



2020

The Insider News Group offers a variety of marketing strategies to meet most exposure needs and budgets for reaching HVAC/R contractors and other industry experts.

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

NATIONAL INSIDER NEWS GROUP MARKETING STRATEGIES

- Celebrating 50 years of publication and featuring a **quarterly National and 19 regional papers**, the HVAC Insider is the only industry publication with the flexibility to reach both national and regional markets.
- The quarterly **National mails to over 105,000 subscribers**, making it the industry's most widely circulated publication. Per-subscriber cost of a full-page, process-color ad is less than 10¢. Using a conservative pass-through factor of 2.5, the National edition reaches over a quarter-million readers!
- The **regional papers** allow for focusing on markets for **growth**, to **gain market share or promote products and services that vary geographically**.
- **Added value:** space provided for press releases or articles to complement ad placements.



REGIONAL HVAC INSIDER MARKETING

- 19 exclusive regional publications available to target local markets.
- Considered the “Hometown Trade Newspapers.”
- Our mission is twofold: 1) to help HVAC/R contractors be better informed about issues that impact their businesses, become more **successful** and conduct themselves as the **professionals** that they are, and 2) to provide the best platform for informing HVAC/R professionals **about our advertising partners' products and services**.
- The only HVAC/R trade publication in most regional markets

Regional Editions

Alabama | Arkansas | Bluegrass | Carolina |
Chicagoland | Empire | Florida | Georgia |
Goldenwest | Great Lakes | Great Plains |
Keystone Garden | Louisiana/MS | Mid Atlantic |
New England | Pacific Northwest | Southwest |
Tennessee | Texas



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National Sales Manager
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HVAC/R Insider Newspapers

















Circulation - individual subscribers totals

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



Regional Editions

(M) Published Monthly & (Q) Published Quarterly

-  **ALABAMA 4,097 (M)**
AL, FL Panhandle
-  **ARKANSAS 1,963 (Q)**
-  **BLUEGRASS 4,215 (Q)**
KY, S. OH, S. IN, W. WV
-  **CAROLINA 4,759 (M)**
NC, SC
-  **CHICAGOLAND (IL) 4,873 (Q)**
-  **EMPIRE (NY) 5,079 (M)**
-  **FLORIDA 7,863 (M)**
-  **GEORGIA 6,474 (M)**
-  **GOLDENWEST (CA) 5,687 (Q)**
-  **GREAT LAKES 6,596 (Q)**
MI, N. OH, N. IN
-  **GREAT PLAINS 9,348 (Q)**
ND, SD, MN, WI, IA, NE, KS, MO, OK
-  **KEYSTONE GARDEN 7,804 (M)**
NJ, PA, DE
-  **LOUISIANA/MISSISSIPPI 5,073 (M)**
-  **MID ATLANTIC 5,157 (M)**
VA, E. WV, MD, DC
-  **NEW ENGLAND 7,648 (M)**
MA, CT, ME, NH, RI
-  **PACIFIC NORTHWEST 3,281 (Q)**
WA, OR, MT, WY, ID
-  **SOUTHWEST 4,778 (Q)**
UT, CO, NM, AZ, NV
-  **TENNESSEE 5,442 (Q)**
-  **TEXAS 6,277 (Q)**

Quarterly National Edition

Mails to all regions 106,407

For current numbers, email info@hvacinsider.com

The Contractor's Newspaper

2020 Print Advertising Rates

Effective January 1, 2020

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 & black.....\$265
Two standard colors & black.....\$495

Regional Advertising Rates

See color option rates below

Any single publication - each insertion billed net @			
Contract	1-5 months	6-11 months	12 months
Double Truck	\$ 2,408	\$ 2,218	\$ 2,039
Single Page	\$ 1,195	\$ 1,101	\$ 1,011
Junior Page	\$ 841	\$ 774	\$ 714
Half Page	\$ 728	\$ 671	\$ 618
Any two publications - each insertion billed net @			
Contract	1-5 months	6-11 months	12 months
Double Truck	\$ 2,240	\$ 2,060	\$ 1,897
Single Page	\$ 1,109	\$ 1,023	\$ 943
Junior Page	\$ 781	\$ 719	\$ 655
Half Page	\$ 678	\$ 624	\$ 574
Any three or more publications - each billed net @			
Contract	1-5 months	6-11 months	12 months
Double Truck	\$ 2,082	\$ 1,916	\$ 1,765
Single Page	\$ 1,034	\$ 953	\$ 877
Junior Page	\$ 726	\$ 667	\$ 615
Half Page	\$ 632	\$ 581	\$ 528

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

Regional Color Rates

Process color / Single Page \$415
One standard color & black..... \$95
Two standard colors & black.....\$190

For information about

Online Advertising

email us at: info@hvacinsider.com

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



HVAC INSIDER - Submission Dates

Publications	January	February	March	April	May	June	July	August	September	October	November	December	Jan 21
Alabama (M)	10 Jan	10 Feb	10 Mar	10 Apr	10 May	10 Jun	10 Jul	10 Aug	10 Sep	10 Oct	10 Nov	10 Dec	10 Jan
Arkansas (Q)		20 Feb Q/1			20 May Q/2			20 Aug Q/3			20 Nov Q/4		
Bluegrass (Q)		20 Feb Q/1			20 May Q/2			20 Aug Q/3			20 Nov Q/4		
Carolina (M)	15 Jan	15 Feb	15 Mar	15 Apr	15 May	15 Jun	15 Jul	15 Aug	15 Sep	15 Oct	15 Nov	15 Dec	15 Jan
Chicagoland (Q)		20 Feb Q/1			20 May Q/2			20 Aug Q/3			20 Nov Q/4		
Empire (M)	27 Dec	25 Jan	25 Feb	25 Mar	25 Apr	25 May	25 Jun	25 Jul	25 Aug	25 Sep	25 Oct	25 Nov	27 Dec
Florida (M)	26 Dec	28 Jan	28 Feb	28 Mar	28 Apr	28 May	28 Jun	28 Jul	28 Aug	28 Sep	28 Oct	28 Nov	27 Dec
Georgia (M)	10 Jan	10 Feb	10 Mar	10 Apr	10 May	10 Jun	10 Jul	10 Aug	10 Sep	10 Oct	10 Nov	10 Dec	10 Jan
Goldenwest (Q)		1 Feb Q/1			1 May Q/2			1 Aug Q/3			1 Nov Q/4		
Great Lakes (Q)		20 Feb Q/1			20 May Q/2			20 Aug Q/3			20 Nov Q/4		
Great Plains (Q)		1 Feb Q/1			1 May Q/2			1 Aug Q/3			1 Nov Q/4		
Keystone Garden (M)	27 Dec	25 Jan	25 Feb	25 Mar	25 Apr	25 May	25 Jun	25 Jul	25 Aug	25 Sep	25 Oct	25 Nov	27 Dec
Louisiana / MS (M)	4 Jan	4 Feb	4 Mar	4 Apr	4 May	4 Jun	4 Jul	4 Aug	4 Sep	4 Oct	4 Nov	4 Dec	4 Jan
Mid Atlantic (M)	12 Jan	12 Feb	12 Mar	12 Apr	12 May	12 Jun	12 Jul	12 Aug	12 Sep	12 Oct	12 Nov	12 Dec	12 Jan
National (Q)		1 Feb Q/1			1 May Q/2			1 Aug Q/3			1 Nov Q/4		
New England (M)	10 Jan	10 Feb	10 Mar	10 Apr	10 May	10 Jun	10 Jul	10 Aug	10 Sep	10 Oct	10 Nov	10 Dec	10 Jan
Pacific Northwest (Q)		1 Feb Q/1			1 May Q/2			1 Aug Q/3			1 Nov Q/4		
Southwest (Q)		1 Feb Q/1			1 May Q/2			1 Aug Q/3			1 Nov Q/4		
Tennessee (Q)		20 Feb Q/1			20 May Q/2			20 Aug Q/3			20 Nov Q/4		
Texas (Q)		20 Feb Q/1			20 May Q/2			20 Aug Q/3			20 Nov Q/4		

HVAC Insider Newspapers Advertising Specifications

HVAC INSIDER PRINT AD SPECIFICATIONS

PDF files containing hi-res art created for newsprint preferred. 300 DPI @ 100% CMYK with true black. No bleed.

FULL PAGE
9³/₄" w X 14" d

JUNIOR PAGE
7³/₄" w X 10¹/₂" d

JUNIOR PAGE VERTICAL
5³/₄" w X 14" d

HALF PAGE HORIZONTAL
9³/₄" w X 7" d

HALF PAGE ISLAND
7³/₄" w X 8³/₄" d

HALF PAGE VERTICAL
5³/₄" w X 11¹/₂" d

DOUBLE TRUCK CENTERFOLD
21¹/₄" w X 14" d



Kaye Sessions

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