INDOOR COMFORT NEWS

THE VOICE OF THE INDUSTRY

2022 MEDIA KIT

The most widely read HVAC/R/SM and performance contracting publication in the West, unsurpassed in targeting the industry's buyers and decision makers.

EDITORIAL HIGHLIGHTS

Indoor Comfort News (ICN) covers the residential, commercial, and industrial HVAC markets and is unrivaled in market influence and editorial coverage. Published monthly, it features timely reports from top industry analysts and news coverage on the Western and national HVAC/R/SM and Performance Contracting scene.

Why choose Indoor Comfort News? Here are just a few reasons:

- Indoor Comfort News is **distributed to 26,000** HVAC/R/SM professionals throughout the country, with an emphasis on the Western region. It is and has been a powerful brand since 1955, trusted as the **"Gold Standard"** by contractors for over a half century, and a strong industry advocate through its association with IHACI.

- If you are doing business in California, ICN is a must read. The Institute of Heating and Air Conditioning Industries, Inc. (IHACI), a non-profit trade organization incorporated in 1948 and dedicated to the advancement of the HVAC/R/SM industries, owns and publishes ICN. As of July 2019, California is the 5th largest economy in the world. With more than **39.5 million residents,** buying power is profound.

- ICN dominates the California market in circulation and readership. More than **18,000 copies of ICN in California** alone are distributed monthly with the vast majority read by licensed contractors.

- California leads the nation in energy regulations. IHACI's relationship with the California Energy Commission (CEC) provides clear and topical Title 24 Energy Standards coverage that keeps contractors abreast of changing regulations. Additionally, ICN is closely covering the burgeoning performance contracting and green technology movement and its impact on the HVAC/R/SM industries.

- ICN provides **in-depth legislative coverage** from Sacramento, including updates from the Contractors State License Board (CSLB) and California Energy Commission (CEC), to name a few.

- IHACI sponsors the **largest** annual HVAC/R/SM and Performance Contracting Product and Equipment **Trade Show in the West.** Held every November in Pasadena, Calif., this event presents excellent opportunities for exhibitors to showcase their products and services to potential customers. Moreover, ICN increases its circulation by several thousand copies for distribution at the trade show, where it also serves as a guide to the show.

The Read

INDUSTRY NEWS: The latest news from the Western, national, and international regions.

TECHNICAL UPDATES: Contributing Editor Jim Johnson, president of Technical Training Associates, pens two articles each month: a **Technical Training** column examining a different technical aspect of HVAC/R/SM and Performance Contracting; and a **Troubleshooting** column that presents readers with a problem scenario to solve.

PROJECT SPOTLIGHT: An in-depth report on the practical application of equipment and/or technology at a specific job site.

LEGAL LINES: Our legal experts offer analysis of new laws and regulations to help business owners better manage their companies and employees.

INDOOR PEOPLE: ICN puts the spotlight on the movers and shakers in the HVAC/R/SM and Performance Contracting industries.

NEW PRODUCTS: A look at the most innovative equipment in the market today.

FEATURE STORIES: Spotlights projects and events. Includes contractor close-ups and industry insider profiles.

CASE STUDIES: Project spotlights that focus on equipment and technology performing in a modern-world environment.

BUSINESS ADVICE: ICN provides small and large companies with strategies to acquire new business and retain customers, as well as tips with finances and taxes.

ENERGY EFFICIENCY AND PERFORMANCE CONTRACTING: Utilities, legislators, and industry experts help readers stay abreast of new energy standards, rebates and other topics in today's rapidly-changing energy environment.

EDITORIAL FOCUS + DEADLINE DATES

JANUARY

Closes: December 1, 2021

HVAC BUSINESS / CONTRACTOR TECHNOLOGIES, GREEN TECHNOLOGIES AND HEATING PRODUCTS

HVAC Software | Mobile Applications | Business Solutions, Scheduling and Estimating Software | Fleet Monitoring | HVAC Manuals | Residential and Commercial Heating Products and Equipment

FEBRUARY

Closes: January 3, 2022

REFRIGERANTS AND GREEN TECHNOLOGIES, HEATING PRODUCTS AND RESIDENTIAL DUCTLESS

Refrigerants | Reclaiming and Recovery Equipment | Solar Energy Products and Alternative Energy Technology | LEED-Certified Projects | Residential and Commercial Heating Products and Equipment | Residential Ductless Systems

MARCH

Closes: February 1, 2022

TOOLS AND TEST INSTRUMENTS

Leak Detection and Monitoring Equipment | Test Instruments, Gauges and Meters | Handheld and Industrial Trade Tools

APRIL

Closes: March 1, 2022

INDOOR AIR QUALITY, ZONING AND AIR DISTRIBUTION PRODUCTS

Air Cleaners/Purifiers and UV Equipment | Humidifiers and Dehumidifiers | Filters | Zoning Systems and Components | Fans and Blowers | Dampers, Louvers, Grilles and Diffusers | Ducting and Ducting Equipment

MAY

Closes: April 1, 2022

MOTORS AND DRIVES, COMPRESSORS AND CONTROLS

HVAC Motors, Drives and Components | Compressors and Maintenance Equipment | Actuators, Control Sensors and Valves, Thermostats | Variable Speed Drives

JUNE

Closes: May 2, 2022

RESIDENTIAL COOLING

Central Air Conditioners | Ductless Systems | Packaged Units | Air Handlers | Split Systems

JULY

Closes: June 1, 2022

COMMERCIAL COOLING

Large and Light Commercial Cooling Equipment | Cooling Towers | Chillers | Air Curtains | Spot Coolers

AUGUST

Closes: July 1, 2022

INDOOR AIR QUALITY, ZONING AND AIR DISTRIBUTION PRODUCTS

Air Cleaners/Purifiers and UV Equipment | Humidifiers and Dehumidifiers | Filters | Zoning Systems and Components | Fans and Blowers | Dampers, Louvers, Grilles and Diffusers | Ducting and Ducting Equipment

SEPTEMBER

Closes: August 1, 2022

PERFORMANCE CONTRACTING AND GEOTHERMAL PRODUCTS, INTRO TO HEATING PRODUCTS

High-End HVAC Equipment | Geothermal Systems | Smart Home Systems and Components | Intro to Residential and Commercial Heating Products and Equipment

OCTOBER

Closes: September 2, 2022

HEATING PRODUCTS

Residential and Commercial Heating Products and Equipment | Heat Pumps and Furnaces | Boilers and Water Heaters

Pre-Trade Show Issue

NOVEMBER

Closes: September 16, 2022

TRADE SHOW ISSUE- IHACI's 42nd ANNUAL HVAC/R/SM AND PERFORMANCE CONTRACTING PRODUCT AND EQUIPMENT SHOW

Event Date:
Tuesday
November 15, 2022

DECEMBER

Closes: November 1, 2022

HEATING PRODUCTS, TOOLS, TEST INSTRUMENTS AND TRUCK/VAN REVIEW

Residential and Commercial Heating Products and Equipment | Heat Pumps and Furnaces | Boilers and Water Heaters | Leak Detection and Monitoring Products | Test Instruments, Gauges and Meters | Handheld and Industrial Trade Tools | Contractor Vehicles and Equipment

Post-Trade Show Issue

ADVERTISING SCHEDULE

Space & Material Deadline Dates

ICN is printed in the last week of each month preceding the publication date. It is mailed close to the first day of the month of the publication date and should arrive to readers within the 5th to the 15th of the month.

Issue	Space	Materials
January 2022	Wed., December 1, 2021	Wed., December 8, 2021
February 2022	Mon., January 3	Fri., January 7
March 2022	Tues., February 1	Mon., February 7
April 2022	Tues., March 1	Mon., March 7
May 2022	Fri., April 1	Thurs., April 7
June 2022	Mon., May 2	Mon., May 9
July 2022	Wed., June 1	Wed., June 8
August 2022	Fri., July 1	Fri., July 8
September 2022	Mon., August 1	Mon., August 8
October 2022	Fri., September 2	Thurs., September 8
November 2022*	Fri., September 16	Fri., September 23
December 2022	Tues., November 1	Mon., November 7

***NOVEMBER 16, 2022 IHACI TRADE SHOW**

DECEMBER 2021

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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JANUARY

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30	31					

FEBRUARY

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27	28					

MARCH

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APRIL

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MAY

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

GUIDELINES AND TERMS

2022 Black-and-White Advertising Rates

Size	12x	6x	3x	1x
Full	$3,083	$3,426	$3,680	$4,022
Jr	$1,979	$2,201	$2,364	$2,579
1/2	$1,628	$1,810	$1,941	$2,131
1/3	$1,200	$1,354	$1,510	$1,658
1/4	$905	$1,010	$1,074	$1,171
1/8	$483	$539	$568	$633

2022 Color Charges Per Ad

Add the following to the black and white rates:

- Standard process color (C, M, Y, K) - $300 per color, per ad
- Four-color process (full color) - $1,185 per ad

Production and Design Guidelines

Modifications: Any production or design work performed by Indoor Comfort News staff or associates to client supplied artwork (e.g. edits, redesign, resizing) may be subject to additional charges depending on the complexity of the job.

Special Positioning: Any special positioning of advertisements will be subject to a 15% charge over and above the original space charge.

Agency Discounts: A 15% discount will be given to recognized advertising agencies on ad space only. There will be no discounts on color, and no commission on insert handling or production charges.

Payment Terms & Cancellations:

- Invoices are payable upon receipt. Net 30 days, 1.5% thereafter. Advertisements from any account that are delinquent by 60 days or more will be removed from the publication.
- All rates may change upon notification to the advertiser 30 days prior to the insertion deadline.
- All cancellations must be in writing and received by Indoor Comfort News advertising sales representative 30 days prior to the insertion due date.

Specifications:

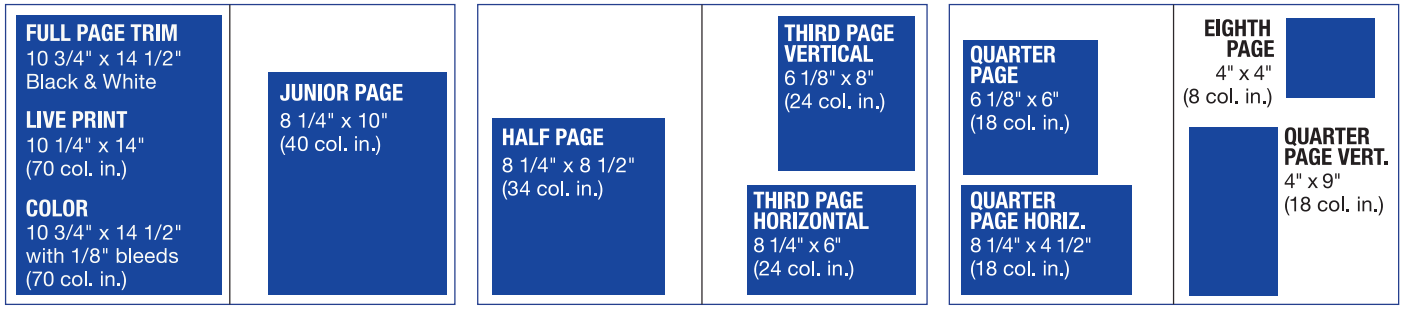
- **File formats:** Press-ready PDF digital file. For other formats, please contact ICN.
- **File instructions:** Build pages to trim size; 0.125” minimum bleed if applicable. All images must be in CMYK/grayscale mode; 300 DPI resolution. Four-color solids should not exceed SWOP density of 280%.
- **Note:** Please e-mail ad materials to **advertising@indoorcomfortnews.com**

Bleed And Gutter Space

TRIM SIZE:
Page – 10 3/4" x 14 1/2"
Spread – 21 1/2" x 14 1/2"

LIVE PRINT:
Page – 10 1/4" x 14"
Spread – 21" x 14"

*Bleeds must be 1/8" on each side



2022 DIGITAL ADVERTISING RATES

Header 1140 x 128 pixels

TOP

IHACI/ICN HOME PAGE

Responsive Design Website

Responsive design allows for optimal viewing on any of your devices!

Banner Ad	12x	6x	3x	1x
Header	$714	$952	$1,190	$1,428
Banner A or D	$283	$454	$682	$852
Banner B	$273	$437	$655	$819
Banner C	$280	$450	$675	$844
Banner E or H	$278	$446	$668	$835
Banner F	$662	$883	$1,103	$1,324
Banner G	$668	$891	$1,114	$1,337
Video Campaign	$754	$830	$1,105	$1,221

Banner Format: PDF or jpeg with link. All video material must be loaded into a YouTube channel to provide iFrame code, at maximum 30 seconds.

Ads display on IHACI home page only

Space and material deadline dates are the same as print deadline dates.

- **A** 300 x 189 pixels
- **B** 300 x 76 pixels
- **C** 300 x 160 pixels
- **D** 300 x 189 pixels
- **E** 300 x 142 pixels
- **F** 300 x 289 pixels
- **G** 300 x 324 pixels
- **H** 300 x 142 pixels

CLASSIFIED ADVERTISING

Online Programs

Each month an online, interactive version of ICN is available at **www.indoorcomfortnews.com**. The page flip effect allows readers to quickly and easily access articles and advertisements exactly as they appear in the printed magazine. As an added bonus, clickable hotlinks to featured manufacturers' and advertisers' websites are available. Banner ads and videos are available per published rates. Indoor Comfort News homepage features breaking stories, new products, legislative news and feature news.

Monthly Classified Advertising Rates and Deadlines

Line Classified Advertisements

40 words or less $70

Each additional word after . . . . . $.50

Enclosed in a framed box $60

Confidential box from which Indoor Comfort News forwards all responses $70

Display Advertisements

Camera-ready artwork $70

Add $100 per column inch to word count (columns are 1 7/8" wide, five to a page)

Artwork can include advertiser's choice of fonts, color, type size, and logos, etc.

Deadlines

The deadline for all classified advertisements is on the first Friday of the preceding publication.

Reaching the Leaders in the HVAC/R/SM and Performance Contracting Industries

Indoor Comfort News is a leading monthly publication that covers the heating, ventilation, air conditioning, refrigeration, sheet metal, and allied industries. Indoor Comfort News focuses primarily on the Western region – Arizona, California, Nevada, Oregon, Texas, and Washington – and reaches the industry nationwide. Our purpose is to inform and educate our readership with timely and newsworthy information that supports HVAC/R/SM Professionals.

Indoor Comfort News is distributed to 26,000 HVAC/R/SM professionals throughout the country, with an emphasis on the Western region. It is and has been a powerful brand since 1955, trusted as the "Gold Standard" by contractors for over a half century, and a strong industry advocate through its association with IHACI.

Indoor Comfort News' market reach in California is unparalleled. It dominates the state and is mailed to the vast majority of HVAC contractors in California. Additionally, Indoor Comfort News is widely distributed to major HVAC manufacturers, distributors, and wholesalers as well as many mechanical engineers, utility companies, and governmental agencies. In short, Indoor Comfort News goes to high-performance industry professionals who get things done.

Distribution

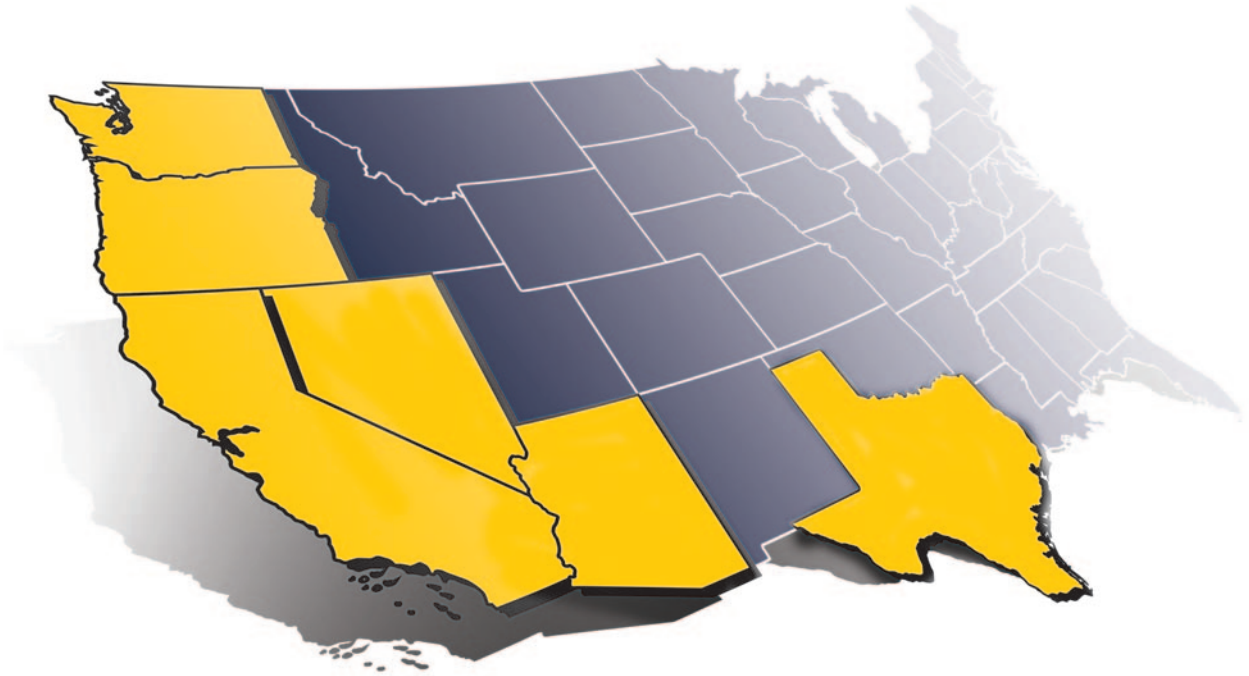
Indoor Comfort News is mailed directly to industry leaders nationwide.

- Distributed at the annual IHACI HVAC/R/SM and Performance Contracting Product & Equipment Trade Show, the largest convention of its kind in the West, with an estimated annual attendance of 5,000.
- Estimated pass-along (readers per copy): 5
- Digital version of the magazine online at www.indoorcomfortnews.com
- Placed at many HVAC/R/SM and Performance Contracting wholesaler stores in the Western region.

VIEW THE DIGITAL VERSION ONLINE
www.indoorcomfortnews.com

Circulation

RATE BASE
26,000

TOTAL AUDIENCE
130,000*
*Based on pass-along of 5 readers per copy (IHACI Reader Study)

ESTIMATED PASS-ALONG
5 readers per copy