

HVAC^RXCHANGER

ADVERTISER TO THE
HVAC/R AND
PLUMBING TRADES

ADVERTISING INSERTION ORDER

Company Name: _____

Address: _____

Phone: _____

Contact Name: _____

e-mail: _____

PLEASE FILL IN!

FOR INSERTION IN:

(INDICATE ISSUE/YEAR) _____

- | | |
|-----------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> ONTARIO | <input type="checkbox"/> WESTERN CANADA |
| <input type="checkbox"/> SPRING
March/April/May | <input type="checkbox"/> SPRING
March/April/May |
| <input type="checkbox"/> SUMMER
June/July/August | <input type="checkbox"/> SUMMER
June/July/August |
| <input type="checkbox"/> FALL
Sept/Oct/Nov | <input type="checkbox"/> FALL
Sept/Oct/Nov |
| <input type="checkbox"/> WINTER
Dec/Jan/Feb | <input type="checkbox"/> WINTER
Dec/Jan/Feb |

AD DETAILS/PLEASE COMPLETE

Please indicate the number of ads required in the required size. Please read carefully and check all other points that apply. **Please note that prices do not include applicable taxes (HST).**

NUMBER OF _ ADS REQUESTED	SIZE	SPECIFICATIONS	AD COST
_____	1/8 page/Business card	3.56" w x 2.28" h	<input type="checkbox"/> \$175
_____	1/4 page	3.56" w x 4.74" h	<input type="checkbox"/> \$350
_____	1/2 page horizontal	7.375" w x 4.74" h	<input type="checkbox"/> \$500
_____	1/2 page vertical	3.56" w x 9.75" h	<input type="checkbox"/> \$500
_____	Full page (trim)	8.125" w x 10.625" h	<input type="checkbox"/> \$845
_____	Double page spread	16.25" wx 10.75" h (or 2 full pages)	<input type="checkbox"/> \$1595

Press-ready digital files will be supplied (see our web site for complete ad specs and please note that the HVAC Xchanger is printed on newsprint not a coated sheet, have your art department adjust artwork accordingly)

.... OR...

We will require the HVAC Xchanger Art Department to create artwork for us (at additional cost)

Total Price for ads: _____ Confirmed by (Name & Signature): _____

SPECIAL POSITION ADS- SUBJECT TO AVAILABILITY

- | | |
|--------------------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> INSIDE FRONT OR | <input type="checkbox"/> INSIDE BACK COVER |
| <input type="checkbox"/> PAGE FACING INSIDE FRONT OR | |
| <input type="checkbox"/> PAGE FACING INSIDE BACK COVER | |
| Full page only (trim) 8.125" w x 10.625" h | \$945 |

FRONT COVER ADS

- | | | |
|---------------------------------------------|-------------------|-------|
| <input type="checkbox"/> 1/2 page vertical, | 3.56" w x 7.74" h | \$600 |
|---------------------------------------------|-------------------|-------|

Please, get materials to us by the specified deadlines.

Being late can increase errors and costs and decrease the time your ad is in front of your audience.

EXCLUSIVE OFFER FOR OUR ADVERTISERS: ADVERTISE YOUR TRAINING ON OUR XCHANGER APP!

Whether you offer complete courses in the HVACR/Plumbing field, short term training workshops or specific product demos, the new **Training Option** on our **HVAC Xchanger app** is for you! **Offered at \$300 (+HST) per quarter exclusively to advertisers in our current edition.**

Simply check off the box below indicating that you would like to participate. Use the simple form (we will provide), add your training information accordingly and email the form back to us by the 25th of the month prior (for either monthly or quarterly), and we'll make sure that your training info is uploaded to the app for the first day of the period purchased.

This is a great feature that no doubt will become a very useful tool to those who are seeking specific training on your products.

Yes! We would like to advertise our training on the app. (Please send your company logo in jpeg format, 350 pixels wide X 158 pixels high)

CONTACT INFO

AD SALES - DAVE MCRAE: T. 226-663-9374
Mobile: 519-870-4121 · dave@hvacxchanger.com

ART DEPARTMENT: 416.702.3393
tizimanierka@gmail.com

CANCELLATIONS/DEADLINES

If you have booked an ad space and wish to cancel you must do so in writing (email or fax notification) no later than 2 weeks after submission deadline date. Failure to do so will result in your being billed for half the price of the ad space you booked. Prompt cancellation allows us to give the space to another advertiser.

HVAC^RXCHANGER

ADVERTISER TO
THE HVAC/R AND
PLUMBING TRADES

16000 COPIES

2500 mailed directly
to contractors

13500 distributed on
major wholesaler counters
as listed on pages 4 and 5
of our magazine.

CONTACT INFO

AD SALES:
Dave McRae



T. 226-663-9374
M. 519-870-4121
dave@hvacxchanger.com

CUSTOMER SERVICE:
Connie McRae



T. 226-663-9374
connie@hvacxchanger.com

ART DEPARTMENT:
Tizi Manierka



416-702-3393
tizimanierka@gmail.com

ADVERTISING RATES AND SPECIFICATIONS

Prices are based on receiving press-ready artwork that meets our size and technical specifications for full colour ads. Electronic files can be sent via email.

Press-ready PDF files at 300 dpi resolution are preferable, high resolution TIFF, EPS or JPEG files are also acceptable you can also send Adobe InDesign native files but must collect all images and fonts. **Extra charges will apply to convert artwork into acceptable formats.** If you need help putting ad artwork together please contact our art department, additional charges will apply.

Please call for classified rates and for special pricing for multiple ads. Prices are subject to change without notice.

AD SIZE	SPECIFICATIONS	REGULAR AD COST	PREMIUM
1/8 page/Business card	3.56"w x 2.28"h	\$175	INSIDE FRONT OR INSIDE BACK COVER AND FACING PAGES
1/4 page	3.56"w x 4.74"h	\$350	
1/2 page horizontal	7.375"w x 4.74"h	\$500	AD SIZE SPECIFICATIONS
1/2 page vertical	3.56"w x 9.75"h	\$500	
Full page (trim)	8.125"w x 10.625"h	\$845	
Double page spread	16.25"wx 10.75"h	\$1595	Full page only (trim) 8.125"w x 10.625"h
<p>Note: for full page ads keep all copy 1/2" to 3/4" in from edge and from centre on double page spread to avoid losing content when trimmed/stapled). FOR BLEED ADS - add minimum 1/4" all around.</p>			SPECIAL AD COST \$945 Centre Spread (double page spread cost) \$1750

FRONT COVER AD SIZE	SPECIFICATIONS	SPECIAL AD COST
1/2 page vertical	3.56"w x 7.74"h	\$600

Check out the flip
book online
version of the HVAC
Xchanger!

CANCELLATIONS/DEADLINES

We do everything we can to make sure the HVACXchanger arrives on the shelves as promptly as possible so our advertisers get the maximum exposure and the most value for their advertising dollar. **To do this we need our advertisers to hand in materials by the deadline. If you require assistance putting together your ads please contact us in a timely fashion.**

To cancel your booked space please email or call us no later than 2 weeks after the posted deadline for materials for that issue* Prompt cancellation allows us to give the space to another advertiser.

ISSUE	DEADLINE FOR AD MATERIALS
December/January/February	November 1
March/April/May	February 1
June/July/August	May 1
September/October/November	August 1

*Failure to do so will result in your being billed for half the price of the ad space you booked.