

WEBSITE ADVERTISING RATES

The Insider News Group offers a variety of marketing strategies to meet most exposure needs and budgets for reaching HVACR contractors and other industry experts.

HVAC Insider Online offers several opportunities to promote your brand to HVAC contractors, subcontractors, specialty contractors, service providers and suppliers throughout the United States.

The quality of traffic that is generated to this website is your ideal target audience.

RUN-OF-SITE	FRONT PAGE	SIDEBARS	
<p>HEADER</p> <p>\$1,250/month 3-Spot Carousel Size: 728x90px</p>	<p>PRODUCT SPOTLIGHT</p> <p>\$200/week Static Post Placement Size: 300x200px</p>	<p>SIDEBAR AD 1</p> <p>\$500/month 4-Spot Carousel Size: 300x250px</p>	<p>SIDEBAR VIDEO 1 & 2</p> <p>\$500/month 2-Spot Carousel Size: 16:9 with Vimeo Link</p>
<p>WEATHER WIDGET</p> <p>\$1,200/year Featured Logo Size: 150x150px</p>	<p>SPONSORED POST</p> <p>\$500/month Featured Post with Link*</p> <p>Size: 300x200px</p>	<p>SIDEBAR AD 2</p> <p>\$450/month 4-Spot Carousel Size: 300x250px</p>	<p>SPONSORED GUEST</p> <p>\$125/month Featured Post with Image*</p> <p>Size: 300x200px</p>
<p>FOOTER</p> <p>\$250/month 4-Spot Carousel Size: 728x90px</p>	<p>ITEM OF INTEREST</p> <p>\$150/month Static Post Placement*</p> <p>Size: 300x200px</p>	<p>SIDEBAR AD 3</p> <p>\$300/month 4-Spot Carousel Size: 300x250px</p>	<p>START ADVERTISING TODAY!</p> <p>Contact us to learn more.</p> <p>Kaye Sessions <i>National Sales Manager</i></p> <p>770.786.9658 ksessions@hvacinsider.com</p>
<p>IN-POST AD OPPORTUNITIES</p> <p>Various placements Ask for more details</p>	<p>SPONSORED VIDEO</p> <p>\$250/month Static Post Placement Size: 16:9 with Vimeo Link</p>	<p>SIDEBAR AD 4</p> <p>\$250/month 4-Spot Carousel Size: 300x250px</p>	

*Sponsor required to change image/content at least monthly

The screenshot shows the HVAC Insider website layout with various ad placements highlighted in red boxes. The layout includes a header, a weather widget, a main content area with news and product sections, a sidebar with multiple ad and video spots, a sponsored guest post, a product spotlight, a sponsored post with a link, another sidebar with ads and videos, items of interest, another sponsored video, another item of interest, and a footer.

HEADER

WEATHER WIDGET

SIDEBAR AD 1

SIDEBAR VIDEO 1

SIDEBAR AD 2

SPONSORED GUEST POST

PRODUCT SPOTLIGHT

SPONSORED POST WITH LINK

SIDEBAR AD 3

SIDEBAR AD 4

SIDEBAR VIDEO 2

ITEM OF INTEREST

SPONSORED VIDEO

ITEM OF INTEREST

FOOTER

NOTE: Header, Weather Widget, and Footer are run-of-site. Sidebar and Items of Interest are visible on Home page, News and Products landing pages, News article pages, and Products article pages.

www.hvacinsider.com

HVAC INSIDER ONLINE ADVERTISING SPECIFICATIONS.

Accepted File Types

- GIF
- JPEG
- HTML5
- JavaScript

JavaScript and code ad submissions must support responsive layout.

Static ads must be submitted as media files, preferably JPEG and should not have transparent backgrounds. Provide a click-through link for ads at time of submission.

Third party ads must support responsive layout.

All ad units must launch a new browser window when clicked on.

All creative must function uniformly on MAC and PC platforms, mobile devices and multiple browser versions of Internet Explorer, Firefox, Chrome, Mozilla and Safari.

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

HVAC INSIDER ONLINE GENERAL ADVERTISING TERMS AND CONDITIONS.

1. All rates are NET, payable within 30 days of the invoice date. Publisher reserves the right to withhold placement of ads and/or cancel any contracts that are over 30 days past due. All advertising originating outside the USA must be prepaid. USA funds only. Rates subject to change without notice.
2. Contracts begin at 12:00:01 a.m. on the first Monday of the first selected week and end at 11:59:59 p.m. on the last day of the final week.
3. Advertisers assume liability for the content of their advertising and assume responsibility for any claims against the publisher arising from their advertising.
4. All advertisements are subject to approval by the publisher. The publisher reserves the right to reject any advertising that does not meet the standards of HVAC Insider Online in terms of relevant content, accuracy and decorum.
5. All advertising must be confirmed by a written or electronically transmitted insertion order.
6. Online ad materials must be received 5 business days prior to the insertion order start date. Publisher will not be responsible for delays in the start of the campaign due to incompatibility or problems with ad materials submitted later than 5 business days prior to the insertion order start date.
7. Cancellation or changes in online orders must be submitted in writing at least 10 business days prior to the start of ad campaign. Any written cancellations received after 10 business days prior to the start of ad campaign will be subject to a cancellation fee of 50% of the first week's/month's rate.
8. Publisher will place rotating ads in sequence in order received and with consideration of maintaining a balanced appearance on the website. Requests for specific placement will be honored at the discretion of the publisher.

Revised June 15, 2022