



**WORKPLACE**  
Material Handling & Safety

Reach Material Handling  
and Safety Professionals  
with our Sister Magazine



# 2019 Integrated Media Kit for HPACr

[www.HPACrSolutions.com](http://www.HPACrSolutions.com) / Solutions

rdgmedia  
PUBLICATION



# ABOUT HPACr SOLUTIONS

**HPACr Solutions** is a trade magazine connecting buyers and sellers of residential, commercial/industrial and institutional heating, piping, air conditioning and refrigeration equipment. **HPACr Solutions** is read by hvac and plumbing contractors that do new construction, replacement and repair work.

## PLATFORMS

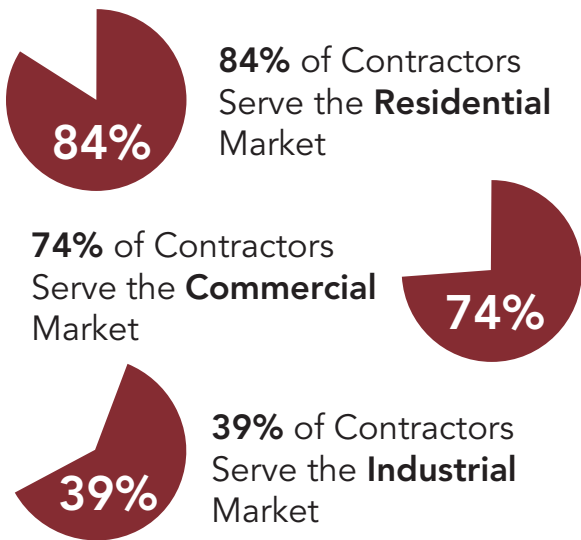


**Print Issue**  
15,000 monthly

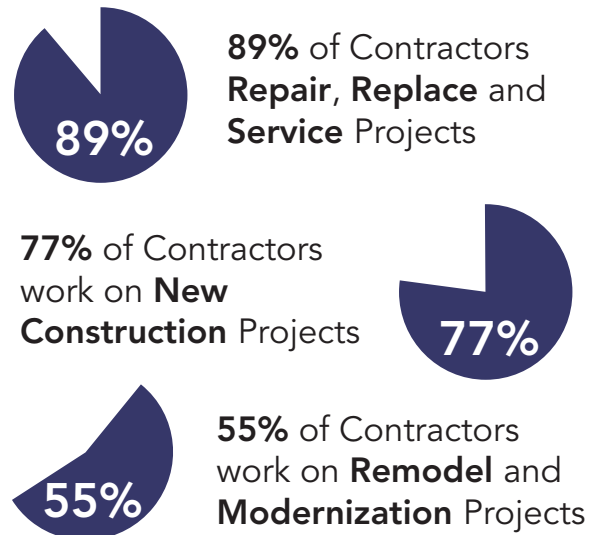
**Digital Issue**  
30,000 monthly



## Market



## New Construction vs Repair/Replace



## RATES

### Priority Positions

Position	4/Color
Front Cover	\$2,299
Inside Front Cover	\$1,999
Page 3	\$1,499
Priority Pages	\$1,399

Rates are net and non-commissionable  
All Rates Include Print & Digital Editions

### 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

# 2019 DISTRIBUTION

	<b>Ad Close/ Materials Due</b>	<b>Product Focus</b>	<b>Shows</b>
January	12/5/18	ASHRAE Products	<b>2019 ASHRAE Winter Conference &amp; AHR Expo</b> - January 12-16 - Atlanta, GA
February	1/16/19	Valves/ Motors/Drives	
March	2/13/19	Air Conditioners/ Compressors	<b>ACCA Annual Conference &amp; Expo</b> - March 4-6 - San Antonio, TX
April	3/13/19	Building Automation & Controls	
May	4/10/19	Tools	
June	5/8/19	Chiller Products/ Systems	
July	6/12/19	Plumbing Products	<b>Distributed at all shows we attend over next 12 months!</b>
August	7/17/19	Duct Cleaning	
September	8/14/19	Heat Pumps/ Furnaces/ Boilers	
October	9/11/19	Software	<b>CONNECT 2019</b> - October 2-4 - Indianapolis IN <b>ServiceWorld</b>
November	10/9/19	IAQ Products	
December	11/6/19	ASHRAE Products	<b>AHR Expo 2020</b> - February 3-5, 2020 - Orlando FL
January 2020	12/4/19		<b>AHR Expo 2020</b> - February 3-5, 2020 - Orlando FL

## Show Packages (ASHRAE/AHR, ACCA, SERVICE World, Connect 2018, and ASPE)

Package includes:

- Run a print ad in the month before and the month of the show.
- Be part of a product eblast the week before the show (image, product name, 50 words, link)
- Have an ad on our website for any 90 day period from 60 days prior to the show till 60 days after the show ends
- Be part of our Geo-Fencing at the show(s).

# NEW FOR 2019!

## Product Focus eNewsletter (monthly)

Align your company by being a sponsor of our various product topics throughout the year. Each month this eNewsletter will get blasted out to 15,000 emails. Reserve your sponsorship today which will consist of a text ad or banner ad.

**January** – ASHRAE Products

**February** – Valves/Motors/Drives

**March** – Air Conditioners/Compressors

**April** – Building Automation & Controls

**May** – Tools

**June** – Chiller Products/Systems

**July** – Plumbing Products

**August** – Duct Cleaning

**September** – Heat Pumps/furnaces/Boilers

**October** – Software

**November** – IAQ Products

**December** – ASHRAE Products

### Specs:

**Text Ad:** 20-25 words + image + link

**Banner Ad:** Choice of 589x90 or 300x250 pixels + link

## Native & Sponsored Content

Sponsor content in print, on our site and in our newsletter

**In Print** – Our editor will interview your company and we will run a ½ page of “sponsored content” in the issue of your choice.

**Homepage** – top right column of the home page and ROS for 30 days labeled as “Sponsored Content”. Links to your exclusive content page.

**eNewsletter Content Box Ad** - Content highlighted in our newsletter with links to your exclusive content page clearly identified as “Sponsor Content” with your logo.

**Exclusive Website Content Page** - supplied content (articles, white papers, videos, etc.), identified as “Sponsored Content,” includes your logo on our website.

- 589 x 90, (2) 300 x 250 ads will appear on the content page
- Supplied video
- Content page can include product images/descriptions, conferences you are attending, link to your buyer’s guide listing.
- You will appear in keyword searches on our website.

## WEBINARS

### Exclusive Sponsored Webinars

Be looked at as a thought leader by doing a 30-60 minute presentation to a captive audience. Generate high quality leads from industry professionals looking to learn more about the webinar topic.

- Your logo on all promotions: HTML eblasts, newsletters, our website and in print ads promoting your webinar
- Your logo on registration page
- Full contact info of all registrations
- You can use the sales promotion to send to your database
- Webinar available On-Demand for three months

### Sponsor A Lead Generating Webinar Today!

Sponsor a 30-60 minute webinar exclusive topic to your company. We find the speakers and we do all the work driving registrations.

#### Sponsors Receive:

- Your logo on all promotions: HTML eblasts, newsletters, our website and print ads in the magazine
- Your logo on registration page
- Professionally narrated intro with 20 second commercial at the beginning and end of the webinar
- Full contact info of all registrations
- You can use the sales promotion to send to your database
- Webinar available On-Demand for three months

## Used Equipment eBlast

Each month we will do an eBlast so compliment your print ad for minimal dollars with a listing of a piece(s) of used equipment, a 50-100 word description and links to 10,000 emails.

## Product eBlast Showcase (A)

Showcase up to four products or equipment that will get blasted out! With the Product eBlast, you promote your products and equipment in a dedicated eBlast. You send us up to 4 product images along with a headline, a 75 word description and up to 4 links for each product.

## Support Your Trade Shows! (B)

Sponsor our On-the-Floor eNewsletter eBlast for ASHRAE/AHR, ACCA, SERVICE World, Connect 2018, and ASPE.

Dominate any day(s) exclusively of a trade show you exhibit at with our On The Floor eNewsletter. We will write content on the trends, must-sees and seminars. You would own all of the ad units in each day(s) newsletter that will get deployed to 30,000 emails early in the morning each day of the show.

- 728 x 90 ad with a link
- Up to (3) product images, 50 word description for each and link for each

## Case Study & White Paper Sponsorships (C)

Do you have a white paper or case study you want to get in the hands of new leads? Send us your case study or white paper with a subject line, headline, 50-75 word description and a link and we will blast it out and generate leads for you.

## Custom Email Blasts

Supply us with an HTML eblast and reach thousands of electrical safety professionals. We'll send you a test mailing to make sure it looks and works as you intend.

Campaigns Include:

- Exclusive Message to subscribers
- Your ready-to-deploy HTML
- Subject line
- Detailed metrics | Deliveries, Open rate, Click-throughs by URL, and Total Clicks

## Topic Focused Product eBlast

Be part of an eBlast topic that aligns with your company. Send us a product image, 100 word description and a link and you can put it in front of 30,000 emails.

## Digital Email Blast (D)

Exclusively sponsor our digital edition each month that notifies subscribers our current digital edition is available to read.



## Banner Ads

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

### 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 pages. **(A)**

### Auction Page Banners

Four 125 pixel x 125 pixel banners on side bar and one 587 pixel x 90 pixel or 468 pixel x 60 pixel on top of page. **(B)**

### Bottom Super Leaderboard

One 978 pixel x 90 pixel on bottom of the page.

## 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. **(D)**

## Featured Products

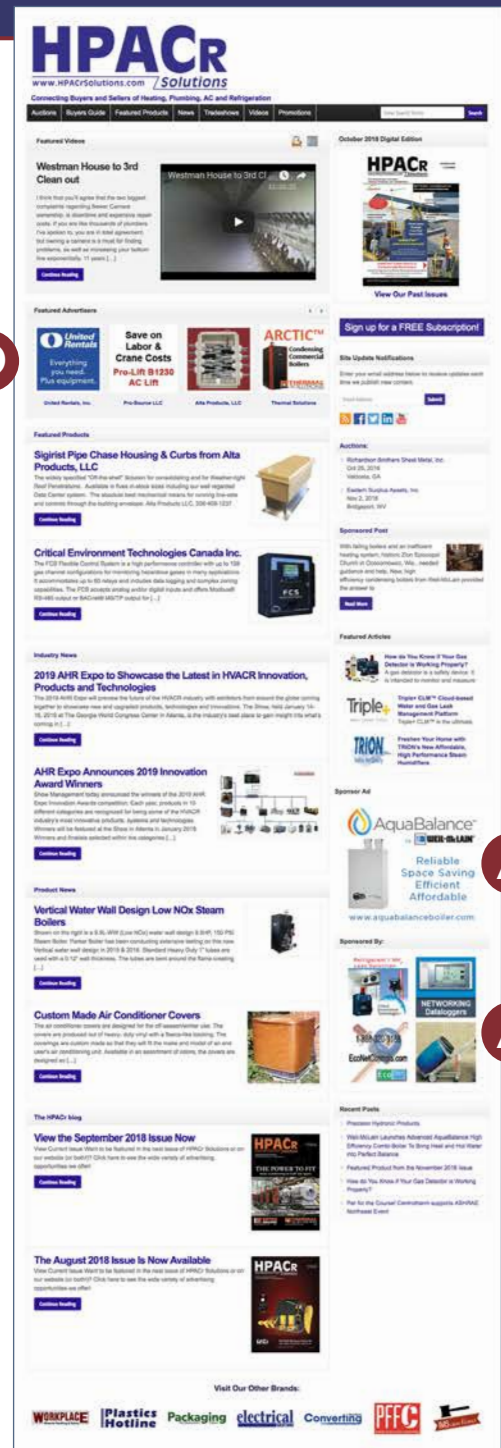
Two products are featured on the homepage per week. It is an article about a product that can include a product video, product pictures, links to spec sheet pdf, etc. The articles will remain on the featured product page after it is removed from the homepage.

## 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.

## 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. **(E)**



**D**

**A**

**A**



**E**

**B**

# BUYERS GUIDE

Be part of our buyer's guide which will be printed in our July issue. Stand out with your logo and mini-ads! Your listing will also be online for a full year with options to upgrade.

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. All listings include a direct link to your website.

## Basic Listing \$50

- ✓ Company Name, Address, Phone Numbers, Fax Number, Email Address, Website
- ✓ Listed in up to (3) Product Categories

## Deluxe Listing \$195

Basic listing plus:

- ✓ Company logo in print and linked from our buyer's guide online
- ✓ Unlimited Product Categories (or suggested ones to add)

## Premium Listing \$395 or \$35/month

Basic and Deluxe listing plus:

- ✓ Boldface in print and online
- ✓ List of shows you are exhibiting at in 2019
- ✓ Social media linked graphics in your listing with links
- ✓ Company Description (up to 100 words)

## Featured Listing \$695 or \$65/month Basic, Deluxe & Premium listing plus:

- ✓ Appear at the top of all buyer's guide categories
- ✓ 2 product images online
- ✓ 2 spec sheets online
- ✓ 2 videos online

## Optional print upgrades:

- ✓ Logo under product categories \$195 (additional categories \$125 each)
- ✓ 2" mini-ad - \$225 per (3 or more \$175 per)
- ✓ 3" mini-ad - \$300 per (3 or more - \$225 per)



# VIDEOS

## Make use of the investment you spent on developing videos

Here are all the different places we can make use of your videos:

- Appears on our website homepage and on video page for 60 days
- Monthly eNewsletter
- 3x Facebook & Twitter post
- Posted on our YouTube page for a year
- Video eBlast – promote up to four videos with descriptions and links
- Digital Edition – promote your videos in our digital edition eBlast each month

# DIGITAL PUBLICATION

## Digital Edition Sponsorship

Sponsor a monthly issue of *HPACr Solutions*. You receive a banner ad with a link on the eBlast that goes to 30,000 readers. In addition, a banner linking to your website will be included in our digital publication – all for one very low price.

## Digital Issue Add-Ons

### • Sponsor Banners

We can place an ad to the left of the cover and at the top of the page that is exclusively owned by your company. Contact your account executive for specifications and availability.

### • Video over Ad

Turn your ad in our digital edition into a live interactive experience by placing your video over your ad. When users flip the page the video will start to play automatically.



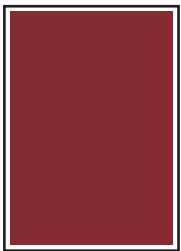
# ARTWORK SPECIFICATIONS

Full Page bleed	7-7/8" x 11"
Full Page non-bleed	7" x 9-13/16"
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"
Front Cover	Ask your sales associate for specs

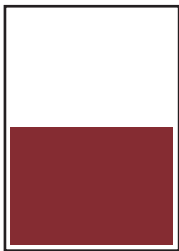
Publication Trim Size: 7-5/8" x 10-3/4"

Keep all live matter 1/4" from all trim edges on bleed pages.

All above dimensions are width x height.



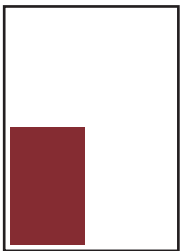
Full Page



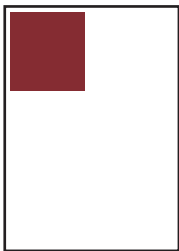
Half Page Horizontal



Half Page Vertical



Quarter Page



1/8 Page



Business Card

**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.

## Camera-ready Art Specifications

### Software

Adobe Creative Cloud (InDesign, Photoshop)

### Supported Formats

PDF, TIFF, EPS and JPG

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

**Email:** [design@rdgmedia.net](mailto:design@rdgmedia.net)

**FTP:** [myftp.oxen.tech](ftp://myftp.oxen.tech)

**Username:** upload

**Password:** UploadAlpha2@

## CONTACT US

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