

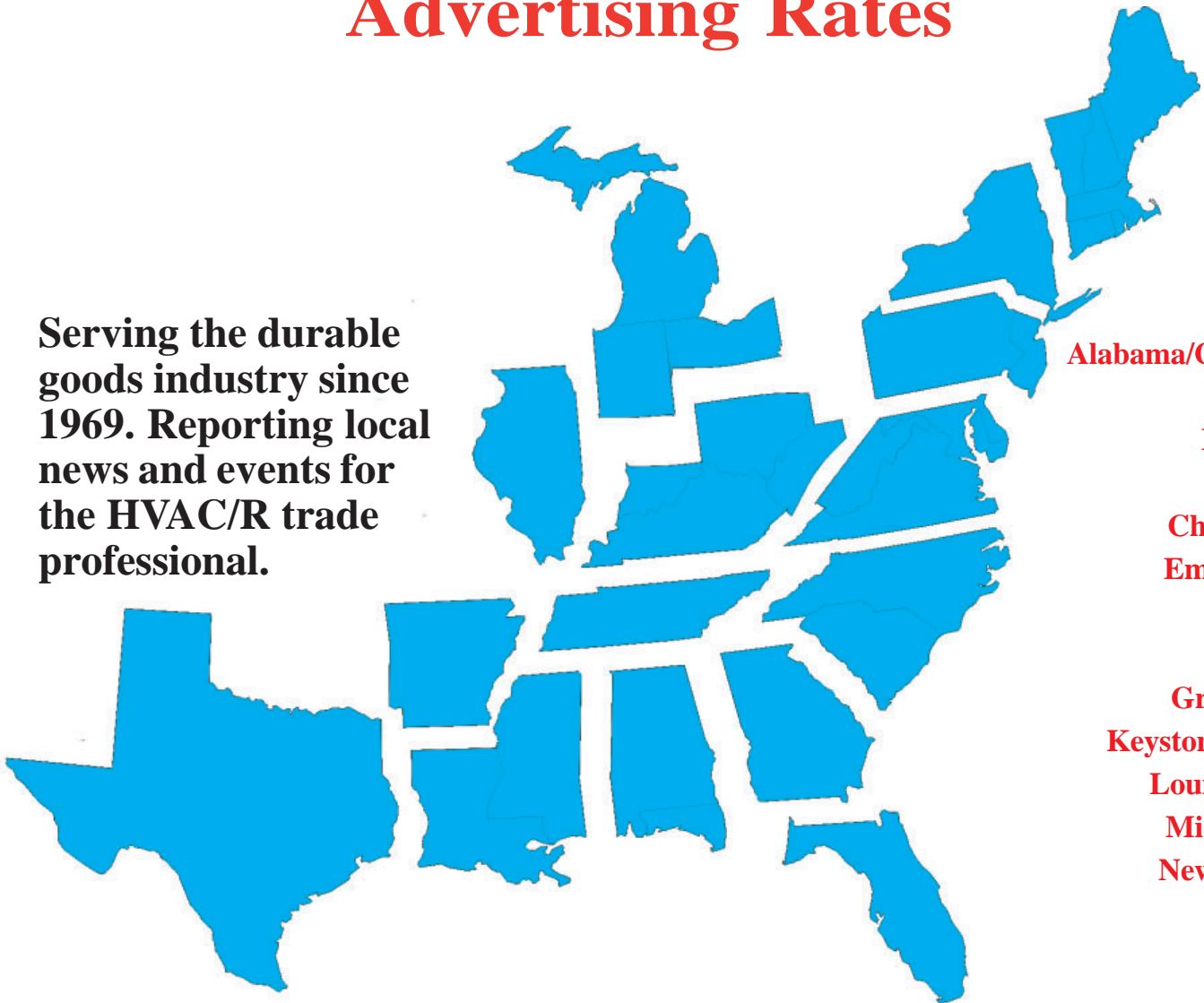
HVAC

& REFRIGERATION

INSIDER®

"The Contractor's Newspaper" Advertising Rates

Serving the durable goods industry since 1969. Reporting local news and events for the HVAC/R trade professional.



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

Insider Newspapers, Inc
P.O. Box 81489 • Conyers, GA 30013
For package delivery:
5051 Hwy. 162 S. • Covington, GA 30016
Phone: 770-786-9658 • Fax: 770-787-1213
insider@mindspring.com
www.insidernewspapers.com

"The Contractor's Newspaper"

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 insider@mindspring.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.

Regional Advertising Rates

Any single publication - each insertion billed net @

Contract	1-5 months	6-11 months	12 months
Double Truck	\$2,024.00	\$1,863.00	\$1,713.00
Single Page	\$1,004.00	\$925.00	\$849.00
Junior Page	\$707.00	\$650.00	\$600.00
Half Page	\$612.00	\$563.00	\$518.00

Any two publications - each insertion billed net @

Contract	1-5 months	6-11 months	12 months
Double Truck	\$1,883.00	\$1,732.00	\$1,593.00
Single Page	\$933.00	\$860.00	\$793.00
Junior Page	\$656.00	\$604.00	\$550.00
Half Page	\$569.00	\$524.00	\$482.00

Any three or more publications - each billed net @

Contract	1-5 months	6-11 months	12 months
Double Truck	\$1,750.00	\$1,611.00	\$1,484.00
Single Page	\$868.00	\$800.00	\$737.00
Junior Page	\$610.00	\$561.00	\$516.00
Half Page	\$531.00	\$488.00	\$448.00

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

Agency Commissionable Advertising Rates

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

Double Truck	\$2,192.00
Single Page.....	\$1,088.00
Junior Page.....	\$764.00
Half Page.....	\$663.00

Regional Color Rates

Spot Color.....\$95.00 net per color

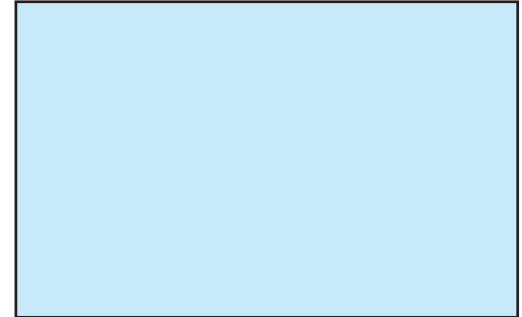
(black plus one standard color - red or blue)

Special Request (PMS) Color.....\$150.00

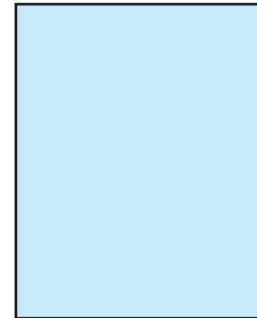
Four Color Process.....\$415.00 per page net

Standard Ad Sizes

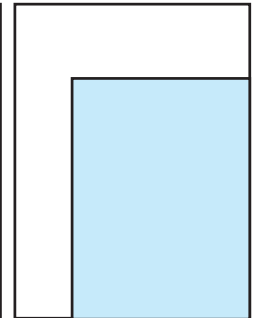
Standard Advertising Unit(SAU)



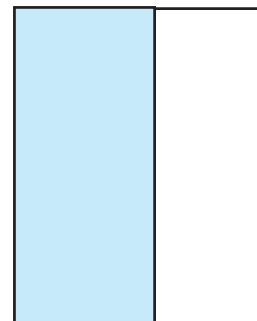
Double Truck Centerfold
21 1/4" w X 14" d



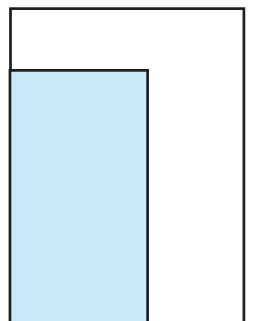
Full Page
9 3/4" w X 14" d



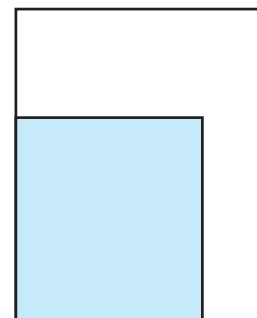
Junior Page
7 3/4" w X 10 1/2" d



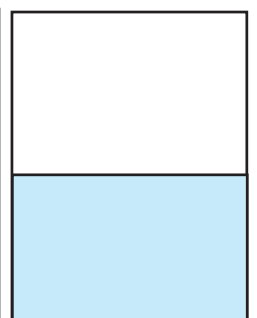
Jr. Page Vertical
5 3/4" w X 14" d



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