



COLD FACTS ADVERTISING

Reach Warehouse Buyers All Year Long!

IARW's popular COLD FACTS

newsletter has a new look and editorial format! It's the only print publication reaching public refrigerated warehouse members all year long with vital information about IARW and industry news. So **COLD FACTS** is a must-read newsletter for all your PRW customers and prospects!

IARW is offering new opportunities for your company to advertise in **COLD FACTS** and receive prominent exposure for your products and services. Prime advertising positions are now available!

Check out these advertising rates and see how affordable it is to reach your target audience in the official IARW bimonthly newsletter:

Interested?

Fill out the insertion order below and FAX it in. We'll call you with details on deadlines, mechanical specifications, and billing. Thanks for your support of IARW!

- Yes**, I want to reach my customers with an advertisement in COLD FACTS. Please reserve space for me in the following issues:
- January-February 2006
 - March-April 2006
 - May-June 2006
 - July-August 2006
 - September-October 2006
 - November-December 2006

Please circle the ad size and color you would like in the chart on this page.

Name _____

Company _____

Phone (____) _____ E-Mail _____

Advertising Rates (Per Issue)			
	Black-and-White	Two-Color*	Four-Color
Back Cover			\$1,495
Full Page	\$745	\$955	\$1,225
Half Page	\$425	\$565	\$745
Third Page	\$315	\$390	\$485
1/4 Page	\$210	\$315	\$425
1/6 Page	\$175	\$225	\$295

*Two-color ads printed in black plus dark blue (PMS 301)

3x advertisers receive a 5% discount and 6x advertisers receive a 10% discount.

FAX this form to Victoria Lonergan at 703-878-7314
 Questions? Call Victoria at 703-897-4414