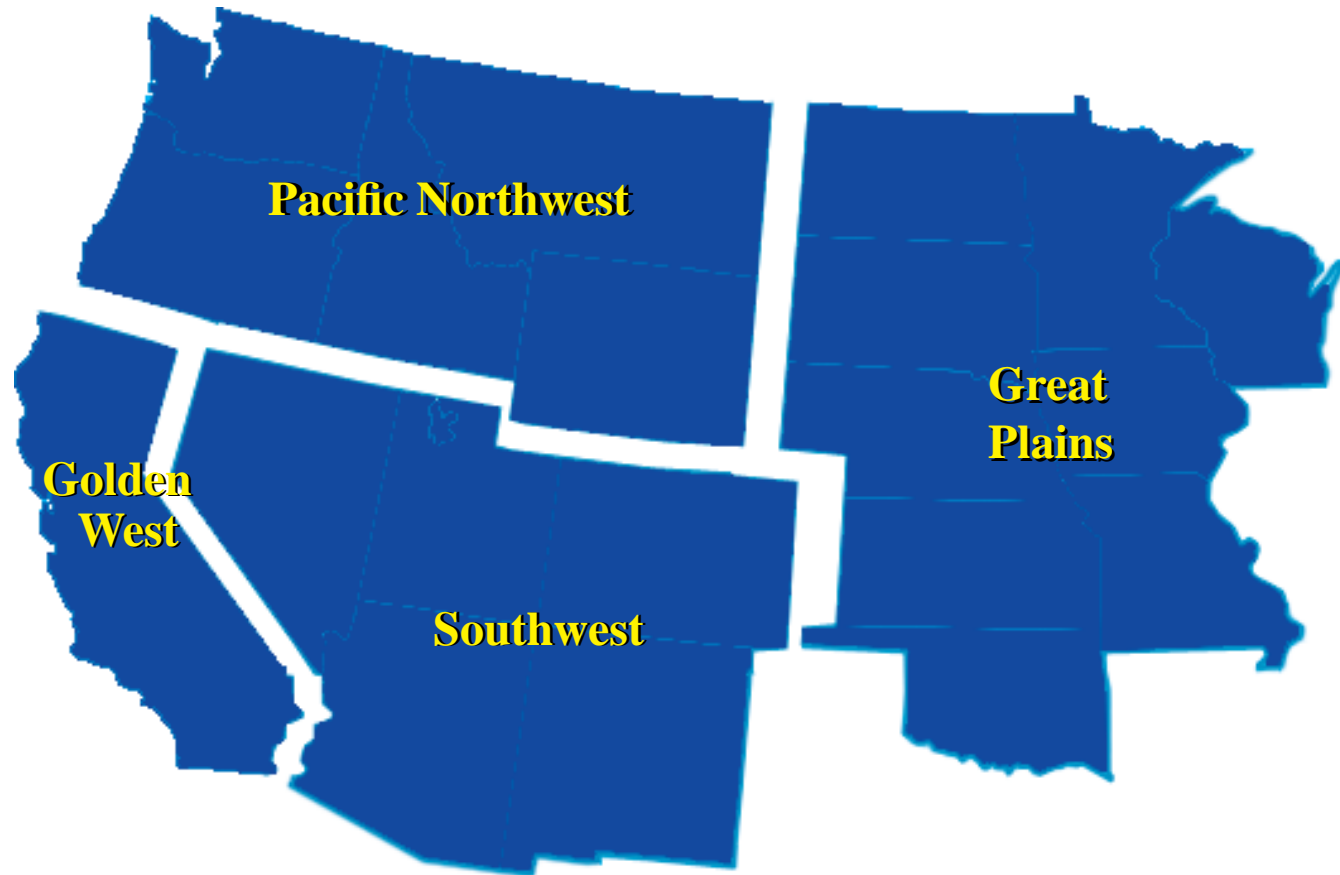


# HVAC INSIDER®

**& REFRIGERATION**



## WESTERN REGIONS

Western regional pages are published quarterly as part of the National edition and appear only in these designated areas.

Insider Newspapers, Inc  
 Al Parrott or Kaye Sessions  
 770-786-9658 Fax: 770-787-1213



## Western Regional Quarterly Editions

The HVAC/R Insider is a tabloid-size newspaper, printed on a web offset press using an 85 line screen. We accept camera ready positives or negative film (right reading emulsion down). Graphics may be e-mailed / send hi-res .pdf to hvacinsidernews.com. Page impression area is 9 3/4" w x 14" d.

All rates are NET, payable within 10 days. Late payments are subject to a 1 1/2% service charge per month. All advertising originating outside the United States must be prepaid.

### Western Regions

- Southwest
- Golden West/California
- Pacific Northwest
- Great Plains

### Western Regional Rates

Single insertion:

Full Page .....	\$ 1004.00
Junior Page .....	\$ 707.00
Half Page.....	\$ 612.00

All four quarters for year:

Full Page .....	\$ 737.00
Junior Page .....	\$ 516.00
Half Page .....	\$ 448.00

### Agency Commissionable Rates

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

Single Page .....	\$1088.00
Junior Page .....	\$764.00
Half Page .....	\$663.00

### Regional Color Rates

Spot Color.....\$95.00 net per color  
 (black plus one color - red or blue)

Special Request (PMS) Color.....\$150.00 net per color

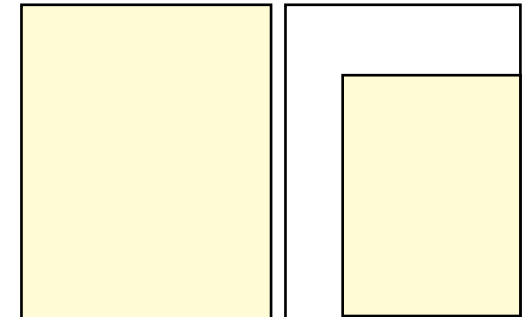
Four Color Process.....\$415.00 per page net

### Standard Ad Sizes

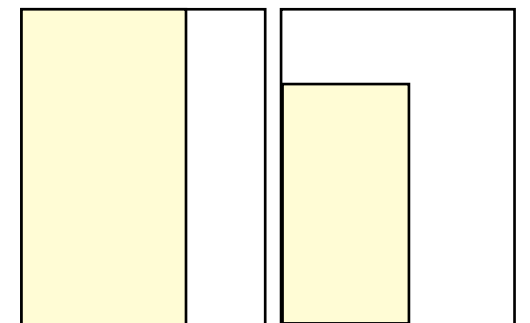
Standard Advertising Unit (SAU)



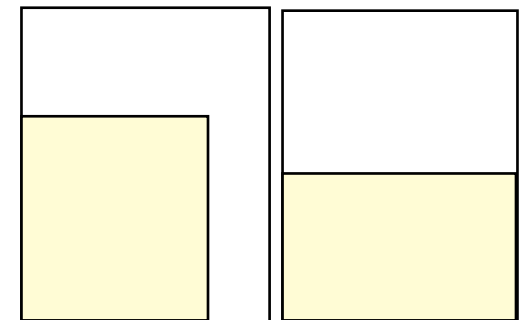
Double Truck Centerfold  
 21 1/4" w X 14" d



Full Page 9 3/4" w X 14" d  
 Junior Page 7 3/4" w X 10 1/2" d



Jr. Page Vertical 5 3/4" w X 14" d  
 Half Page Vertical 5 3/4" w X 11 1/2" d



Half Page Island 7 3/4" w X 8 3/4" d  
 Half Page Horiz. 9 3/4" w X 7" d