

## WEBSITE ADVERTISING RATES

Effective April 1, 2025

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**

**CONTACT US FOR VIDEO PLACEMENT QUOTE**

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.

The screenshot shows the HVAC Insider Online website layout with various ad placement areas highlighted. On the right side, five vertical grey boxes labeled 'Side Bar 1' through 'Side Bar 5' are positioned next to the main content area. Below these is a vertical blue bar labeled 'STICKY BAR' with two downward-pointing arrows. At the bottom of the page, a red banner labeled 'Footer' contains the website's navigation and contact information.