



APPLIANCE & HVAC

REPORT

Reaching Design Engineers at the OEM Level



2024 Media Kit

Reaching 25,000 OEM design engineers for the Appliance, HVAC and related markets

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EDITORIAL CALENDAR & RATES

Appliance & HVAC Report does not publish an Editorial Calendar in advance. Rather, we review white papers and technical articles submitted to us, to see if they are appropriate for our audience...“Design Engineers at the OEM Level” in the appliance, HVAC and related industries.

We also look at various manufacturers’ sites to see what they have and contact them, asking for permission to publish in our print and digital editions.

All companies receive credit in the byline when we publish their materials.

A typical issue has 9 whitepapers or technical articles

AD RATES IN PRINT/DIGITAL EDITIONS

PAGE PREMIUM \$3510 Includes 125 Leads
Premium position includes a cover, facing the Table of Contents or Editor/Publisher Page

PAGE NON-PREMIUM \$2930 Includes 100 Leads

1/2 PAGE \$2060 Includes 75 Leads

1/3 PAGE \$1775 Includes 50 Leads

1/4 PAGE \$1460 Includes 25 Leads

1/8 PAGE \$1100 Includes 25 Leads

SPACE RESERVATIONS

MATERIAL RESERVATIONS

ISSUE 1 NOV. 25, 2023

DEC. 15, 2023

This issue has bonus circulation at the AHR and APEC shows

ISSUE 2 FEB. 25, 2024

MARCH 15, 2024

This issue has bonus circulation at the EWPTTE and Foam/Adhesives Expo shows

ISSUE 3 MAY 25, 2024

JUNE 15, 2024

ISSUE 4 AUG. 25, 2024

SEPT. 15, 2024

PRINT AD SPECS

TRIM SIZE: 8" x 10.875" / BLEED: Image must extend 1/8" from trim. Live matter 3/8" from final trim edges and gutter / LIVE AREA: 7.25" x 10.125"

Full Page with Bleed	8.25" x 11.125"
Full Page without Bleed	7.25" x 10.125"
1/2 Page Vertical	3.375" x 10.125"
1/2 Island	4.5" x 7.5"
1/2 Horizontal	7" x 4.875"
1/3 Square	4.5" x 4.875"
1/3 Vertical	2.375" x 10.125"
1/4 Vertical	3.375" x 4.875"
1/8 Horizontal	7" x 1.75"

Printing Process: Computer-to-plate; four-color process (CMYK); heat-set; web offset. Reproduction quality is contingent upon ad materials furnished.

File Specifications: Appliance & HVAC Report requires advertising materials be sent in digital format as high resolution (press optimized) PDF. All fonts and images must be imbedded in the file. All advertisements are 4-color. All images must be converted to CMYK. RGB images are not acceptable. If creating a PDF from an Adobe Illustrator file, please convert all type to outlines prior to shipment.

Shipping Instructions: Please e-mail digital files with issue date(s) of insertion to: stefaniemirman@gmail.com

EBLASTS FOR LEAD GENERATION

White Papers

Case Studies

Technical Articles

Videos

New Products/
Sales promotions

Advertisers are deployed “alone”...deployments have one client each. Deployments are done twice weekly, Tuesday and Thursday. All E-Blasts are archived on our site:

<https://www.appliancehvacreport.com/custom-e-blasts/>

Clients receive the following from us:

- Number deployed
- Number delivered
- Number opened
- Open rate percent
- Full contact information for those who click on your link

EBLAST RATES

\$1350 PER DEPLOYMENT

Guarantees you 100 unique clicks or we re-deploy for free.
Metrics supplied for all eblasts.

Here are the specs for sending us materials for your eblast:

<https://www.appliancehvacreport.com/media-kit/e-blast-specifications/>



E-NEWSLETTERS, WEBSITE ADVERTISING AND WEBINARS

E NEWSLETTER RATES

We deploy our Enewsletters to our 25,000 database. This is done **twice monthly**. Our newsletters each contain previously published articles and industry news. Metrics supplied including contact info for those who click on your link.

4 AD POSITIONS

TOP	\$750
SECOND	\$650
THIRD	\$550
FOURTH	\$450

WEBSITE RATES

We price our website media based on the number of impressions you want.

2 AD POSITIONS

dimensions for both (728 X 90)

TOP LEADERBOARD

\$150/1000 THOUSAND IMPRESSIONS,
MINIMUM 20,000 IMPRESSIONS OR \$3,000

SECOND LEADERBOARD

\$125/1000 IMPRESSIONS,
MINIMUM 20,000 IMPRESSIONS OR \$2500

WEBINAR RATES

Appliance & HVAC Report will promote your webinar on our website and emails an invite to our subscribers to register. We send you an HTML so you could invite whomever you want in addition.

As part of this program, the webinar would be interactive, meaning the attendees would be able to ask you questions via typing them in, and your host could answer them.

You would receive all registrants contact info, whether they attend or not.

STEP WEBINAR PRICING

\$4,950 NET FOR THE WEBINAR Includes everything mentioned before with up to 250 registrants. For each registrant above 250 it would be an extra \$8.50.

Because there is no “top amount” we would allow you to limit your exposure. So lets say 500 people registered. That extra 250 at \$8.50 each is \$2125. So for 500 registrants your total is \$7075 or \$14.15 each. But you can tell us the maximum of registrants you want so as not to exceed your budget.