

HPACr Solutions is a reference tool for buyers and sellers of new, used and surplus heating, plumbing, air conditioning, and refrigeration equipment, materials, services and supplies. From our print to website to email blasts, HPACr Solutions offers distinct advertising opportunities to deliver your promotional message. Our growing social networking presence via Twitter and YouTube compliments our overall presence.



Multimedia Solutions

Through a diverse portfolio of media solutions, HPACr Solutions assists buyers in finding valuable resources for products and services and provides a profitable tool for businesses to advertise directly to a hvac specific audience.

Print Publication



- Mailed monthly nationwide
- Distributed at major trade shows throughout the year

Digital Publication



- Duplication of the print issue but with added digital interactivity such as clickable web and email links, & videos
- Deployed via email
- Available in several places on our website

Website Advertising



- Provides users with 24/7 access to:
- Up-To-Date Event Listings
 - Products and Services
 - Auctions
 - Industry News

Our rates and CPM are among the most competitive and the lowest in the industry. Your rate also includes FREE 4/color graphic design assistance if needed.

Priority Positions

| Position | 4/Color |
|--------------------|------------------|
| Front Cover | Call for pricing |
| Inside Front Cover | \$1,999 |
| Page 3 | \$1,499 |
| Priority Pages | \$1,399 |

4/Color Rates (per insertion rate)

| Size | 1 Issue | 3 Issues | 6 Issues | 12 Issues |
|---------------|---------|----------|----------|-----------|
| Full Page | \$1,199 | \$1,139 | \$1,079 | \$1,019 |
| 1/2 Page | \$699 | \$664 | \$629 | \$594 |
| 1/4 Page | \$499 | \$474 | \$449 | \$424 |
| 1/8 Page | \$399 | \$379 | \$359 | \$339 |
| Business Card | \$299 | \$284 | \$269 | \$254 |

Rates are net and non-commissionable

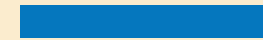
★ All Rates Include Print & Digital Editions

Circulation by Type of Industry

Heating 25%



Plumbing 38%



Air Conditioning 30%



Refrigeration 7%



Residential 84%



Commercial 74%



Industrial 39%



Artwork Specifications

Full Page Ad

Bleed Size7-7/8" x 11"
Page Trim7-5/8" x 10-3/4"
Live Matter7" x 9-13/16"

2 Page Spread

Bleed Size15-3/4" x 11-1/4"
Page Trim15-1/4" x 10-3/4"
Live Matter14-10/16" x 9-13/16"

Front Cover - Ask your account executive for sizing

Half Page - Horizontal: 7" x 4 13/16"

Half Page - Vertical: 3 3/8" x 9 13/16"

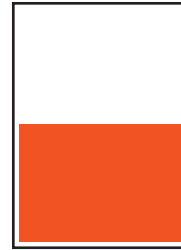
Quarter Page: 3 3/8" x 4 13/16"

1/8 Page: 3 3/8" x 2 13/16"

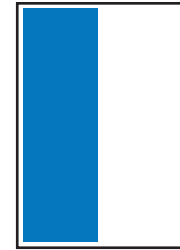
Business Card: 3 3/8" x 1 13/16"



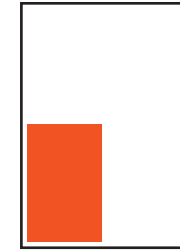
Full Page



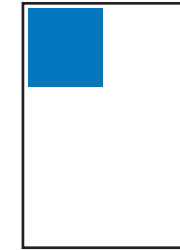
Half Page
Horizontal



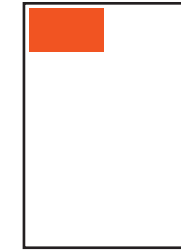
Half Page
Vertical



Quarter Page



1/8 Page



Business Card

Camera-ready art specifications

Software

QuarkXpress V8.0, Photoshop V3.0 or higher,
Illustrator V5.0 or higher

Supported Formats

PDF, TIFF, EPS and JPG
PDF's: When preparing your PDF,
distill the PDF at 240 dpi, embed all fonts

Images

Photos should be processed at a resolution of no
less than 240 dpi and at 100% of the printing size.

Recommended Resolutions of Original Scans

Color Images - cmyk: 240-300 dpi
Black & White Line Art: 900 dpi
Grayscale Images: 240 dpi

We Can Not Accept

Corel Draw, Word Perfect, Powerpoint, Excel,
Pagemaker, Microsoft Publisher, True Type Fonts,
or Window Fonts.

Artwork Submission

Advertising materials can be supplied by:

Email

Email to design@es-pub.com

FTP

FTP: [ftp.es-pub2.com](ftp://ftp.es-pub2.com)
Username: iahawks@es-pub2.com
Password: GoHawks!1

Disk

809 Central Ave, Suite 200
Fort Dodge, IA 50501

When sending us a CD, include a laser or
color copy of contents.

All new ad copy is due on or before the due date on our distribution schedule. Any advertising copy submitted after that time will be placed in the following edition. Cut-off may vary on special show issues, so please consult your marketing consultant for details.

January Ad Copy Due: 12/7/17

February Ad Copy Due: 1/18/18

March Ad Copy Due: 2/15/18

April Ad Copy Due: 3/14/18

May Ad Copy Due: 4/11/18

June Ad Copy Due: 5/9/18

July Ad Copy Due: 6/13/18

August Ad Copy Due: 7/18/18

September Ad Copy Due: 8/15/18

October Ad Copy Due: 9/12/18

November Ad Copy Due: 10/10/18

December Ad Copy Due: 11/7/18

January 2019 Ad Copy Due: 12/5/18

Don't Take Our Word For It:

“HPACr Solutions worked with us on everything from design to execution, offering unique marketing opportunities and ideas to make sure our business was represented beautifully online, in print and in person at conventions and expos.”

Laura Blanpied
Marketing Generalist
Marley Engineered Products / Weil-McLain

“AeroSys has worked with HPACr Solutions for over 4 years now and they not just another publication to us but more as a valued partner. AeroSys Inc. focuses on the multi-family market and this requires us to get our message in the hand of many different people nationwide. So all advertisement needs to be of the highest quality, best value, with a diverse distribution, which is exactly what we get with HPACr Solutions. They are responsible for generating sales leads, increased website traffic, and driving traffic to our booth at many trade shows. HPACr Solutions understands our company's advertisement needs and are most efficient in delivering outstanding results year after year. I would highly recommend working with their team of experts to get your message out to the industry you serve!”

Jeff Steidl
Vice President – Sales & Marketing
AeroSys Inc.

Banner Ads

Available in many high traffic locations on our website, each banner provides a direct link to your website.

Homepage Banner Bottom – Banner showing on homepage only. 587pixels x 90pixels or 468pixel x 60pixels. \$500 biweekly (A)

Sponsor Ads in Side Bar – Four 125pixels x 125pixels and one 300pixels x 250pixels. Will show up on all on Pages (not posts) except auction page and advertising. Small banner \$175/week – Large banner \$500/week (B)

Auction Page Banners – Four 125pixels x 125pixels banners on side bar and one 587pixels x 90pixels or 468pixel x 60pixels on top of page. Top banner \$400/week – Small banners \$200/week (C)

Featured Advertisers

12 homepage spots per month. Dimensions are 125pixels x 125pixels. Links to a page on our website with the content of your choosing. 1st 4 banners \$750/month next 8 banners \$400 (D)

Auction Calendar

Includes your company logo, a brief description of your auction with a direct link to your website. The five with the closest sale date will be listed on the sidebar. Listing \$300/week (E)



Featured Products

Two products are featured on the homepage per week. It is an article about a product that can include a product video, product pictures, links to spec sheet pdf, etc. The articles will remain on the featured product page after it is removed from the homepage. \$500/week (A)

Product & Industry News

Spotlight your company news, press releases, and articles on our website. The 2 newest articles appear on the homepage and they also appear on the news pages. Buyers look here for information on new products, technology and company profiles. (B)

Videos

Five homepage spots available each month. The video will also be added to the video page. You can watch the video right on the homepage or click "Continue Reading" where you go to a page where the video is bigger and more content can be added. \$1000/month for first 2 videos (C)

Showcase your video on our YouTube channel to ensure that all of our users can see your products in action or learn about your company. This will maximize your exposure to a qualified audience. \$1000/month

C

The Chicago Motor Club
Chicago Motor Club Chicago, IL
CHMS 130002: The Chicago Motor Club building is a historic city landmark that still embodies the Art Deco design elements that have long been held as cultural treasures. The 17-story building, which has opened in 1928 and was added to the National Register of Historic Places in 1975, was combined with [...]
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A

Featured Products
Precision Hydronic Products
Precision Hydronic Products line of hydraulic separators and condensers ranging from a simple hydraulic separator to quick and easy primary/secondary piping and complete condenser systems utilizing system and zone pumps. The Mini-Sep™ and Mini-Sep Plus™ are economical small hydraulic separators that allow fast completion of primary/secondary piping for many different boilers. Included are an air [...]
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B

Industry News
How do You Know if Your Gas Detector is Working Properly?
A gas detector is a safety device. It is intended to monitor and measure potentially lethal gases in the workplace and other places where people frequent: such as shopping malls, underground parking lots, arenas, swimming pools, etc. It helps protect lives, security, property and the environment. A properly functioning gas detector could be the difference [...]
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B

Product News
Well-McLain Launches Advanced AquaBalance High Efficiency Combi-Boiler To Bring Heat and Hot Water into Perfect Balance
Energy-efficient, reliable, space-saving unit features leading-edge condensing technology for residential applications Well-McLain® introduces the new AquaBalance™ combination boiler featuring leading-edge hydronic technology for smaller space residential applications. The state-of-the-art unit combines the benefits of high-efficiency space heating and the convenience of on-demand domestic hot water in a reliable, space-saving, easy-to-install package. With a capacity of 155,000 [...]
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HPACr Solutions
www.HPACrSolutions.com
Connecting Buyers and Sellers of Heating, Plumbing, AC and Refrigeration
Featured Videos
The Chicago Motor Club
Featured Advertisers
Triple
Sponsored Post
AquaBalance
Featured Product from the November 2016 Issue
Well-McLain Launches Advanced AquaBalance High Efficiency Combi-Boiler To Bring Heat and Hot Water into Perfect Balance
GV50+ Condensing Cast Iron Boiler from Well-McLain Combines Ideal Heating Comfort with Efficiency, Longevity
View the October 2016 Issue Now!

Buyers Guide

Convert leads to sales from visitors in search of suppliers by product categories, and increase your results of being found and contacted. Our buyers guide listings are set up on a tiered system. Visit our website or contact us to learn what each tier includes. All listings include a direct link to your website.



Contact Us

HPACr Solutions
P.O. Box 893
809 Central Avenue, Suite 200
Fort Dodge, Iowa 50501
www.hpacrsolutions.com
stevem@es-pub.com

515-574-2354
Fax: 515-574-2237



Email Marketing

Custom Email Blasts - We will email out your sales message to our quality email list. Your blast can include links to your website and email. We can design your blast if needed. Cost is only \$250 per thousand with a 2,000 name minimum. Email List Opportunities exist in the following areas: Metal Working, Printing & Graphics, Construction, Electrical Contractors, Converting, Packaging, Plastics, Material Handling, Heating, Plumbing, Air Conditioning, Refrigeration, Woodworking, Trucking, Farming, and Auto Restoration.

Group Email Blast - Reach thousands of buyers at once and get a faster response than you would through most other marketing campaigns. Includes a brief description of your company, your phone number and a link to your website. Only \$500.

Digital Email Blast - An e-mail that notifies subscribers of the latest digital edition. It offers the following options:

Banner - 4 available per issue. Cost: \$750 per issue.

Video - 2 spots available. Only \$2500 each.

Product Spotlight - 4 spots available. List your company/product information, your company logo OR product image, as well as a link directly to your website. Only \$1500 per month.

