

# APPLIANCE & HVAC

**REPORT**

Reaching Design Engineers at the OEM Level

**SALES  
LEADS**

From Those Who  
Open Our Digital  
Editions!

# 2021

## Media Kit

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**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  
Heron 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

# PRINT/DIGITAL RATES (net)

Deployment 20,000

## Print Advertising Rates (net)

### AD SIZE

### RATE

#### 2 PAGE SPREAD

Includes 150 Leads

\$5,200

#### BACK COVER

Includes 125 Leads

\$3,120

#### INSIDE FRONT OR INSIDE BACK

Includes 125 Leads

\$3,120

#### FULL PAGE

Includes 100 Leads

\$2,600

#### 1/2 VERTICAL

Includes 75 Leads

\$1,825

#### 1/2 ISLAND

Includes 75 Leads

\$1,825

#### 1/2 HORIZONTAL

Includes 75 Leads

\$1,825

#### 1/3 PAGE

Includes 50 Leads

\$1,575

#### 1/4 PAGE

Includes 25 Leads

\$1,300

#### EXCLUSIVE PLACEMENT

1/2 Page or Larger Ad and Your Logo on the Front Cover

\$3,500

### BONUS DISTRIBUTION

January 2021

AHR Expo

Chicago, IL

April 2021

AHAM Annual Meeting

TBD

Electrical Wire Processing  
Technology Expo 2021

Milwaukee, WI

July 2021

Power Coating Summit

Columbus, OH

October 2021

The Assembly Show

Chicago, Illinois

## 2021 Issue Dates

	SPACE	MATERIALS
<b>January 2021</b>	11/30/20	12/14/20
<b>April 2021</b>	3/1/21	3/15/21
<b>July 2021</b>	5/31/21	6/14/21
<b>October 2021</b>	8/30/21	9/13/21

## 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 15,000:

-  **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.

We guarantee 40 click thrus or we will re-deploy at no charge.

## E-BLAST RATE

**\$995 PER BLAST**

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
<b>Top Leaderboard</b>	728 x 90	\$150 Per Thousand Impressions
<b>Skyscraper</b>	160 x 600	\$125 Per Thousand Impressions

### 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)

## 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](mailto:Jeff.Greenel116@gmail.com)

## 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.