

MTSTM
Journal

The Journal of the International
Machinery & Technical
Specialties Committee of ASA

MTSTM Journal

Our Profession. Your Opportunity

The LEADING voice for
machinery & equipment valuers



2023-2024 Media Kit | www.appraisers.org/mtsjournal

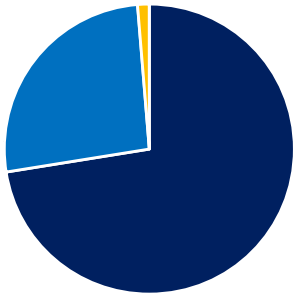
ASA
Pro

Reader Demographics

Total Circulation

750+ Subscribers

Breakdown by Credentials



■ Credentialed Members
■ Candidate Members
■ Non-Members

Breakdown by Location

80% North America



<1% South America

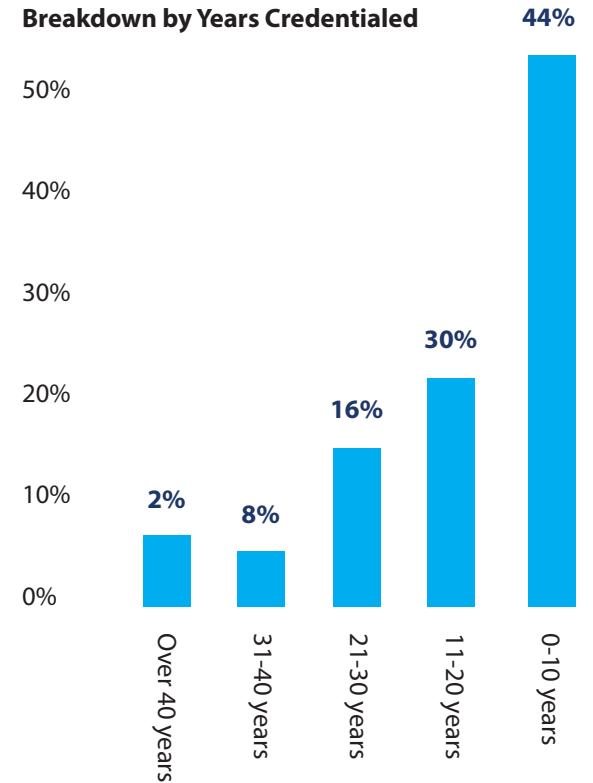
Breakdown by Gender

Male 93%
Female 7%

Specialty Markets Served

- Aircraft
- Cost Surveys
- Machinery & Equipment
- Marine Survey
- Mines & Quarries
- Oil & Gas
- Public Utilities

Breakdown by Years Credentialed



Advertising Opportunities



Why Advertise?

- Published since 1984
- Exclusive access to credentialed experts
- Targeted readers in all major industrial markets
- Bonus distribution at ASA classes and conferences
- Comprehensive technical articles
- Expert columnists
- Extensive industry news coverage

Editorial Calendar (subject to change)

closure dates are estimates only

- **First Quarter**
Issue Closes: July 15 | Materials Due: July 30
Bonus Distribution: ASA Intl. Appraisers Conf.
- **Second Quarter**
Issue Closes: October 15 | Materials Due: October 30
- **Third Quarter**
Issue Closes: January 15 | Materials Due: January 30
- **Fourth Quarter**
Issue Closes: April 15 | Materials Due: April 30
Bonus Distribution: ASA Equip. Valuation Conf.

Rates	1X	4X (10% discount)
Business Card	\$11.25	\$40.50

Ad Size	Width	Height
Business card	3.5"	2"

Advertising Specifications

Display Ads

- Color mode: RGB
- Resolution: 72 ppi
- File Format: Adobe Acrobat PDF
- No crop or printer marks

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Achin Chugh

Estimated Normal Useful Life Study: A Refreshed Format and a Sample of Data Specific to Printing and Publication Equipment

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MTS Committee Member

Abstract: As discussed in previous issues, an update of the Estimated Normal Useful Life Study prepared by the Machinery & Technical Specialties (MTS) Committee is currently in process. For new readers, this article again provides the history of the study and guiding principles of the update process; other readers may want to skip straight to the sample compilation of data specific to the printing and publication industries.

History of the NUL Study

Over the years, many machinery and equipment appraisers have referred to the Estimated Normal Useful Life Study prepared by the Machinery and Technical Specialties (MTS) Committee. The study has served as a resource to provide general guidance to appraisers regarding expected lifecycles of assets across a wide array of industries.

The study has been periodically reviewed to account for factors that can impact the expected economic useful life of assets such as technological changes, regulatory matters and the emergence of new asset types becoming obsolete.



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The format of the study is also being refreshed as part of the current update, with a focus on presenting guidance specific to ranges of economic useful life in a format that is concise and easy to navigate. Similar assets that fall within the same category or typically be classified together as part of a particular process may be combined together to make the data within the study easier to go forward.

Along with suggested ranges for expected normal useful lives, adding key considerations by industry may want to consider in estimating normal useful life, an appropriate level of physical depreciation analysis. The purpose of this is to highlight certain factors (outside of just physical depreciation) that can impact the expected economic useful life of the assets, such as regulatory changes, phase out older technologies, impact and so on.

The original study was based on a variety of sources that are commonly used by appraisers. In updating the study, the MTS Committee has relied upon the same starting point given the level of the purpose of the current update is to refresh the document based on changes that have occurred since the last update.

This article provides an excellent resource for appraisers associated with the printing and publication industry. The format of the study is also being refreshed as part of the current update, with a focus on presenting guidance specific to ranges of economic useful life in a format that is concise and easy to navigate. Similar assets that fall within the same category or typically be classified together as part of a particular process may be combined together to make the data within the study easier to go forward.

Along with suggested ranges for expected normal useful lives, adding key considerations by industry may want to consider in estimating normal useful life, an appropriate level of physical depreciation analysis. The purpose of this is to highlight certain factors (outside of just physical depreciation) that can impact the expected economic useful life of the assets, such as regulatory changes, phase out older technologies, impact and so on.