



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-qtly	Florida	Mid Atlantic
Bluegrass	Georgia	New England
Carolina	Great Lakes	Tennessee-qtly
Chicagoland-qtly	Keystone Garden	Texas-qtly

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
 21 1/4" w X 14" d

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

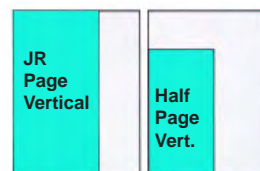
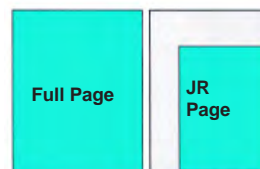
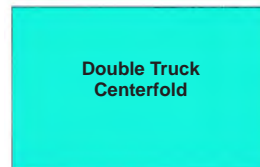
JR Page
 7 3/4" w X 10 1/2" d

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 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.

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Shipping Address

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