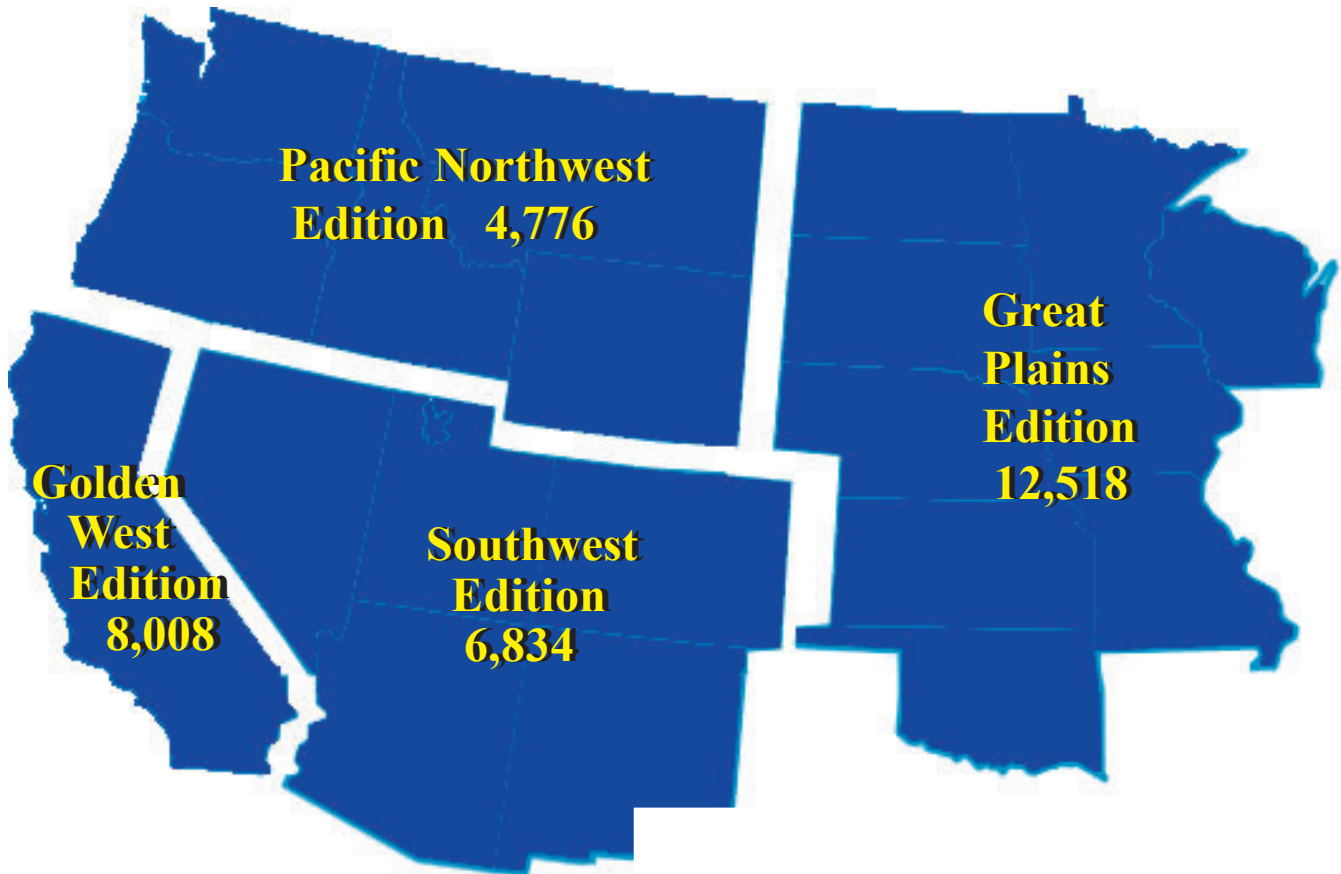


HVAC

& REFRIGERATION

INSIDER[®]



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
email: insider@mindspring.com
www.insidernewspapers.com

Western Regional Quarterly Editions

Advertising rates and requirements effective October 1, 2008

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.

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

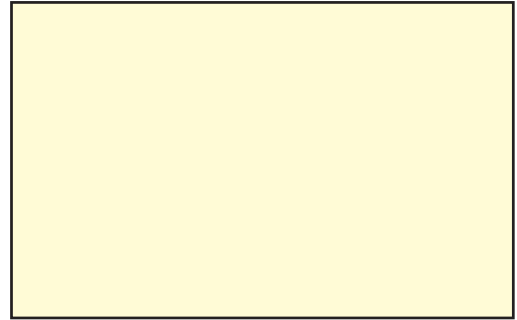
Spot Color.....\$95.00 net per color
(black plus one color - red or blue)

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

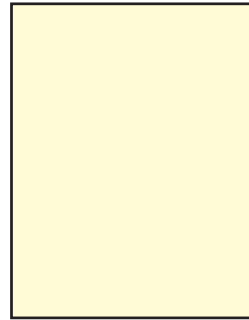
Four Color Process.....\$415.00 per page net

Standard Ad Sizes

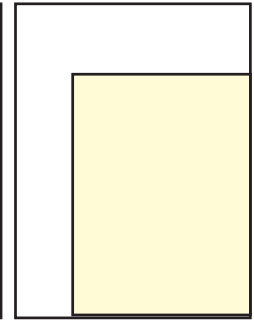
Standard Advertising Unit (SAU)



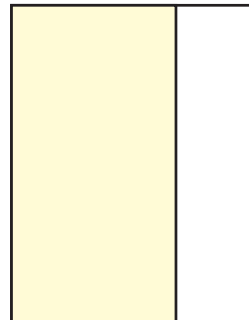
Double Truck Centerfold
21 1/4" w X 14" d



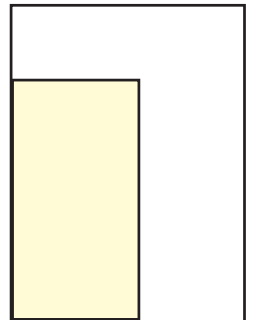
Full Page
9 3/4" w X 14" d



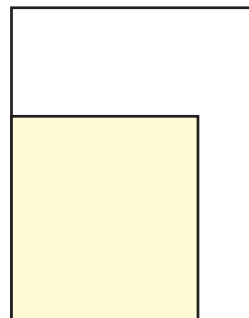
Junior Page
7 3/4" w X 10 1/2" d



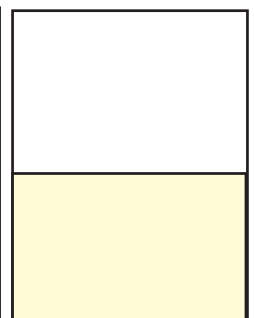
Jr. Page Vertical
5 3/4" w X 14" d



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