

AMCA inmotion

THE ONLY MAGAZINE DEDICATED TO THE AIR MOVEMENT & CONTROL INDUSTRY

www.amca.org



2021 Media Kit

AMCA
inmotion
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**Pandemic Guidance for
Large-Diameter
Ceiling Fans**

**Control Dampers in
Ventilation Strategies
for Data Centers**

**New Computational
Methods for the Design
of Parking-Garage
Ventilation**

**Your Questions About
Severe-Duty Louvers
Answered**

**Inside the AMCA
Laboratory and Certified
Ratings Program**

AMCA Region Updates:

- Asia
- Europe
- Middle East

Supplement to ASHRAE Journal

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IN PARTNERSHIP WITH

**ASHRAE
JOURNAL**

THE MAGAZINE OF HVAC&R TECHNOLOGY



HIGH PERFORMING BUILDINGS

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Published annually, award-winning* *AMCA inmotion* is the only magazine dedicated to air movement and control, keeping buildings professionals abreast of changes to codes, standards, and regulations; new and emerging technologies and practices; and more.



The mission of AMCA International is in part “to advance the knowledge of air systems ... on behalf of AMCA members worldwide.” With the accelerated rate of change seen in the HVAC industry in recent years, education is taking on ever-greater significance for the association. Now in its 16th year, *AMCA inmotion* magazine is an integral part of AMCA’s education efforts, with timely, practical content that is technically sound, attractively designed, and easily read. Here are the articles the *AMCA inmotion* team is developing for the 2021 edition:

Pandemic Guidance for Large-Diameter Ceiling Fans in Warehouses

In response to the COVID-19 pandemic, government agencies, health institutions, and the like have issued guidance for various aspects of building operations. Where it concerns large-diameter ceiling fans, much of that guidance is vague, anecdotal, and, in some cases, contradictory. In late 2020, AMCA embarked on an extensive research project involving the use of large-diameter ceiling fans in mid-sized warehouses in the United States. Approximately 115 scenarios were modeled. This article will discuss the results of that months-long study.

Control Dampers in Ventilation Strategies for Data Centers

Data-center equipment operates around the clock, generating considerable heat. The sensitivity and mission criticalness of the equipment demands that temperature and humidity be kept within specified limits. Installed in ductwork, control dampers regulate the flow of air through HVAC systems, helping to prevent costly equipment downtime and failures. This article will provide a high-level summary of control-damper types and methods of construction, provide a brief discussion of actuators, and explain the application of automatic control dampers.

New Computational Methods for the Design of Parking-Garage Ventilation

An enclosed parking garage—that is, a structure designed for automobile storage with openings along less than 40 percent of its perimeter—requires mechanical ventilation to maintain acceptable levels of carbon monoxide and nitrogen oxides generated as part of normal operations and to remove smoke in the event of a fire. Though ducted systems traditionally have been utilized for these purposes, today’s computational tools facilitate the design of

lower-cost unducted systems. This article will provide engineer-level guidance on the use of computational methods for the design of unducted parking-garage ventilation systems that minimize both first and operating costs, dynamically manage the removal of pollutants, and, critically, are optimized for a range of fire scenarios.

Your Questions About Severe-Duty Louvers Answered

For 30 years, the state of Florida has been at the forefront of the severe-duty-louver market. Over that time, as greater emphasis has been placed on building resiliency in the Florida Building Code, louver designs and installations have become increasingly complex. With this complexity has come a good deal of confusion. This article will examine some of the most commonly misunderstood aspects of severe-duty louvers.

Inside the AMCA Laboratory and Certified Ratings Program

“What is AMCA?” Depending on whom you ask, Air Movement and Control Association International is: a developer of equipment test standards used the world over, an accreditor of laboratories that test air-system components, an educator of air-systems and buildings professionals, an advocate for its more than 400 manufacturer members on matters related to codes, standards, and regulations. AMCA is indeed all of those things, but while those things help to describe AMCA, they do not *define* AMCA. The essence of AMCA—what makes AMCA what it fundamentally is and, without which, AMCA loses its identity—lies in its Certified Ratings Program (CRP).

For more information, contact Editor in Chief **Scott Arnold** at sarnold@amca.org or +1 847-704-6335.

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*Awards:

AMCA *inmotion* is on a roll. To date, the 2018, 2019, and 2020 editions have received seven awards and honors between them, sharing the stage with campaigns from the likes of ESPN, Delta Air Lines, WWE, Mastercard, LinkedIn, Anheuser-Busch, and Aflac.

PRNEWS CSR & Nonprofit Awards:

- Honorable Mention, Annual Publication or Brochure, 2021
- Winner, Annual Publication or Brochure, 2020
- Winner, Annual Publication or Brochure, 2019
- Honorable Mention, External Publication or Report, 2019

PRNEWS Platinum PR Awards:

- Honorable Mention, External Publication, 2020
- Honorable Mention, External Publication, 2019

2019 American Business (“Stevie”) Awards:

- Bronze Winner, Other Publication – Association or Non-Profit, 2020

Presented by PRNEWS, “the leading source of information, education, recognition, and data for Fortune 1000 professionals, agencies, and government/non-profits,” the CSR & Nonprofit Awards “represent the communicators who use their platforms for the betterment of their communities and the global community at large,” while the Platinum PR Awards, “the most coveted and competitive award in the communications space,” “represent the best of the best—those that have reached the pinnacle of both innovation and industry knowledge.” Open to all organizations operating in the United States, the Stevie Awards—taken from the name Stephen, which is derived from the Greek word for “crowned”—are billed as “the world’s premier business awards ... created in 2002 to honor and generate public recognition of the achievements and positive contributions of organizations and working professionals.”



What American Business Awards judges said about the 2020 edition of AMCA *inmotion*:

- “Thank you for covering such an important topic for 2020 as preventive measures for containing coronavirus spread. What a service you did for your association membership ... and for the public. ... Copy is clear and thorough, design supports points that require illustrating, and the content follows a good narrative flow.”
- “It’s fantastic that you were able to mobilize and move as quickly as you did to create a cover story to address COVID-19 concerns with HVAC.”
- “On-time topic ... a resourceful publication.”
- “Captivating subject matter. Well-written industry magazine.”
- “It’s rich content.”

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UV-C for HVAC Air and Surface Disinfection

The COVID-19 crisis is sparking interest in a long-established, yet not widely utilized, method of inactivating dangerous microbes.

UV-CIRCUITS are a common, short-wave ultraviolet light source used for disinfection of surfaces and air. UV-C is a form of electromagnetic radiation with a wavelength between 200 and 300 nanometers. It is a form of ionizing radiation that can be used to inactivate microorganisms. UV-C is used in a variety of applications, including disinfection of water, air, and surfaces. UV-C is also used in medical applications, such as the treatment of psoriasis and skin cancer. UV-C is also used in industrial applications, such as the disinfection of food and pharmaceuticals.

ASHRAE has recognized that UV-C technology is a viable option for disinfection in HVAC systems. The ASHRAE 155-2015 Standard for Designing and Constructing High-Temperature Industrial Fans provides guidance on the use of UV-C in HVAC systems. The standard requires that UV-C systems be designed and installed in accordance with the following requirements:

- UV-C systems must be designed to provide a minimum of 100 microwatts per square centimeter (μW/cm²) of UV-C radiation to the surfaces being disinfected.
- UV-C systems must be designed to provide a minimum of 100 microwatts per square centimeter (μW/cm²) of UV-C radiation to the air being disinfected.
- UV-C systems must be designed to provide a minimum of 100 microwatts per square centimeter (μW/cm²) of UV-C radiation to the surfaces being disinfected.

Specifying High-Temperature Industrial Fans

As a high-temperature industrial fan application, it is important to understand the various factors that can affect fan performance. This is important to understand the various factors that can affect fan performance. This is important to understand the various factors that can affect fan performance.

High-Temperature Industrial Fans are designed to operate in environments where temperatures are high. These fans are used in a variety of applications, including the processing of metals, glass, and ceramics. High-temperature fans are designed to operate at temperatures up to 1,000 degrees Fahrenheit. They are designed to handle high temperatures and high speeds. High-temperature fans are designed to handle high temperatures and high speeds. High-temperature fans are designed to handle high temperatures and high speeds.

There are several factors that can affect the performance of high-temperature fans. These factors include the design of the fan, the materials used in the fan, and the operating conditions. The design of the fan is a critical factor in determining its performance. The materials used in the fan are also important. High-temperature fans are made of materials that can withstand high temperatures. The operating conditions are also important. High-temperature fans are designed to operate in environments where temperatures are high.

Fan Efficiency Performance

ASHRAE 155-2015 Standard for Designing and Constructing High-Temperature Industrial Fans provides guidance on the use of fan efficiency performance. The standard requires that fan efficiency performance be measured and reported. The standard requires that fan efficiency performance be measured and reported. The standard requires that fan efficiency performance be measured and reported.

Fan Efficiency Performance is a measure of the ability of a fan to convert electrical energy into mechanical energy. Fan efficiency performance is measured as a percentage of the theoretical maximum efficiency. Fan efficiency performance is measured as a percentage of the theoretical maximum efficiency. Fan efficiency performance is measured as a percentage of the theoretical maximum efficiency.

There are several factors that can affect fan efficiency performance. These factors include the design of the fan, the materials used in the fan, and the operating conditions. The design of the fan is a critical factor in determining its efficiency performance. The materials used in the fan are also important. Fan efficiency performance is affected by the materials used in the fan. The operating conditions are also important. Fan efficiency performance is affected by the operating conditions.

Extensive Reach With ASHRAE Journal's and High Performing Buildings' Global Circulation

AMCA once again is partnering with *ASHRAE Journal* for publication and distribution of *AMCA inmotion*. Approximately 55,000 copies of the 2021 edition of *AMCA inmotion* will be polybagged with the November issue of *ASHRAE Journal* and mailed to buildings professionals and engineering leaders in the United States, Canada, and the Middle East. Digitally, the 2021 edition of *AMCA inmotion* will be e-mailed to approximately 115,000 *ASHRAE Journal* digital and *High Performing Buildings* (HPB) subscribers. Online, the 2021 edition of *AMCA inmotion* will be available for free downloading at ASHRAE.org, HPBmagazine.org, and AMCA.org. Additionally, print copies of the 2021 edition of *AMCA inmotion* will be distributed at the 2022 International Air-Conditioning, Heating, Refrigerating Exposition (AHR Expo)—“the HVAC industry’s premier event”—Jan. 31 to Feb. 2 in Las Vegas.

Independent reader studies show the average subscriber shares *ASHRAE Journal* content with at least one colleague.

2021 AMCA inmotion Distribution

Print copies polybagged and mailed with November <i>ASHRAE Journal</i>	55,000
Digital copies e-mailed to <i>ASHRAE Journal</i> and <i>High Performing Buildings</i> subscribers	115,000
Download availability on ASHRAE.org , HPB.org , and AMCA.org	Free
Distribution at 2022 AHR Expo	Bonus
Estimated total	170,000+

AMCA inmotion Four-Color Gross Rates

Back Cover	\$9,715
Inside Covers	\$9,585
Full Page	\$8,290
Two-Thirds Page	\$6,350
One-Half Island	\$6,115
One-Half Vertical/Horizontal	\$5,410
One-Third Vertical/Square	\$4,380
One-Fourth Standard	\$3,700
One-Sixth Vertical/Horizontal	\$3,200

Publication Details

Please click or visit www.ashrae.org/advertise to view ASHRAE’s publication policies. Once your signed order is received, you will be invited to upload your materials for automatic preflighting to ensure optimal print quality.

Deadlines

Advertising Orders:
Sept. 21

Advertising Materials:
Sept. 28

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