



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 .....	\$10,171.00
Junior Page.....	\$7,137.00
Half Page.....	\$6,188.00

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

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

### Regional Editions - Monthly

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

Q indicates Issues Published Quarterly

### Western Region Editions - Quarterly

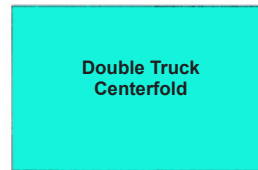
These additional Regions available during each National quarterly mailing. Applicable Regional Rates will apply.



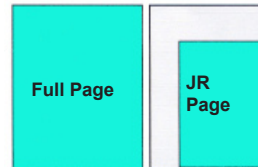
- Goldenwest
- Southwest
- Great Plains
- Pacific Northwest

### Insider Specifications

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

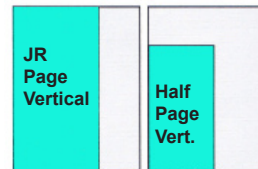


Double Truck  
 21¼" w X 14" d



Full Page  
 9¾" w X 14" d

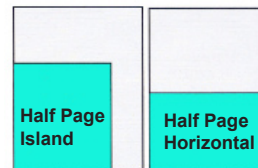
JR Page  
 7¾" w X 10½" d



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

### Regional Advertising Rates

*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 editions)*

Regional Deadlines Available on Request

### 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

**(770) 786-9658**

Shipping Address:  
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 Covington, GA 30016