

eu.bac



INSIGHT EINBLICKE DÉCOUVRIR

Call for Papers/Call for Ads



Call for Papers/Call for ads

eu.bac Insight / Einblicke/ Découvrir is the eu.bac communication channel for addressing topics related to building automation and controls as well as energy services to a wide audience. It is not only for existing customers but also potential customers as well, including policy-makers, installers and many others.

eu.bac Insight is published in two language versions: **eu.bac INSIGHT / EINBLICKE** in English and German, and **eu.bac INSIGHT / DÉCOUVRIR** in English and French.

eu.bac Insight is published three times per year. It is available in a compact handy A5 format in order for to be easily carried by the reader.

eu.bac Insight will reach among others the following target groups:

- European policy-makers: European Commissioners, Members of the European Commissioners' Cabinet, Members of the European Parliament (MEPs), European Commission staff
- Decision-makers: investors, general contractors, municipalities, architects, planners
- The building automation and controls community: manufacturers, service providers, journalists

Straight from the beginning, eu.bac Insight will reach some 8.000 recipients. In other words, a wide audience at your finger tips!

Structure of the journal:

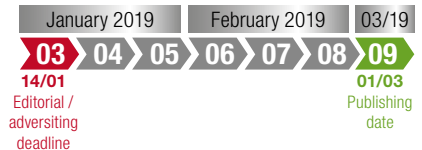
Besides Editorial, contents and advertisements the journal will be divided into the following sections:

- About eu.bac
- Market outlook, business and politics
- Best practices
- Products
- Trends

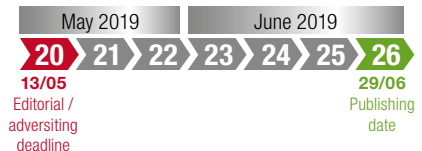
The articles will be illustrated by pictures as well as tables and in order to introduce a more personal touch, photos of the authors will also be shown. eu.bac Insight will rapidly become a "must-read" for anyone active in the building automaton and controls community!

Do not miss this opportunity to be noticed and read by the actors that matter in the building automation and controls community! Stop thinking, start acting!

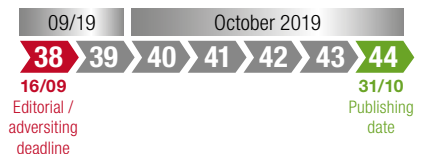
Edition 1/2019



Edition 2/2019



Edition 3/2019



Call for Papers

Please send us your articles related to any of the below sections:

- About eu.bac
- Market outlook, business and politics
- Best practices
- Products
- Trends

Articles are processed after the date of receipt. eu.bac reserves the right to refuse the publication of articles or to publish them at a later date.

Please respect the following rules.

Please note:

	Text	Picture
	Word file (doc or docx) in English, German or French	Separate image file (jpg, tif or eps), min. 300 dpi, min. 10x15 cm (Please do no embedding in Word)
About eu.bac	Max. 3.200 characters per language	3 or more images or graphics, caption, source
Market outlook, business and politics	Max. 1.000 characters per language	2 images or graphics with caption, source
Best practices	Max. 3.200 characters per language	Photo of the building, graphic, table (tif, jpg, xls) with caption and source
Products	Max. 1.000 characters per language	2 images or graphics with caption, source
Trends	Max. 1.000 characters per language	2 images or graphics with caption, source

From the authors, we need a picture, full name, company, e-mail address and website.

Rules

The following rules apply to the eubac Insight Journal:

Each issue includes:

- Articles on certification, building automation and energy efficiency – written from a technological, economic, administrative or political point of view.
- Articles discuss current and future developments and challenges to the building automation and energy service industry.
- Reports on projects and references in which several eu.bac members are involved.

Please note that marketing or pure advertising articles will not be accepted for publication.

Call for Ads

Format

- Journal:
210 mm high, 148 mm wide
- Printed area:
180 mm high, 125 mm wide

Print materials

Digital copy

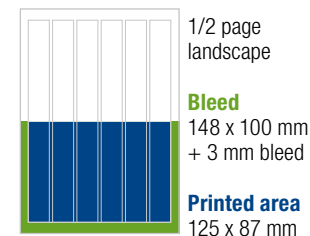
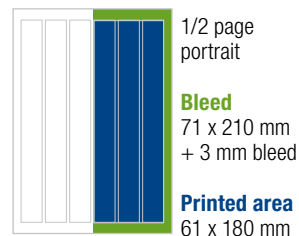
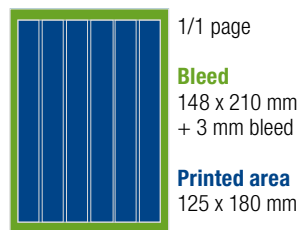
- High-resolution PDF with at least 300 dpi
- PDF with embedded fonts and images
- Please send advertisements with at least 3 mm bleed on all sides
With colour proof, colour: CMYK or grayscale

Advertising sizes

Format	Bleed Width mm x height mm	Printed area Width mm x height mm	Both language editions	One language edition
1/1 page	148 mm x 210 mm (+bleed)	125 mm x 180 mm	€ 1,500	€ 1,200
1/2 page portrait	71 mm x 210 mm (+bleed)	61 mm x 180 mm	€ 750	€ 600
1/2 page landscape	148 mm x 100 mm (+bleed)	125 mm x 87 mm	€ 750	€ 600

For inside front and inside back cover pages, a surcharge of 50% will be asked; for the back side cover a surcharge of 100% will be asked.

For 2 advertisements booked in succession, we offer a 10% discount rate. For 3 advertisements booked in succession we offer a 20% discount rate.



For more information, please contact

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