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 34th year of publication, we’re publishing more content online more frequently. We’re also 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 organisations in the home performance and green building industry.

Our media partners include the Home Performance Coalition, Energy & Environmental Building Alliance (EEBA), Building Performance Institute (BPI), and Efficiency First. Home Energy is working with these and other trade partners to develop the market and workforce for building and retrofitting high-performance homes. As a media sponsor, Home Energy delivers your print ads to attendees at leading regional and national trade shows and conferences—see the full 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 cover 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 successful home performance, building, and HVAC contractors, retailers, 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 a part of the community of service providers and manufacturers who are helping to build and maximize the power of home energy efficiency.

Yours in building a clean energy future,

Tom White
Publisher
2017 EDITORIAL CALENDAR; AD SPACE RESERVATION; AD DUE DATES

SPRING 2017 March, April, May
- EnergIT Philly - Gentrification Without Displacement (Renovation)
- HVAC to Home Energy Expert (HP Business)
- PACE, Alive and Well (Renovation Financing)
- Weatherization & Indoor Air Quality/Radon
- Summary of Window Residential Retrofit Solutions
- Thermal Comfort Rating Method (H/WAC)
- Water Heaters in a Cooling Dominated Climate

Ad space reservation due date 1/4, Ad Due 1/21 (mailed in February)

SUMMER 2017 June, July, August
- Reducing Friction Loss in Copper Plumbing with “Switops”
- Deep Energy Retrofits Lessons Learned from Central Valley Research
- Mini Split Heat Pumps
- Renovating a Micro-Housing Trailer

Ad space reservation due date 4/3, Ad Due 4/17 (mailed in May)

FALL 2017 September, October, November
- New Wall System Promises Stronger, Faster, Greener (New Construction)
- Heidelberg Village will be the World’s Largest Passive House Corridors (New Construction, Passive House)
- The Architecture of Hot Water Systems in Large Buildings (Water)
- Opportunities & Challenges with Home Energy Management (H/WAC)
- Measured Performance of Heat Pump Clothes Dryers
- Barry Vogel, Home Design Hero (New Construction)
- DOE Zero Energy Ready Housing Innovation Awards (New Construction)

Ad space reservation due date 7/3, Ad Due 7/17 (mailed in August)
Distribution at ICAA, HPC Regional, EEBA, NCAF, NASCSP, NEHA, NAPHH, PHUS, Building Carbon Zero, Comfort Tech

WINTER 2017 December, 2018 January, February
- Upcoming Code Changes Relating to Hot Water (Water)
- Union Training Trailer and Doing Better (Training)
- Is there a Perfect Wall System?
- A Next-Zero Energy Home Grows Up: Lessons & Puzzles from 10 years of Data
- Energy Gazzler to Near Zero
Ad space reservation due date 10/3, Ad Due 10/17 (mailed in November)

SPRING 2018 March, April, May
Ad Space reservation due date 1/4, Ad Due 1/21 (mailed in February)

“Home Energy stories that are born in the trenches (or better yet, crawlspaces and attics!) are the true grit and grandeur of this ‘get ‘er done’ real-world magazine. Getting dirty is fundamental to home performance.”

Chandler Von Schrader
PROGRAM MANAGER

FOR MORE INFORMATION
Maggie Forti
510-624-5405 ext. 111
mforti@homeenergy.org
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.

BETTER BUILDINGS: BETTER BUSINESS CONFERENCE is sponsored by Seventhaven and the Wisconsin Builders Association. This conference focuses on current strategies for designing, building, and maintaining high-performance, energy-efficient buildings.

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.

ENERGY DESIGN CONFERENCE AND EXPO has grown to become a regionally recognized event that attracts over 1,300 people and more than 70 exhibitors annually.

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.

HOME PERFORMANCE COALITION (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 Owens Corning insulation.

NORTH AMERICAN PASSIVE HOUSE CONFERENCE (PHUSE) 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 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.

RESNET BUILDING PERFORMANCE CONFERENCE is the premier national forum on home energy ratings, residential energy efficiency financing, and building performance business development.
WEB AD SIZES AND RATES PER MONTH

- **ROS Marquee**: 300 x 250 Ad $675
- **Carousel Ad**: 100 x 100 Ad $300
- **Bottom Leaderboard**: 620 x 77 Ad $500
- **Topic Sponsor (Three Ads)**: $950
  - ROS Marquee + Leadboard + Spotlight (80 x 80 logo plus text)

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 mmforti@homeenergy.org, or give her a call at 510.624.5405 x111 if you have questions.

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.
- **Video Your Run of Site Sponsored Content video w/ corresponding link will run for one month - $750**.

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 $3800.

If interested in a 4 page insert we can have you write an article on your choice of topic. This can be created for Print or Online or both.

- 1 x (4 page article) 2500 word max. Print (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)
- Online article, 2500 word max, 3 month run - includes multiple images, 500x333 pixels and link - $3800
- 2 page Print Insertion is $2500

Topic Sponsorship (Three Ads In One) HomeEnergy.org contains over 20 years of online articles that are easily accessible by key subjects and sub-topics. We now offer participating advertisers the opportunity to sponsor topics that draw readers most interested in your specific products and services.

Topic sponsorship creates high visibility by combining the following visuals to ensure that your message is delivered to targeted readers of our premium and free articles:

1. First position ROS Marquee (see description above).
2. Editorial Spotlight recognition containing your logo along with text of your choice.
   - Text count, including spaces, is 30 headline characters and 50 characters of body text OR 18 headline characters and 75 characters of body text.
   - Square logo (80 x 80 px).
3. Bottom Leaderboard Ad (see description above).

STARTING IN SPRING 2017, HomeEnergy.org will promote 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, Building Performance Institute, Energy and Environmental Building Alliance, Efficiency First, and other trade partners. Home Energy publishes 3,000 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*

**Definition**
- **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 0.125” “bleed” off the edge of the page.
- **CROP MARK:** This line in the corners of the file that shows where the page should be cropped on each side.
- **BLEED MARK:** This line in the corners of the file that indicates the outside edge of the bleed area.
- **MARGIN:** (0.5” on left & right; 0.375” on top & bottom): The outer areas 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 primary inks used to mix every color that appears in print; the color space 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.
- **TAG/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.
- **TIC/TAG (ink limit):** The max TIC allowed in production; our printer’s TIC allows up to 30% TAC. (Exceeding the TIC causes swelling; it is especially important to check your TIC percentages if your ad contains large areas of rich black.)
- **RICH BLACK:** A darker, more saturated color than 100% Black (that mixes in other process colors [C, M, and/or Y]); our printer recommends 40% Cyan + 50% 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.

**AD RATES ($)**

<table>
<thead>
<tr>
<th>4 COLOR</th>
<th>Open Rate</th>
<th>4X</th>
<th>8X</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUTSIDE BACK COVER</td>
<td>1,725</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INSIDE COVERS</td>
<td>1,660</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>1,400</td>
<td>1,500</td>
<td>1,530</td>
</tr>
<tr>
<td>¼ PAGE ISLAND</td>
<td>1,680</td>
<td>1,510</td>
<td>1,425</td>
</tr>
<tr>
<td>½ PAGE</td>
<td>1,460</td>
<td>1,315</td>
<td>1,240</td>
</tr>
<tr>
<td>¼ PAGE</td>
<td>1,180</td>
<td>1,060</td>
<td>1,000</td>
</tr>
</tbody>
</table>

*All prices are net.*

- **FILE EXPORT CHECKLIST**
  - Make sure all of your ad’s text, graphics, and images are in CMYK.
  - Make sure all embedded graphics and images are 300 dpi and placed at no more than 100% of their actual size.
  - Make sure there are no missing fonts in your design before exporting Export your ad as a digital high resolution/high quality print PDF.
  - In the dialogue box that appears during export, please make sure that crop marks (and bleed marks, if applicable) are selected.
  - Leave your exported PDF uncompressed; it is ready for submission!

**PRINT AD SUBMISSION**

Please go through our File Export Checklist before submitting your final ads! We want your ads to look their best, and any noncompliance with these specs could result in undesired outcomes. Our art department will check all ads prior to printing, and we will notify you of anything that doesn’t match the specs.

Submit finished ads via e-mail directly to Maggie Forti at mforti@homeenergy.org. If ads are larger than 10 megabytes, please send through www.dropbox.com. Ask Maggie about this option.

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**For More Information**
Maggie Forti  
510.624.5405 ext. 111  
mforti@homeenergy.org

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**Home Energy**

**Production Development Manager**

**Macomber & Co. (Solutions North America)**

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“I see Home Energy magazine as a more trusted and unbiased source of information than any other trade publication (or even Sports Illustrated) that I read.”

Tef Catter

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**MAGAZINE ISSUE AD SPECIFICATIONS**

**Print & Digital Replica**

**Definition**
- **CROP/TRIM**: The edge of the printed page where the paper is cut during production.
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- **CROP MARK**: Thin lines in the corners of the file that show where the page should be cropped on each side.
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- **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. The area is not in danger of being cropped off (but the margin is).
- **CMYK**: Cyan, Magenta, Yellow, Black. The four inks 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.
- **TAG/TIC**: Total Area Coverage/Total Ink Coverage: The sum of the percentages of all four process colors (C,M,Y,K) used in any given color mixture.
- **TIF (Tag Image File)**: The mac TAC Adobe in production; our printer’s TIF allows up to 0.020% TAC. (Exceeding the TIF causes smudging; it is especially important to check your TAC percentages if your ad contains large areas of rich black.)
- **INK 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 + 50% 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 lower 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.

**AD RATES ($)**

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<thead>
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<td>1,180</td>
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<tr>
<td><strong>ALL PRICES ARE NET</strong></td>
<td></td>
</tr>
</tbody>
</table>

• Covers must be designed 4 color.
• 4X agreement must be completed within a 12 month cycle.
• 8X agreement must be completed within a 24 month cycle...

**FILE EXPORT CHECKLIST**
- Make sure all of your ad’s text, graphics, and images are in CMYK.
- Make sure all embedded graphics and images are 300 dpi and placed at no more than 100% of their actual size.
- Make sure there are no missing fonts in your design before exporting your ad as a digital high resolution/high quality print PDF.
- In the dialogue box that appears during export, please make sure that crop marks (and bleed marks, if applicable) are selected.
- Leave your exported PDF uncompressed; it is ready for submission!

**PRINT AD SUBMISSION**

Please go through our File Export Checklist before submitting your final ads! We want your ads to look their best, and any noncompliance with these specs could result in undesired outcomes. Our art department will check all ads prior to printing, and we will notify you of anything that doesn’t match the specs.

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For more information, contact Maggie Forti at 510.624.5406 ext. 111 or mmforti@homeenergy.org.
WEBSITE AD RATES

WEB AD SIZES AND RATES PER MONTH

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>RS 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</td>
<td>620 x 77</td>
<td>$500</td>
</tr>
<tr>
<td>Topic Sponsor (Three Ads)</td>
<td></td>
<td>$950</td>
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</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 sized, as specified in the table above.

Submit finished ads via e-mail directly to Maggie Forti at mmforti@homeenergy.org, or give her a call at 510.524.5405 ext. 111 if you have questions.

WEBSITE READERSHIP

With more than 26,000 unique users per month, and 44,000 pageviews per month, 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.

RS 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.

Rites Your Run of Site Sponsored Content video w/ corresponding link will run for one month - $750.

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 write you an article on your choice of topic.

This can be created for Print or Online or both.

- 1 x (4 page article) 2500 word max Print (inserts) 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)
- Online article, 2500 word max, 3 month run - Includes multiple images, 500x333 pixels and link - $3800
- 2 page Print insertion is $2500

New sponsored content ad options mentioned on right.

TYPES OF CONTRACTORS

- HVAC 10%
- Weatherization 18%
- Remodeler 11%
- Weatherization 18%
- Builder 6%
- Other 16%
- Insulation or sealing 16%
- Other 16%

READER DISTRIBUTION

SOCIAL MEDIA

20,000+ FOLLOWERS @HomeEnergyMag
1,800+ LIKES www.facebook.com/homeenergymag
800+ FOLLOWERS www.pinterest.com/homeenergymag
600+ FOLLOWERS www.linkedin.com/company/home-energy-magazine
12,000+ ENEWSLETTER OPT-IN SUBSCRIBERS

FOR MORE INFORMATION
Maggie Forti
510.524.5405 ext. 111
mmforti@homeenergy.org
E-NEWSLETTER AD RATES

E-NEWSLETTER

The Home Energy e-newsletter goes out to 12,000 plus opt-in subscribers 72 times per year. Target this captive audience by being a unique sponsor of the 11 weekly Marquee style ad, or with a Sponsored Content Ad. 

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

MAILING LIST RENTAL

Home Energy's highly targeted mailing list can be rented.

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E-NEWSLETTER RATES

is great 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, ELEA

78% of readers have visited the website or called a company whose ad they saw in Home Energy, and 78% say they trust the advertisers' claims when they see an ad in Home Energy.

The majority of our readership says that the ads in Home Energy have more influence on their purchasing decisions, as compared to ads in other industry publications.

Home Energy Survey Results
August 2016

For More Information
Maggie Forti
510.524.5405 ext. 111
mforti@homeenergy.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. More than 70% of our readers agree 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 a three 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)
- Halfpage print ad and online ROS marquee ad

BRONZE ($2,000)
- BENEFITS - Sponsor recognition with logo
- Quarterpage print ad
**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 emailed 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 errors, delays, or omissions 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.


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*Home Energy is full of impartiality—not rife with advertorial pitches.*

Nick Freeman  
PUBLISHER, PRIMARY PRODUCTIONS

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FOR MORE INFORMATION  
Maggie Forti  
(510) 524-5405 ext. 111  
mforti@homeenergy.org
“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.”

~Low Harriman, ADNHE CIAW

“I have huge respect for the value of information delivered through Home Energy. The emphasis on measured data as the basis for discussion has been the foundation of the publication’s credibility. It has helped people like me do a better job in program design, training, and evaluation.”

~Doug Swartz
ENERGY SERVICES ENGINEER, FORT COLLINS UTILITIES

“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, CPHD, Assoc. AIA
CERTIFIED PASSIVE HOUSE CONSULTANT, DIRECTOR, ONE SKY HOMES

“Home Energy, through the magazine and the website, does an excellent job of helping to inform builders about real building science issues that are confronting those in the industry every day.”

~Terri Gilbride, SCIENTIST, PACIFIC NORTHWEST NATIONAL LAB

“I love Home Energy magazine and tell clients and students that this is ‘the gospel’! I also tell them if Home Energy is not worth it, I will insulate their home for free.”

~Mike O’Connell, M.S.
PHYSICIST