



Website Advertising Rates

www.hvacinsider.com

Advertising Contact:
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Ad Sizes and Rates:

Ad Type	Display on Pages	Position # Ads	Ad Size pixels (ratio)	Mobile Ad Size	1-5 Month Rate	6-11 Month Rate	12 Month Rate
Billboard	all	4*	900x225 (4:1)	300x300 pixels	\$750/mo.	\$700/mo.	\$650/mo.
Sidebar	all	4*	250x250 (1:1)	same	\$400/mo.	\$350/mo.	\$300/mo.
Leaderboard	Selected regional pages only	1	728x90 (8:1)	300x150 pixels	\$75/mo.	\$60/mo.	\$50/mo.

* Rotating ads in Billboard and Sidebar positions

Specifications:

- File types include GIF, or JPG. No Flash accepted. Video ads are not supported.
- Ads must be submitted in the minimum ad sizes and ad ratio documented in the above chart, which reflect the new IAB standards.
- Click-thru URL limit is 450 characters. All ad units must launch a new browser window when clicked.
- Animation duration up to 12 seconds with a looping limit of 3. Note: ads are only loaded once, therefore animation loops may not sync with rotation of ads after the first rotation.
- Ad file size should be limited to 40k.
- All creative must function uniformly on both MAC and PC platforms, as well as standard browsers and mobile devices, per IAB standards.
- Please supply separate artwork for mobile sized ad for Billboard and Leaderboard ads.

Submissions:

Please submit creative 5 business days prior to contracted start date.

The publisher reserves the right to reject any submitted advertising that does not meet the standards of HVAC Insider in terms of relevant content, accuracy and decorum.