

COLD CONNECTION

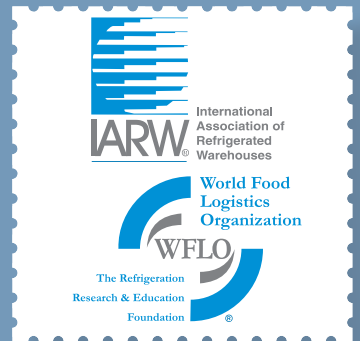
REACH

4,400

TOP REFRIGERATED WAREHOUSE PROFESSIONALS

EVERY WEEK

MEDIA KIT



Mobile version RSS Subscribe Unsubscribe July 14, 2011

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**B**

Hardworking super for people in transport

Long-term savings arrangement for your retirement

**GET YOUR QUESTIONS ANSWERED**

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**EXPLORE**

**PRODUCT SHOWCASES**

**Real-time data for real-time demand management**

AutomatedBuildings.com

The facility manager's mandate is clear — Reduce operating costs by trimming energy use while simultaneously improving system reliability to ensure occupant comfort. Piece of cake, right? With the next generation of building energy management systems, there's a much clearer and shorter path to meet this mandate. [MORE](#)

**C**

A COMPLETE SUITE OF eBUSINESS SOLUTIONS

maerskline.com

**MEMBER CONNECTION**

**Supply chain strategies require flexibility and diversity**

Area Development

Logistics is just not easy right now. Corporate America is currently facing significant challenges in the disciplines of logistics, location strategy and real estate. Even the best and brightest supply chain companies — those whose blueprints for managing these three interdependent variables have been considered best in class — are beginning to consider the need to alter their practices moving forward. [MORE](#)

**Canon USA saves \$300,000 with focus on energy efficient offices**

GreenBuildings

Canon U.S.A. saved \$300,000 in utility bills over a two-year period by focusing on the energy used in offices for lighting, computers and printing. Efficiency and conservation measures at five key sites from 2009 through 2010 saved 2.7 gigawatt-hours of energy — enough that it could have been used to power Canon U.S.A. corporate headquarters in Lake Success, N.Y., for four months, the company said in a statement about the results. [MORE](#)

**B1**

LOW SOUND SOLUTIONS

Super Low Sound Fan Discharge Attenuator

Water Slicers

Unit Specifications

Product Video

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evapco.com

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**INDUSTRY CONNECTION**

**Cool Pasta: Refrigerated product holds its own**

Supermarket News

Fresh, refrigerated pasta has shown itself to be a steady premium category, holding its own even through the worst of the recession, retailers told Supermarket News. [MORE](#)

**C1**

YOUR LOCAL BUSINESS BANKERS

COMMONBANK.COM

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**Latest US corn crop estimates should ease pressure on food prices**

Drivers Cattle Network

A projected 92.3 million acres of planted corn should ease pressure on food prices heading into the second half of 2011, according to a Texas AgriLife Extension Service economist. Higher grain prices have led to more expensive food this year. Products such as cereal, soft drinks and meats are all affected by higher grain prices. [MORE](#)

**GOVERNMENT CONNECTION**

**FDA issues draft guidance on the egg rule**

Food Safety News

In response to questions it has received since publishing its so-called egg rule last year, the U.S. Food and Drug Administration recently published a draft guidance to give direction to egg producers. [MORE](#)

**FDA launches website to improve interactions with regulated industries**

Packaging Digest

The FDA has introduced a new Web resource called FDA Basics for Industry to help companies and others save time and resources in their interactions with the agency. The website includes basic information about the regulatory process, including information that is frequently requested by industry. [MORE](#)

**US and Mexico resolve trucking dispute**

FoodNavigator.com

U.S. and Mexican governments have signed an agreement to end a 17-year trucking dispute that has seen Mexico impose tariffs on a long list of U.S. exports, including many food and agricultural products. Under the agreement, Mexican long-haul truck drivers will be allowed to ship goods into the United States dependent on safety inspections, driver reviews and electronic vehicle monitoring to ensure drivers only make cross-border shipments, rather than domestic deliveries, among other restrictions. [MORE](#)

**E**

Industry Specializations

We have the flexibility to customize any of our industry specific systems.

**D**

**Product Showcase**

<p><b>Professional Risks</b></p> <p>Eye-opening insurance.</p> <p>Our aim is to take the worry out of your hands, from completing the application through to policy inception and beyond, we endeavour to ensure that you understand and are comfortable with the cover you have purchased.</p>	<p><b>Meteconpanel®</b></p> <p>MeteconPanel® is an Australian made lightweight sandwich panel with a PIR fire-retardant core. MeteconPanel® is Factory Mutual approved to FM 4880 - Unlimited Height. MeteconPanel® is suitable for all insulated panel applications, including cold stores and freezers.</p>	<p><b>APC Storage Solutions</b></p> <p>Whether you're designing a new warehouse or reconfiguring an existing facility, APC Storage Solutions offer an extensive range of products and services that can give you a rapid return on investment, reduction in labor costs, higher productivity and a safer, more efficient operation.</p>
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This edition of Cold Connection was sent to #Email#. To unsubscribe, [click here](#). TARW and WFLO members receive Cold Connection every week. To subscribe or learn about membership, please contact [email@tarw.org](mailto:email@tarw.org) or +1 703 373 4300.

# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

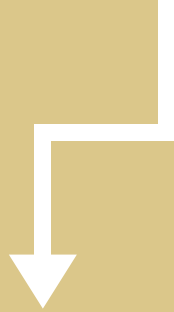
- A LEADERBOARD**  
This premier position provides your company with top exposure and quality traffic.
- B/1 TOP/BOTTOM SKYSCRAPER**  
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C/1 TOP/BOTTOM BANNER**  
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- D PRODUCT SHOWCASE**  
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- E TRADITIONAL TEXT AD**  
Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 4,400 top refrigerated warehouse professionals (one 90 day cycle)



With participation in Cold Connection, your ad will also be included in the IACSC Cool Designs and IRTA Cool Moves publications.

Cold Designs is sent to 380 major players in the cold storage industry the second Thursday of each month.

Cool Moves is sent to 350 major players in the refrigeration industry the last Thursday of each month.

## CONTACT US

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Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**120k**



Top/Bottom Banner  
**\$3000/\$2750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**50k**



Top/Bottom Skyscraper  
**\$3000/\$2750**

Image Dimensions  
**120x600**  
**120x300**

File Format  
**JPEG, GIF**

Max File Size  
**150k**  
**75k**



Product Showcase  
**\$2950**

Lorem ipsum dolor  
 Lorem ipsum dolor  
 sit amet, consectetur  
 adipiscing elit, sed  
 do eiusmod tempor  
 incididunt ut labore et  
 dolore magna aliqua.  
 Ut enim ad minimum  
 veniam, quis nostrud  
 exercitation ullamco  
 laboris nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Traditional Text Ad  
**\$1500**

Lorem ipsum dolor sit amet,  
 consectetur adipiscing elit,  
 sed do eiusmod tempor  
 incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

COLD CONNECTION, POWERED BY MULTIBRIEFS,  
PROVIDES WEEKLY NEWS AND INFORMATION TO  
PROFESSIONALS WHO MANAGE AND OPERATE  
REFRIGERATED WAREHOUSE FACILITIES.

The news tackles today’s most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of management professionals of refrigerated warehouses, Cold Connection keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power—the top-tier professionals.

COLD CONNECTION  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN COLD CONNECTION:



## CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in Cold Connection solidifies your place among weekly information provided to IARW and WFLO members.



## TARGETED DISTRIBUTION

Advertising in Cold Connection allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to Cold Connection have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, Cold Connection ensures your ad will be every week by our 4,400 subscribers.



## AFFORDABLE

Advertising in Cold Connection is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Cold Connection has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Cold Connection.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.