

## WEBSITE ADVERTISING RATES

Effective August 20, 2022

The HVAC & Refrigeration Insider Online national website offers a variety of marketing strategies to promote your brand, products and services to HVACR contractors, subcontractors, specialty contractors, service providers and suppliers throughout the United States. Whether your choice is run-of-site display ads, high-impact home page exposure, sponsored content or dynamic videos, there are opportunities to meet most exposure needs and budgets.

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

### RUN-OF-SITE:

#### HEADER

\$1,250/month  
4-Spot Carousel  
Size: 728x90px

#### WEATHER WIDGET

Desktop, laptop & tablet  
\$1,200/year  
Featured Logo  
Size: 150x150px

#### FOOTER

\$250/month  
4-Spot Carousel  
Size: 728x90px

### HOME PAGE:

#### SPONSORED POST WITH LINK\*

Home page only  
\$500/month

#### SPONSORED ITEM OF INTEREST\*

\$150/month  
Static Post Placement

#### SPONSORED ITEM OF INTEREST VIDEO\*

\$250/month  
Vimeo link

### SIDE BAR:

#### SIDE BAR 1

\$500/month  
4-Spot Carousel  
Size: 300x250px

#### SIDE BAR 2

\$450/month  
4-Spot Carousel  
Size: 300x250px

#### SIDE BAR 3

\$300/month  
4-Spot Carousel  
Size: 300x250px

#### SIDE BAR 4

\$250/month  
4-Spot Carousel  
Size: 300x250px

#### SIDE BAR VIDEO 1 & 2

\$500/month  
2-Spot Carousel  
Vimeo link

#### SPONSORED GUEST POST\*

\$125/month  
Featured Post with Image

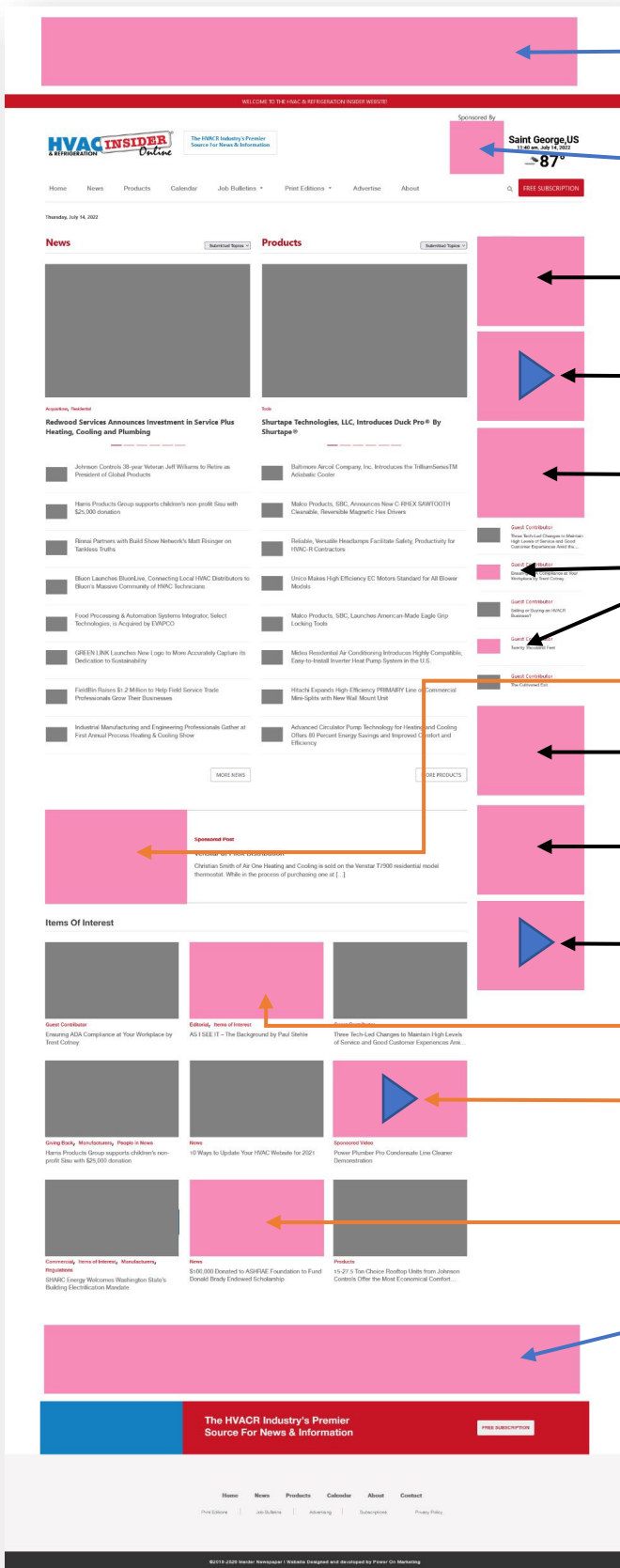
\*Sponsor required to change image/content at least once per 4-week run.

**NOTE:** Items of Interest and Side Bar are visible on Home page, News and Products landing pages, News and Products article pages, Sponsored Guest and Guest Contributor Post content pages and Sponsored Post with Link content page.

## START ADVERTISING TODAY!

Contact us to learn more:

P: 770.786.9658      [info@hvacinsider.com](mailto:info@hvacinsider.com)



**HEADER**

**WEATHER WIDGET**  
Desktop & Tablet Only

**SIDE BAR 1**

**SIDE BAR VIDEO 1**

**SIDE BAR 2**

**SPONSORED GUEST POST**

**SPONSORED POST WITH LINK**

**SIDE BAR 3**

**SIDE BAR 4**

**SIDE BAR VIDEO 2**

**SPONSORED ITEM OF INTEREST**

**SPONSORED ITEM OF INTEREST VIDEO**

**SPONSORED ITEM OF INTEREST**

**FOOTER**

**NOTE:** Header, Weather Widget and Footer are run-of-site. Sponsored Post With Link is visible on Home page only. Items of Interest and Side Bar are visible on Home page, News and Products landing pages, News and Products article pages, Sponsored Guest Posts content pages and Sponsored Post with Link content page.

## **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.
- Ads must have clearly defined borders to distinguish them from a white background.
- 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. Ads are billed when approval of placement by agency or advertiser is received. 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. Monthly contracts not beginning on the first of the month will expire at 23:59:59 of the 30<sup>th</sup> day of the contract.
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 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 August 8, 2022*