

APPLIANCE & HVAC

REPORT

Reaching Design Engineers at the OEM Level

**SALES
LEADS**

From Those Who
Open Our Digital
Editions!

2022

Media Kit

EDITOR AND PUBLISHER

Brad Glazer

(216) 233-6943

brad@appliancehvacreport.com

bsgrep@aol.com

MIDWEST SALES MANAGER

Ed Mueller

(309) 428-3037

ed@appliancehvacreport.com

appliancehvacreport.com

ART DIRECTOR

Jeff Greene

jeff.greene1116@gmail.com



JABS Media, LLC

Marketing Partners

3M
A Raymond Timmerman
BASF/Chemetall
Cesar-Scott
Cincinnati Test Systems
Continental Fan

Etco
Fabrisonic
First Sensor
Grand River Rubber
Hernon Manufacturing
Infineon

International Copper
Association
John Guest/RWC
Littelfuse
Mansfield Engineered
Components

Owens Corning
PCB Piezotronics
Portage Electrical Products
Soler & Palau
Southco
Sprinter Marking

Steel Dynamics
Surface Igniter
The Bronx Group
TTI
Vitrex

AD RATES (net) Deployment 24,000

Print Advertising Rates (net)

AD SIZE	RATE
2 PAGE SPREAD Includes 150 Leads	\$5,410
BACK COVER Includes 125 Leads	\$3,245
INSIDE FRONT OR INSIDE BACK Includes 125 Leads	\$3,245
FULL PAGE Includes 100 Leads	\$2,705
1/2 VERTICAL Includes 75 Leads	\$1,900
1/2 ISLAND Includes 75 Leads	\$1,900
1/2 HORIZONTAL Includes 75 Leads	\$1,900
1/3 PAGE Includes 50 Leads	\$1,640
1/4 PAGE Includes 25 Leads	\$1,350
EXCLUSIVE PLACEMENT 1/2 Page or Larger Ad and Your Logo on the Front Cover	\$3,640

2022 Issue Dates

	SPACE	MATERIALS
January 2022	11/29/21	12/13/21
April 2022	2/28/22	3/13/22
July 2022	5/29/22	6/12/22
October 2022	8/28/22	9/11/22

Print Advertising 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"

2-Page Spread with Bleed	16.25" x 10.875"
2-Page Spread without Bleed	15.25" 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"

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:
Jeff.Greene1116@gmail.com

EDITORIAL CALENDAR

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.



E-BLASTS FOR LEAD GENERATION

We deploy the following to our audience of 24,000:

- ▶ **White Papers**
- ▶ **Technical Articles**
- ▶ **Videos**
- ▶ **New Products**
- ▶ **Sales Promotion**

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.

E-BLAST RATES

\$1250 PER DEPLOYMENT

Guarantee **100** unique click thrus or we re-deploy for free

\$995 PER DEPLOYMENT

Guarantee **40** unique click thrus or we re-deploy for free

Here are the specs for sending us materials for your eblast: <https://www.appliancehvacreport.com/media-kit/e-blast-specifications/>



Website Advertising and Webinars

Digital advertising on *Appliance & HVAC Report* is one of the most versatile and rewarding ways to build trust in your brand.

Web Rates

	DIMENSIONS	RATE
Top Leaderboard	728 x 90	\$150 Per Thousand Impressions
Skyscraper	160 x 600	\$125 Per Thousand Impressions

SPECS

Advertising materials should be sent in digital format as JPG or GIF at 72 dpi. All images must be RGB.

SHIPPING INSTRUCTIONS

Email advertisement, as well as issue date of insertion to: Jeff.Greenel116@gmail.com

Leaderboard Advertising Example:

\$150 per thousand impressions,
so 20,000 impressions is \$3000
(\$150 x 20)

Skyscraper Advertising Example:

\$125 per thousand impressions,
so 20,000 impressions is \$2500
(\$125 x 20)

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.

2 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.