

**SALES
LEADS**

From Those Who
Open Our Digital
Editions!

APPLIANCE & HVAC

REPORT

Reaching Design Engineers at the OEM Level

2023

Media Kit

EDITOR AND PUBLISHER

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bsgrep@aol.com

ASSOCIATE PUBLISHER

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ART DIRECTOR

Jeff Greene

jeff.greene1116@gmail.com



JABS Media, LLC

AD RATES (net) Deployment 24,000

Print/Digital Edition Advertising Rates

AD SIZE	RATE
2 PAGE SPREAD Includes 150 Leads	\$5,630
Premium Position* Includes 125 Leads	\$3,375
INSIDE FRONT OR INSIDE BACK Includes 125 Leads	\$3,245
FULL PAGE Includes 100 Leads	\$2,815
1/2 VERTICAL Includes 75 Leads	\$1,980
1/2 ISLAND Includes 75 Leads	\$1,980
1/2 HORIZONTAL Includes 75 Leads	\$1,980
1/3 PAGE Includes 50 Leads	\$1,705
1/4 PAGE Includes 25 Leads	\$1,405
1/8 PAGE Includes 25 Leads	\$1,050
EXCLUSIVE PLACEMENT 1/2 Page or Larger Ad and Your Logo on the Front Cover	\$3,785

*Includes covers, facing the Publisher's column or facing the Table of Contents

Other pricing option for non-advertisers: Companies can obtain full contact info for those that click-thru to the digital edition for \$1250 (100 guaranteed).

APPLIANCE & HVAC REPORT Reaching Design Engineers at the OEM Level 2023 Issue Dates

	SPACE	MATERIALS
January 2023	11/28/22	12/12/22
April 2023	2/27/23	3/13/23
July 2023	5/26/23	6/12/23
October 2023	8/28/23	9/11/23

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"
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: Jeff.Greene1116@gmail.com

APPLIANCE & HVAC

REPORT CSR

Reaching Design Engineers at the OEM Level



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MATERIALS 12/12/22

June 2023

4/17/23 5/8/23

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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.

The same is true for our sister brand *Appliance & HVAC Report CSR* for case studies.

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**
- ▶ **Case Studies**
- ▶ **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

\$1300 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 (Maximum 99 given)

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



E Newsletter, 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.

E Newsletter Rates

Starting in 2023, *Appliance & HVAC Report* will deploy a newsletter to its 24,000 subscribers. It will deploy ONCE A MONTH, normally around the 15th. It will contain links to various articles we have previously published as well as various news items.

3 Ad Positions

	DIMENSIONS	RATE
Top Leaderboard	728 x 90	\$700
Skyscraper	160 x 600	\$700
Middle Leaderboard	728 x 90	\$600

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.