

HVAC/R Insider Newspapers

The ONLY HVAC industry publication with the FLEXIBILITY to target both NATIONAL AND REGIONAL markets!

Mailing to over 70,000 HVAC/R industry professionals each month.
Mailing to over 107,000 each quarter.



Monthly Regional Editions

ALABAMA AL, FL Panhandle	4,239
BLUEGRASS KY, S. OH, S. IN, W. WV	4,486
CAROLINA NC, SC	4,765
CHICAGOLAND (IL)	4,864
EMPIRE (NY)	5,232
FLORIDA	7,845
GEORGIA	6,705
GREAT LAKES MI, N. OH, N. IN	6,561
KEYSTONE GARDEN NJ, PA, DE	7,837
LOUISIANA/MISSISSIPPI	5,067
MID ATLANTIC VA, WV, MD, DC	5,129
NEW ENGLAND MA, CT, ME, NH, RI	7,633

Quarterly Regional Editions

ARKANSAS	1,958
GOLDENWEST (CA)	5,685
GREAT PLAINS ND, SD, MN, WI, IA, NE, KS, MO, OK	9,357
PACIFIC NORTHWEST WA, OR, MT, WY, ID	3,279
SOUTHWEST UT, CO, NM, AZ, NV	4,777
TENNESSEE	5,434
TEXAS	6,250

Quarterly National Edition

Mails to All Regions 107,103



The Contractor's Newspaper

2018-2019

Print Advertising Rates
Effective September 1, 2018

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**\$10,171** (reg. \$15,827*)
 Junior Page.....**\$7,137** (reg. \$11,096*)
 Half Page.....**\$6,188** (reg. \$9,633*)

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
 Two standard colors (Red & Blue) & black.....\$495

For information about online advertising email us at:
info@hvacinsider.com

Regional Editions - Monthly

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

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

We prefer PDF files containing hi-res art created for newsprint. 300 DPI @ 100% CMYK with true black.
info@hvacinsider.com

Double Truck
 21¼" w X 14" d

Full Page
 9¾" w X 14" d

JR Page
 7¾" w X 10½" d

JR Pg Vertical
 5¾" w X 14" d

1/2 Page Vertical
 5¾" w X 11½" d

1/2 Pg Island
 7¾" w X 8¾" d

1/2 Pg Horizontal
 9¾" w X 7" d

Double Truck
 Centerfold

Full Page

JR
 Page

JR
 Page
 Vertical

Half
 Page
 Vert.

Half Page
 Island

Half Page
 Horizontal

Regional Advertising Rates

Any single publication - each insertion billed net @

Contract	1-5 months	6-11 months	12 months
Double Truck	\$ 2,288	\$ 2,107	\$ 1,937
Single Page	\$ 1,135	\$ 1,046	\$ 960
Junior Page	\$ 799	\$ 735	\$ 678
Half Page	\$ 692	\$ 637	\$ 587

Any two publications - each insertion billed net @

Contract	1-5 months	6-11 months	12 months
Double Truck	\$ 2,128	\$ 1,957	\$ 1,802
Single Page	\$ 1,054	\$ 972	\$ 896
Junior Page	\$ 742	\$ 683	\$ 622
Half Page	\$ 644	\$ 593	\$ 545

Any three or more publications - each billed net @

Contract	1-5 months	6-11 months	12 months
Double Truck	\$ 1,978	\$ 1,820	\$ 1,677
Single Page	\$ 982	\$ 905	\$ 833
Junior Page	\$ 690	\$ 634	\$ 584
Half Page	\$ 600	\$ 552	\$ 507

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\$2,477
 Single Page\$1,230
 Junior Page\$864
 Half Page\$749

Regional Color Rates

Regional Color Rates are Net Rate Only

Process color / Single Page \$415
 One standard color (Red or Blue) & black..... \$95

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