

# AD PLACEMENTS



Header

## WEBSITE ADVERTISING RATES Effective xxx, 2024

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.

### Header and Footer:

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

**Side Bar 1:**  
**4-Spot Carousel**  
**\$500/month**  
**Size 300x250px**

**Side Bar 2:**  
**4-Spot Carousel**  
**\$450/month**  
**Size 300x250px**

**Side Bar 3:**  
**4-Spot Carousel**  
**\$300/month**  
**Size 300x250px**

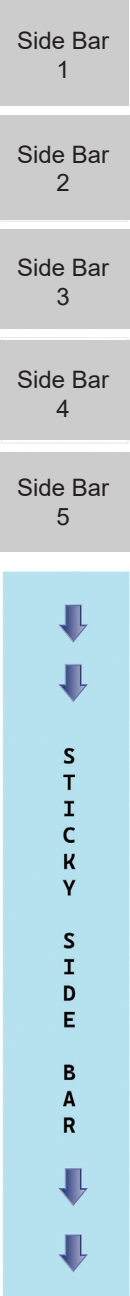
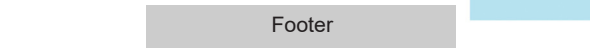
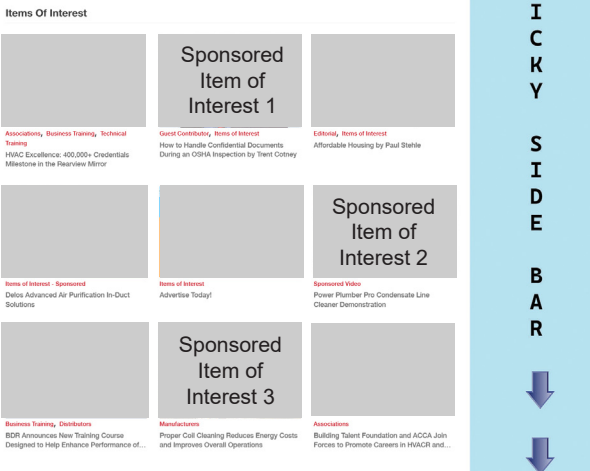
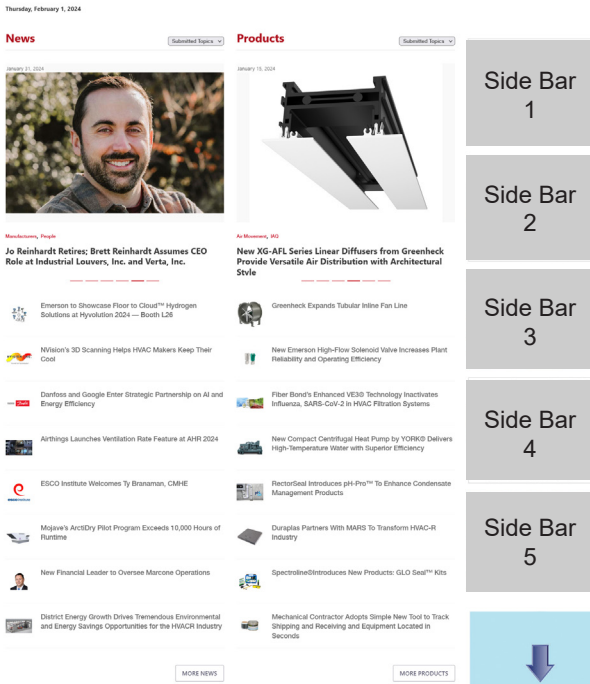
**Side Bar 4:**  
**4-Spot Carousel**  
**\$250/month**  
**Size 350x250 px**

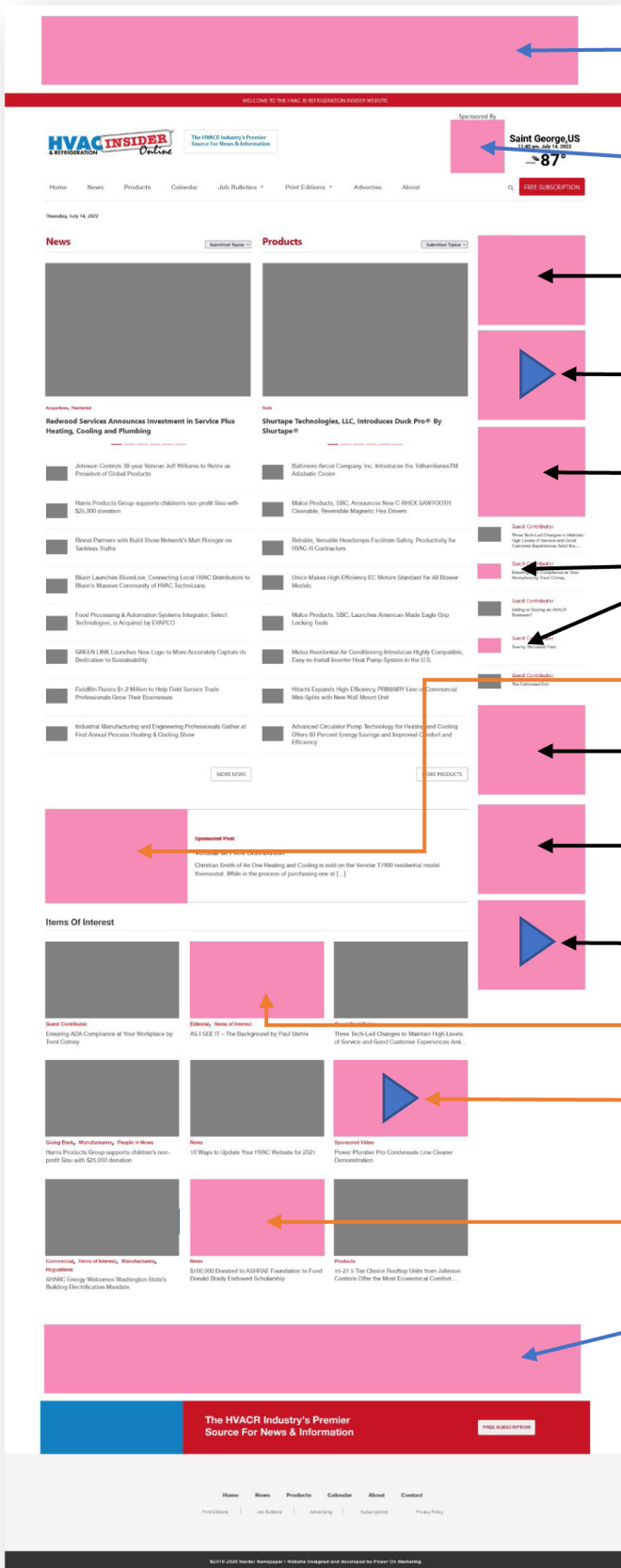
**Side Bar 5:**  
**4-Spot Carousel**  
**\$200/month**  
**Size 300x250 px**

**Sponsored Post with Link:**  
**Home Page Only**  
**\$500 each/month**

**Sponsored Items of Interest:**  
**Static Post Placement**  
**\$500 each/month**

NOTE: Header 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 and Sponsored Post with Link content page.





**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.