

HVAC/R Insider Newspapers

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

Mailing to over 75,000 HVAC/R industry professionals each month.

Mailing over 108,000 each quarter.



Monthly Regional Editions

- ALABAMA 4,232
AL, FL Panhandle
- BLUEGRASS 4,482
KY, S. OH, S. IN, W. WV
- CAROLINA 4,75
NC, SC
- CHICAGOLAND 4,841
- EMPIRE (NY) 5,232
- FLORIDA 7,806
- GEORGIA 6,715
- GREAT LAKES 6,543
MI, N. OH, N. IN
- KEYSTONE GARDEN 7,832
NJ, PA, DE
- LOUISIANA / MS 5,052
- MID ATLANTIC 5,095
V, E. WV, MD, DC, DE
- NEW ENGLAND 7,570
MA, CT, ME, NH, RI
- TENNESSEE 5,420

Quarterly Regional Editions

- PACIFIC NORTHWEST 3,641
WA, OR, MT, WY, ID
- SOUTHWEST 5,379
UT, CO, NM, AZ, NV
- GREAT PLAINS 9,373
ND, SD, MN, WI, IA, NE, KS, MO, OK
- GOLDENWEST (CA) 6,324
- TEXAS 6,235
- ARKANSAS 1,947

Quarterly National Edition

- Mails to All Regions 108,469



The Contractor's Newspaper

2018 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	\$9,874	reg. \$15,352*
Junior Page	\$6,929	reg. \$10,773*
Half Page	\$6,007	reg. \$9,348*
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 Quarterly	Florida	Mid Atlantic
Bluegrass	Georgia	New England
Carolina	Great Lakes	Tennessee
Chicagoland	Keystone Garden	Texas Quarterly

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 newspaper stock.
 300 DPI @ 100%
 CMYK with true black
info@hvacinsider.com

Double Truck
 21¼" w X 14" d

Full Page
 9¾" w X 14" d

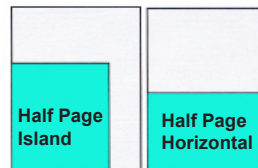
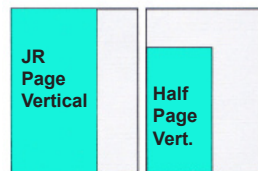
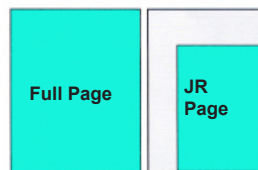
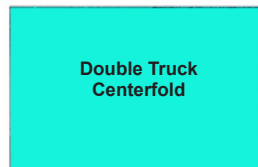
JR Page
 7¾" w X 10½" d

JR Page Vertical
 5¾" w X 14" d

1/2 Page Vertical
 5¾" w X 11½" d

1/2 Page Island
 7¾" w X 8¾" d

1/2 Page Horizontal
 9¾" w X 7" d



Regional Advertising Rates

Any single publication - each insertion billed net @

Contract	1-5 months	6-11 months	12 months
Double Truck	\$ 2,221	\$ 2,045	\$ 1,880
Single Page	\$ 1,101	\$ 1,015	\$ 932
Junior Page	\$ 775	\$ 713	\$ 658
Half Page	\$ 671	\$ 618	\$ 569

Any two publications - each insertion billed net @

Contract	1-5 months	6-11 months	12 months
Double Truck	\$ 2,066	\$ 1,900	\$ 1,749
Single Page	\$ 1,023	\$ 943	\$ 870
Junior Page	\$ 720	\$ 663	\$ 604
Half Page	\$ 625	\$ 575	\$ 529

Any three or more publications - each billed net @

Contract	1-5 months	6-11 months	12 months
Double Truck	\$ 1,920	\$ 1,767	\$ 1,628
Single Page	\$ 953	\$ 878	\$ 808
Junior Page	\$ 669	\$ 615	\$ 567
Half Page	\$ 582	\$ 536	\$ 492

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	\$2,405
Single Page	\$1,194
Junior Page	\$839
Half Page	\$727

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.

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