

# APPLIANCE & HVAC

**REPORT**

Reaching Design Engineers at the OEM Level

# 2019/20

## Media Kit

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**JABS Media, LLC**

# PRINT/DIGITAL RATES (net)

Deployment 15,000

## Print Advertising Rates (net)

### AD SIZE

### RATE

**2 PAGE SPREAD**  
Includes 150 Leads

\$5,000

**BACK COVER**  
Includes 125 Leads

\$3,000

**INSIDE FRONT OR INSIDE BACK**  
Includes 125 Leads

\$3,000

**FULL PAGE**  
Includes 100 Leads

\$2,500

**1/2 VERTICAL**  
Includes 75 Leads

\$1,750

**1/2 ISLAND**  
Includes 75 Leads

\$1,750

**1/2 HORIZONTAL**  
Includes 75 Leads

\$1,750

**1/3 PAGE**  
Includes 50 Leads

\$1,500

**1/4 PAGE**  
Includes 25 Leads

\$1,250

**EXCLUSIVE PLACEMENT** \$3,500  
1/2 Page or Larger Ad and Your Logo on the Front Cover

### BONUS DISTRIBUTION

January/February 2020	AHR Expo	Orlando, FL
March/April 2020	AHAM Annual Meeting	Washington, DC
September/October 2020	The Assembly Show	Chicago, Illinois

## 2019/20 Issue Dates

AS OF APRIL 2019

	SPACE	MATERIALS
<b>September / October 2019</b>	8/2/19	8/16/19
<b>January / February 2020</b>	11/29/19	12/13/19
<b>March / April 2020</b>	2/7/20	2/21/20
<b>May / June 2020</b>	4/3/20	4/17/20
<b>July / August 2020</b>	6/5/20	6/19/20
<b>September / October 2020</b>	7/31/20	8/14/20
<b>November / December 2020</b>	10/9/20	10/23/20

## 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

# EMAIL

Email marketing with *Appliance & HVAC Report* offers an opportunity for your company to engage directly with 15,000 top executives and design engineers in the best possible location — their inbox. Our Product, White Paper/Tech Articles or Video E-Blast promotional announcements will increase traffic, drive sales and build trust in your brand quickly and effectively. Your unique message delivered as a responsive HTML document to an eMail subscriber database of 15,000.

*All E-Blasts will occur between the 15th and 20th of each month.* Metrics and leads will be reported within 5 business days.

	SPACE	MATERIALS
<b>October</b>	10/1/19	10/10/19
<b>January</b>	1/1/20	1/10/20
<b>April</b>	4/1/20	4/10/20
<b>July</b>	7/1/20	7/10/20
<b>October</b>	10/1/20	10/9/20

## E-BLAST SPECS

**RECOMENDED:** no more than 640 pixels wide

## E-BLAST RATE

**\$995 PER BLAST**

	SPACE	MATERIALS
<b>November</b>	11/1/19	11/11/19
<b>February</b>	2/3/20	2/10/20
<b>May</b>	5/1/20	5/8/20
<b>August</b>	8/3/20	8/10/20
<b>November</b>	11/2/20	11/10/20

## WHITE PAPER SPECS

**RECOMENDED:** no more than 640 pixels wide

## WHITE PAPER RATE

**\$995 PER BLAST**

	SPACE	MATERIALS
<b>December</b>	12/2/19	12/10/19
<b>March</b>	3/2/20	3/10/20
<b>June</b>	6/1/20	6/10/20
<b>September</b>	9/1/20	9/8/20
<b>December</b>	12/1/20	12/10/20

## VIDEO SPECS

**FILE TYPE:** .mov, .avi, .flv, .mpg, .mp4, .wmv

**MAX FILE SIZE:** Up to 100mb

**VIDEO LENGTH:** 30 seconds to 2 minutes

**ASPECT RATIO:** 16.9

## VIDEO RATE

**\$995 PER BLAST**



# DIGITAL ADVERTISING

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

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### SPECS

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

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### SHIPPING INSTRUCTIONS

Email advertisement , as well as issue date of insertion to:  
Jeff.Greene1116@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)