

HVAC INSIDER[®]

& REFRIGERATION

Serving the durable goods industry since 1969. Reporting local news and events for the HVAC/R industry. Our 15 Regionals mail to over 95,000 trade professionals monthly.



- Alabama/Gulf Coast
- Arkansas
- Bluegrass
- Carolina
- Chicagoland
- Empire (NY)
- Florida
- Georgia
- Great Lakes
- Keystone/Garden
- Louisiana/MS
- Mid Atlantic
- New England
- Tennessee
- Texas

Let us help you plan and execute an effective campaign with Insider News. Our Graphics Department can create a professional ad for you at no additional charge. Our production center is located at our headquarters in Covington, GA. If you have any questions on ad design or formats, please contact the production staff at 770-786-9658. High Resolution .pdf's accepted in the following formats: • Adobe PhotoShop 7 or CS • Adobe InDesign CS • Adobe PageMaker 7 • Adobe Illustrator CS.

Please send your company news to:
HVAC Regional Editor/Insider Newspapers, Inc.
insider@mindspring.com
P.O. Box 81489, Conyers, GA 30013
770-786-9658 • (Fax) 770-787-1213
Shipping Address:
5051 Hwy. 162 S., Covington, GA 30016



Regional Advertising Rates

The HVAC/R Insider is a tabloid-size newspaper, printed on a web offset press. All rates are NET, payable within 10 days. All advertising originating outside the US and Canada must be prepaid.

Any single publication - each insertion billed net @

Contract	1-5 months	6-11 months	12 months
Double Truck	\$2,024	\$1,863	\$1,713
Single Page	\$1,004	\$925	\$849
Junior Page	\$707	\$650	\$600
Half Page	\$612	\$563	\$518

Any two publications - each insertion billed net @

Contract	1-5 months	6-11 months	12 months
Double Truck	\$1,883	\$1,732	\$1,593
Single Page	\$933	\$860	\$793
Junior Page	\$656	\$604	\$550
Half Page	\$569	\$524	\$482

Any three or more publications - each billed net @

Contract	1-5 months	6-11 months	12 months
Double Truck	\$1,750	\$1,611	\$1,484
Single Page	\$868	\$800	\$737
Junior Page	\$610	\$561	\$516
Half Page	\$531	\$488	\$448

Insertion in four (4) or more publications in a single month will be billed at the lowest published rate (12 month X 3 editions)

Regional Color Rates

Spot Color	\$95 net per color (black plus color - red/or blue)
Special Request (PMS) Color	\$150 net per color
Four Color Process.....	\$415 net per page

Agency Commissionable Advertising Rates

15% advertising commissions paid only to recognized agencies submitting camera ready copy. Rates per edition per insertion.

Double Truck	\$2,192
Single Page.....	\$1,088
Junior Page.....	\$764
Half Page.....	\$663

Standard Ad Sizes

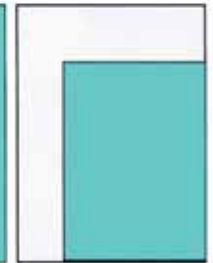
Standard Advertising Unit (SAU)



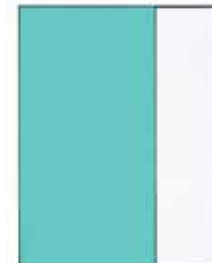
Double Truck Centerfold
21¼" w X 14" d



Full Page
9¾" w X 14" d



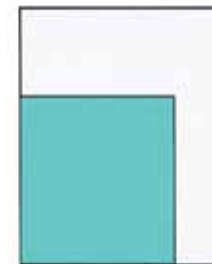
Junior Page
7¾" w X 10½" d



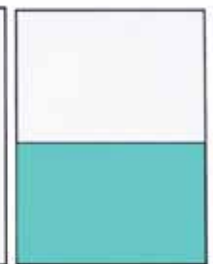
Jr. Page Vertical
5¾" w X 14" d



½ Page Vertical
5¾" w X 11½" d



½ Page Island
7¾" w X 8¾" d



½ Page Horiz.
9¾" w X 7" d