

The Contractor's Newspaper

2021 Print Advertising Rates

Effective January 1, 2021

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

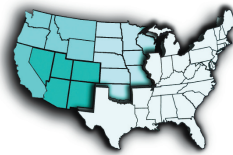
Regional Editions - Monthly

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.

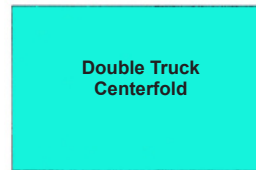


- Goldenwest
- Southwest
- Great Plains
- Pacific Northwest

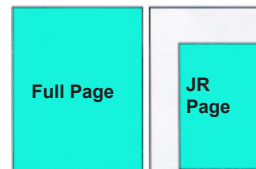
Insider Specifications

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

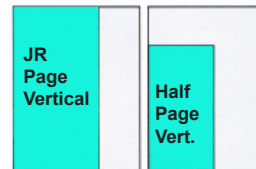
Double Truck
21¼" w X 14" d



Full Page
9¾" w X 14" d



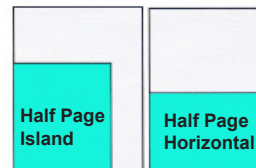
JR Page
7¾" w X 10½" d



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)

Agency Commissionable Rates 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:
5051 Highway 162 S.
Covington, GA 30016