

# The 2016 INSIDER NEWS GROUP MEDIA KIT

The Insider News Group offers a variety of marketing strategies flexible enough to meet your exposure needs and budgets. We provide you with the most cost-effective options for reaching HVAC/R contractors and other industry experts.

## PRINT

### HVAC & REFRIGERATION INSIDER NEWSPAPERS

Our quarterly National edition is the HVAC industry's most widely circulated publication:

#### 118,500 Subscribers and Growing

Our 15 regional papers reach a total of over 91,000 subscribers monthly, providing a more focused strategy by targeting markets in smaller geographic areas. We are the only National HVAC/R trade publication that provides this level of local coverage with a representative in each market.

#### Affordable rates and local coverage!

#### Inserts

Direct mail to our subscribers. We can place your advertising piece and our paper in a sealed, clear plastic envelope and send it to our subscribers. An effective way to target the customers you want to reach.

#### Pull-out sections

We can include a custom 4, 8, or 12 page section in any of our publications and print additional copies for you to use as trade show hand-outs or counter copies.

#### Special Editions

Have us print a special edition of one of our papers devoted entirely to your company and mailed to our readers separately from our regularly published edition.



## ONLINE

### HVAC & REFRIGERATION INSIDER Online WEBSITES

Our national and regional websites provide state-of-the-art platforms for you to showcase your products and services. Ad spaces support the high resolution Apple Retina displays and resize dynamically to always fit the viewer's screen size for best appearance and quality. Whether you prefer a static, animated, looping or video format for your messages, we can handle it. Redirect your banner ad to our P2 feature to send a targeted message to our viewers. Our regional websites provide the only web-based local coverage of the HVAC/R industry in the country. Currently available for the Florida and Georgia markets, stay tuned for announcements about other regional sites going live.



# HVAC/R Insider Newspapers

## The Contractor's Newspaper

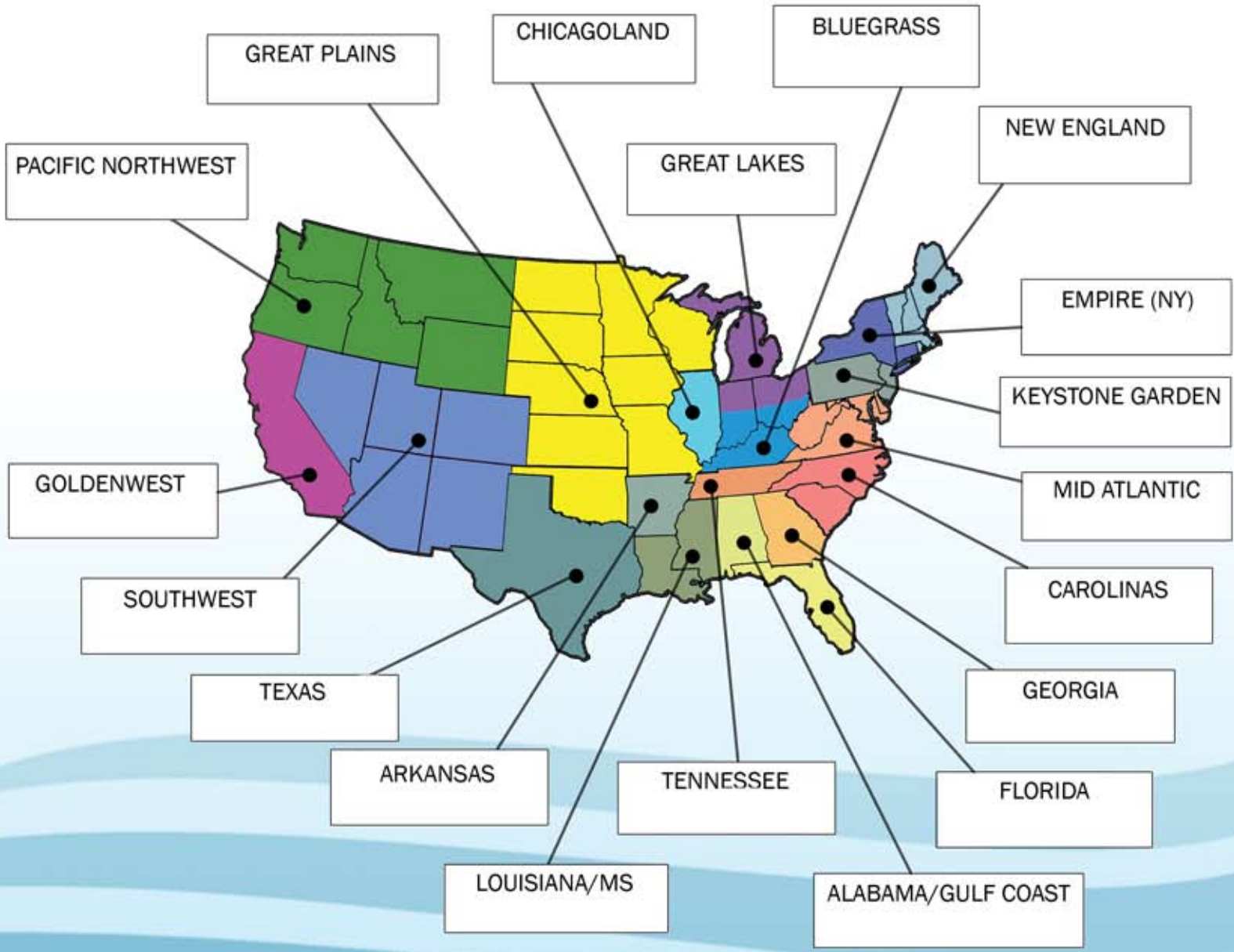
Mailing to 90,000 HVAC/R industry professionals each month.

Mailing over 118,000 each quarter.

### CIRCULATION

HVAC Insider mail lists are updated daily and subject to change. All lists are certified by US Postal Receipts.

**National Edition**  
Mailed quarterly to all regions



# We Cover the HVAC/R Industry

## 2016 Print Advertising Rates

Rates are net and payable within 30 days. All advertising originating outside the US and Canada must be prepaid.

### National Edition

|                      |                             |
|----------------------|-----------------------------|
| AHR Expo Report      | 1st Quarter - February Pub. |
| A/C & Refrigeration  | 2nd Quarter - May Pub.      |
| IAQ, Ductless Splits | 3rd Quarter - August Pub.   |
| Energy & Heating     | 4th Quarter - November Pub. |

### National Advertising Rates

|                                  |                                     |
|----------------------------------|-------------------------------------|
| Single Page .....                | <b>\$9,359</b> .... reg. \$14,554*  |
| Junior Page .....                | <b>\$6,568</b> ..... reg. \$10,203* |
| Half Page .....                  | <b>\$5,694</b> .... reg. \$8,854*   |
| Double Truck Quoted Upon Request |                                     |

\*Prices based on lowest earned rate for all 19 editions.

### National Color Rates

|  |       |
|--|-------|
| Process color / Single Page .....              | \$995 |
| One standard color (Red or Blue) & black ..... | \$265 |
| One matched PMS color & black .....            | \$345 |
| Two standard colors (Red & Blue) & black ..... | \$495 |
| Two matched PMS colors & black .....           | \$650 |

### Western Region Editions - Quarterly

These additional Regions available during each National quarterly mailing. Applicable Regional Rates will apply.



- Goldenwest
- Southwest
- Great Plains
- Pacific Northwest

### Insider Specifications

Please email your PDF files containing high resolution art 300 DPI @ 100%

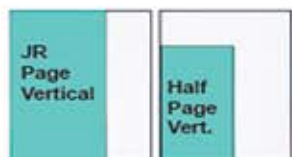


Double Truck  
21 1/4" w X 14" d



Full Page  
9 3/4" w X 14" d

JR Page  
7 3/4" w X 10 1/2" d



JR Pg Vertical  
5 3/4" w X 14" d

1/2 Page Vertical  
5 3/4" w X 11 1/2" d

1/2 Pg Island  
7 3/4" w X 8 3/4" d



1/2 Pg Horizontal  
9 3/4" w X 7" d

### Regional Editions - Monthly

|             |                 |              |
|-------------|-----------------|--------------|
| Alabama     | Empire          | Louisiana/MS |
| Arkansas    | Florida         | Mid Atlantic |
| Bluegrass   | Georgia         | New England  |
| Carolina    | Great Lakes     | Tennessee    |
| Chicagoland | Keystone Garden | Texas        |

### Regional Advertising Rates

Any single publication - each insertion billed net @

| Contract     | 1-5 months | 6-11 months | 12 months |
|--------------|------------|-------------|-----------|
| Double Truck | \$ 2,105   | \$ 1,938    | \$ 1,782  |
| Single Page  | \$ 1,044   | \$ 962      | \$ 883    |
| Junior Page  | \$ 735     | \$ 676      | \$ 624    |
| Half Page    | \$ 636     | \$ 586      | \$ 539    |

Any two publications - each insertion billed net @

| Contract     | 1-5 months | 6-11 months | 12 months |
|--------------|------------|-------------|-----------|
| Double Truck | \$ 1,958   | \$ 1,801    | \$ 1,657  |
| Single Page  | \$ 970     | \$ 894      | \$ 825    |
| Junior Page  | \$ 682     | \$ 628      | \$ 572    |
| Half Page    | \$ 592     | \$ 545      | \$ 501    |

Any three or more publications - each billed net @

| Contract     | 1-5 months | 6-11 months | 12 months |
|--------------|------------|-------------|-----------|
| Double Truck | \$ 1,820   | \$ 1,675    | \$ 1,543  |
| Single Page  | \$ 903     | \$ 832      | \$ 766    |
| Junior Page  | \$ 634     | \$ 583      | \$ 537    |
| Half Page    | \$ 552     | \$ 508      | \$ 466    |

Note: Insertion in four (4) or more publications in a single month will be billed at the lowest published rate (12 month X 3 editions)

Regional Deadlines Available on Request

### Agency Commissionable Advertising Rates

Applicable for Regional advertising. 15% commissions paid only to recognized agencies submitting camera ready copy. Rates are per edition per insertion. Color charges are net and non commissionable.

|                    |           |
|--------------------|-----------|
| Double Truck ..... | \$2280.00 |
| Single Page .....  | \$1131.76 |
| Junior Page .....  | \$795.29  |
| Half Page .....    | \$689.41  |

### Regional Color Rates

Regional Color Rates are Net Rate Only

|  |        |
|--|--------|
| Process color / Single Page .....              | \$ 415 |
| One standard color (Red or Blue) & black ..... | \$ 95  |
| One matched PMS color & black .....            | \$ 150 |

### Insider Newspapers, Inc.

P.O. Box 81489  
Conyers, GA 30013  
(P) 770.786.9658 (F) 770.787.1213  
Shipping Address  
5051 Highway 162 S. • Covington, GA 30016

National Website

Regional Websites

hvacinsider.com • flhvacinsider.com • gahvacinsider.com

| Ad Type        | 1-5 Months                                   |             | 6-11 Months   |             | 12 Months     |             |
|----------------|--|-------------|---------------|-------------|---------------|-------------|
|                | National                                     | Regional    | National      | Regional    | National      | Regional    |
| HEADLINE       | \$750/month                                  | \$600/month | \$700/month   | \$575/month | \$650/month   | \$550/month |
| WEATHER WIDGET | Sold for 2015                                | \$300/month | Sold for 2015 | \$250/month | Sold for 2015 | \$200/month |
| SIDEBAR        | \$600/month                                  | \$500/month | \$575/month   | \$475/month | \$550/month   | \$450/month |
| VIDEO          | \$1,000/month                                |             | \$950/month   |             | \$900/month   |             |
| FOOTER         | Value added feature for Headline advertisers |             |               |             |               |             |

**Headline**  
650 x 200 px size  
5 space slideshow  
Run of Site  
Collapses to 650 x 50  
on Inside pages, expands  
on hover

**Weather Widget**  
65 x 30 px size  
3 scrolling logos  
Run of site

**Sidebars**  
300 x 200 px size  
4 space slideshow each  
Run of site

**Video**  
1080p HD 16:9 format  
preferred  
Only visible on home  
page

**Footer**  
650 x 50  
5 space slideshow  
value-added for banner  
ads

The screenshot shows the HVAC Insider website homepage with several ad placements highlighted in blue boxes:

- Header:** HVAC Insider Online logo, "Free Subscription" and "View Publications" buttons, "Georgia website Click here" button, and a "Weather Widget" showing 68°F | 20°C.
- Navigation:** National, INSIDE STORY, NEWS, MARKET TRENDS, PRODUCT SHOWCASE, PRINT EDITIONS, WISDOM, JOBS, CALENDAR, SUBSCRIBE, MEDIA KIT.
- Main Content:**
  - Headline:** A large blue box at the top left of the main content area.
  - Featured Article:** "Thermostat Recycling Corporation Names New Executive Director" with a photo of Ryan Kiscaden.
  - Featured Video:** A video player box on the right side of the main content area.
  - News Articles:** "LG Excellence Contractor Program's Exponential Growth Sets Stage for Strong 2016", "Rebranding of the Air Diffusion Council Receives Approval", "SpacePak Kicks Off 2016 Training with Guest John Siegenthaler", "HVAC Insider Newspapers Names Bill Jackson 2015 Man of the Year".
  - Market Trends:** "AHRI Releases February 2016 U.S. Heating and Cooling Equipment Shipment Data", "HARDI Distributors Report 11.7 Percent Revenue Increase in February", "AHRI Releases January 2016 U.S. Heating and Cooling Equipment Shipment Data", "AHRI Releases December 2015 U.S. Heating and Cooling Equipment Shipment Data".
  - Product Showcase:** "Panasonic Introduces RE Pro Series to the Heat Pump Collection", "Emerson Network Power Adds Visualization, Scalability...", "Miniature Power Relays Reduce Energy Consumption", "New Infographic Shows How to Improve Service Call Conversion Rates".
  - Upcoming Events:** "ACCA Conference & IE3 Expo", "Certified Geothermal Designer Course", "Mechanical Contractors Association of America (MCAA)", "2016 National HVACR Educators & Trainers Conference".
  - Guest Contributors:** "QUEST - The Health Dangers from Bird Droppings in HVAC Units", "TECH - Case Study: Child's in Punta Cana", "BUS - Maximizing a Branding Strategy", "QUEST - Without Sensors, Even the Smartest HVAC System Can't Overcome System Pressure", "TECH - Case Study: Taking Control of Doors in a Clinical Laboratory", "QUEST - Be Great at What You Do", "TECH - Five Things to Consider When Choosing an HVAC Tape".
- Footer:** A blue box at the bottom of the page.

See Specifications page for media requirements.

Contact Kaye Sessions • 770.786.9658 • ksessions@hvacinsider.com

| Ad/Initial Size                                    | Ratio <sup>1</sup>        | Delivered Resolution <sup>2</sup>                        | Download File Size (GIF/JPG) | Click-Thru URL Limit | Animation <sup>3</sup> /Looping Limit     |
|--|---------------------------|--|------------------------------|----------------------|---|
| Headline <sup>4</sup><br>650X200                   | 13:4                      | 1300X400   | 40k                          | 450 char             | Allowed; Duration: Up to 12 sec. /3 loops |
| Header<br>300X60                                   | 5:1                       | 600X120  | 40k                          | 450 char             | Allowed; Duration: Up to 12 sec./3 loops  |
| Weather Widget <sup>5</sup><br>65X30               | 13:6                      | 130X60   | 20k                          | 450 char             | NA  |
| Sidebar<br>300X200                                 | 6:4                       | 600X400  | 40k                          | 450 char             | Allowed; Duration: Up to 12 sec./3 loops  |
| Video <sup>6</sup><br>300X200<br>Static screenshot | Static Screenshot:<br>6:4 | Static screenshot:<br>600X400<br>Video: 1080p<br>HD/16:9 | Up to 1 GB                   | 450 char             | Video duration: Up to 4 minutes           |
| Footer<br>650X50                                   | 13:1                      | 1300X100   | 40k                          | 450 char             | Allowed; Duration: Up to 12 sec./3 loops  |

<sup>1</sup> Supports high resolution Apple Retina display. Ads resize dynamically on the given device to always fit the screen size of the viewer for best appearance & quality, independent of the device's resolution.

<sup>2</sup> Important to maximize appearance in all platforms and positions.

<sup>3</sup> We do not accept Flash due to restrictions in place on Apple devices. We suggest using HTML5 or JavaScript for animation.

<sup>4</sup> Top 25% of Headline ad is visible on interior pages, expands on hover. **NOTE: Important for proper appearance when ads resize dynamically.**

<sup>5</sup> Weather Widget content should extend to edge of canvas for best appearance.

<sup>6</sup> Video:

1080p HD format (16:9 aspect ratio) preferred at 10,000 - 20,000 kbit/s bitrate. Codec: High profile H.264 & CABAC to reduce file size. 24, 25 or 30fps constant frame rate. Audio: Codec: AAC-LC (Advanced Audio Codec); Data rate: 320 kbit/s constant; Sample rate: 48 kHz

#### GENERAL:

##### Accepted File Types

- GIF
- JPEG
- HTML5
- JavaScript

Ads must be submitted at **delivered resolutions** listed above.

JavaScript and code ad submissions **must support responsive layout.**

Static ads must be submitted as media files, preferably JPEG and should not have transparent backgrounds.

Provide a click-through link for ads at time of submission.

Third party ads **must support responsive layout.**

All ad units must launch a new browser window when clicked on.

All creative must function uniformly on MAC and PC platforms, mobile devices and multiple browser versions of Internet Explorer, Firefox, Chrome, Mozilla and Safari.

The publisher reserves the right to reject any advertising that does not meet the standards of HVAC Insider Online in terms of relevant content, accuracy and decorum.