICING

FULL PAGE	\$8,730	{SAVINGS = \$970}
HALF PAGE	\$6,524	{SAVINGS = \$724}

SILVER

- 1x AD IN RSES JOURNAL
- 1x SPONSORED RSES/RSES JOURNAL eBLAST

PACKAGE PRICING

FULL PAGE	\$4,186	{SAVINGS = \$638}
HALF PAGE	\$4,171	{SAVINGS = \$463}



RSES Journal readers rely on digital devices to access all things residential and commercial refrigeration. Put your message at their fingertips when they need it most.

Six times a year we send an e-blast to notify readers that the new digital edition content and your message are ready. This increases readership of both our content and your advertising message.

Other ideas? Let us know! We would be happy to explore options. Contact rsesjournal@rses.org.

Digital Edition Sizes/Rates*

A	SPECIAL PAGE: PRESENTATION PAGE	\$1,700
B	SPECIAL PAGE: INTERSTITIAL PAGE	\$1,200
C	VIDEO	\$1,000
D	SLIDE SHOW (for 5 slides)	\$800
E	AUDIO	\$500
F	LIGHTBOX	\$500
G	ANIMATION CONTENT	\$200
H	SPECIAL WEBSITE OR EMAIL LINK	\$10

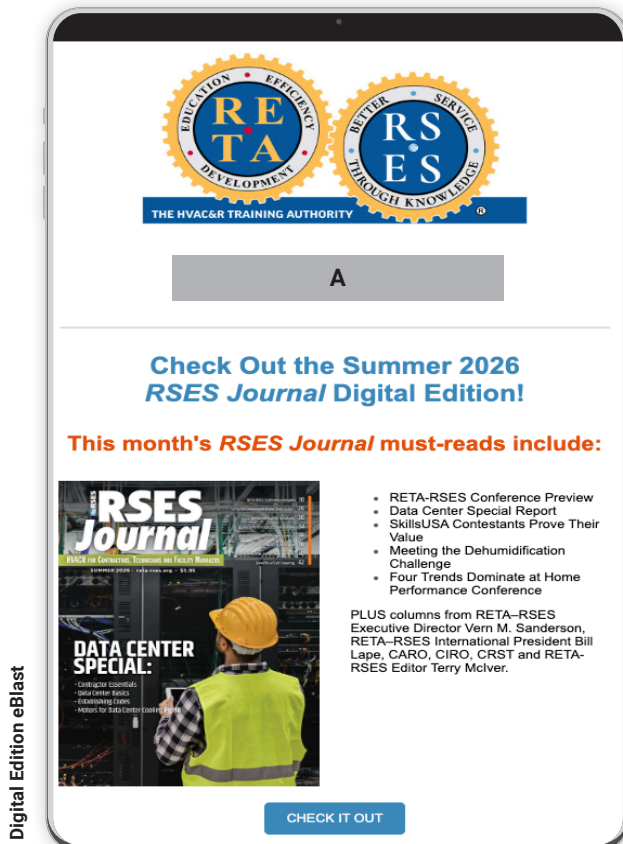
*Rates listed are net.

Specs

Creative spec sheets vary greatly and will be provided upon request or purchase. Samples of these and additional Dynamic Edition advertorial opportunities are available at <https://bit.ly/RETARSESPubsDE>.

Digital Edition eBlast Sponsor Size/Rate*

A	728 x 90 LEADERBOARD	\$800
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SPONSORSHIP BENEFITS	TECHNICAL WEBINAR SPONSORS	MANUFACTURER WEBINAR SPONSORS
Logo in <i>RETA Breeze</i> or <i>RSES Journal</i> coverage (includes ads listing webinars)	✓	✓
Logo/Link on blast invitations (sent three times: save the date, reminder and final call)	✓	✓
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 HVAC&R-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 Webinars, and will receive a list of Webinar attendees.

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

Rate*

EXCLUSIVE SPONSORSHIP

\$5,250

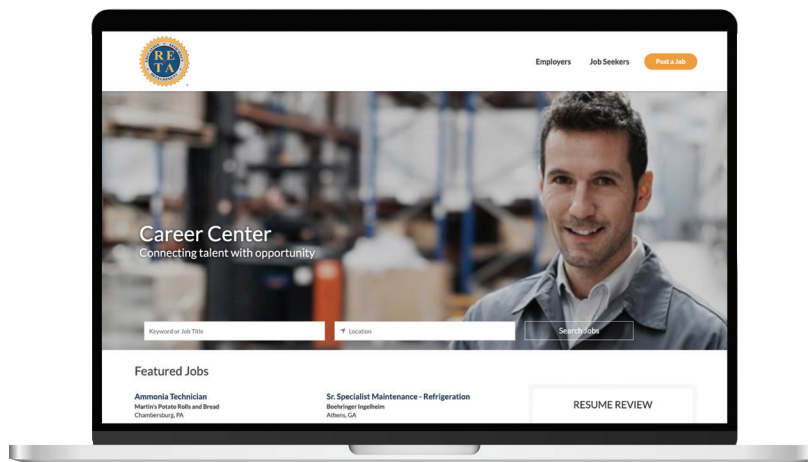
*Rates listed are net.

MATERIAL SUBMISSION: Materials should be emailed to production@rses.org two weeks prior to scheduled webinar.



PROGRAM IMPRESSION OPPORTUNITIES

ADVERTISEMENT	CIRCULATION	IMPRESSIONS
Logo in RSES ad featured in <i>RETA Breeze</i> or <i>RSES Journal</i>	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, LinkedIn, Instagram followers)	3 Posts 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



Helping RETA-RSES Members Build Stronger Teams: Introducing Enhanced Corporate Member Job Posting Benefits

The RETA-RSES Career Center is a valuable resource for employers and job seekers. As companies seek qualified operators, technicians, engineers, managers, trainers and other industry professionals, the Career Center provides a targeted platform that reaches individuals who are already engaged in refrigeration and HVAC&R careers.

Corporate Members Receive:

- 1 complimentary job posting per membership year. **NEW!**
- 1 additional complimentary job posting for every 20 members enrolled above the base corporate membership level. **NEW!**
- Job postings must be used during the active membership year and do not carry over to future years.

Post Your Open Positions in the RETA-RSES Career Center

- Reach qualified refrigeration and HVAC&R professionals actively engaged in the industry.
- Post jobs and view career opportunities through the RETA-RSES Career Center.

For positions in industrial refrigeration, visit: jobs.reta.com.

For positions in residential and commercial HVAC&R, visit: jobs.rses.org.

RETA Breeze Job Posting Program

- Promote employment opportunities directly to RETA-RSES members through the association's publication.
- Submit posting for publication consideration through the RETA Breeze Job Posting Program.
- Visit reta.com/page/jobpostbreeze

FOR ANSWERS to questions

Regarding corporate membership benefits, contact RETA-RSES Albany, at (541) 497-2955.

