

2021 the NEWS HVACR DIRECTORY & SOURCE GUIDE

LISTING DEADLINE: October 13, 2020

ISSUE DATE: January 4, 2021

All listings include contact information, 25-word company description, unlimited product codes, and inclusion in the Request for Proposal (RFP) program. Display advertisers in **The NEWS HVACR Directory & Source Guide** receive discounts on the Logo, Deluxe, Premium and Premium Plus packages.

LISTING PACKAGES

Link Package \$135

Live email and web links

Logo Package:

Color Logo (print, digital, online)

Advertiser \$325

Non-Advertiser \$525

Deluxe Package:

- Boldface listing (print and digital)
- Live email and web links
- Color Logo (print, digital, online)
- Improved online positioning (appear 2nd)

Advertiser \$495

Non-Advertiser \$695

Premium Package:

- Boldface listing (print and digital)
- Live email and web links
- Color Logo (print, digital, online)
- List your wholesaler/distributors and your mfr. reps. online
- Digital Edition Sponsorship
- Premium online ranking (appear at the top) with Star Designation
- 3 PDF Downloads online
- 3 Product Photos online
- Social Media Linked Icons

Advertiser \$595

Non-Advertiser \$795

Premium Plus Package:

Includes Premium Package Plus

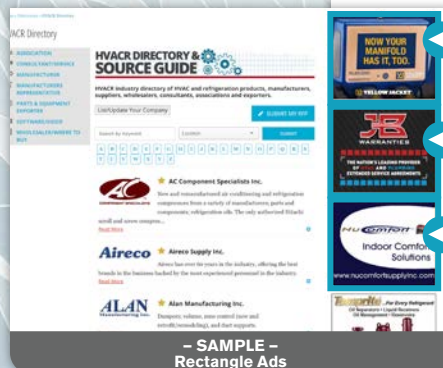
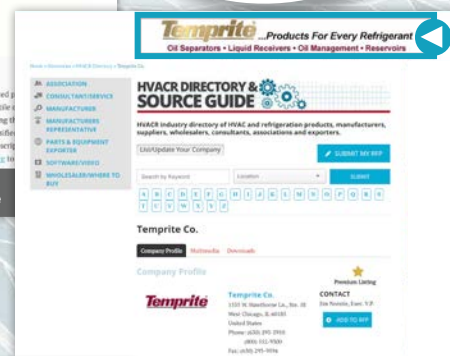
- Video posted to your listing
- THREE Product Specific Leaderboard ads

Advertiser \$895

Non-Advertiser \$1,095

New in 2021 -

Premium Packages receive exclusive placement in the Digital Edition year-round!



ADDITIONAL OPTIONS



Product Logo - \$195

Include your company logo in the product index in print and digital editions.

Mini Ads - Starting at \$395

Include a color mini ad in the product index in print and digital editions.

Social Media Links - \$200

Connect with your customers by including an icon in your online listing for each of your social media platforms (Facebook, LinkedIn, Twitter, YouTube, Instagram).

Product Leaderboard Ad - \$350

Place your leaderboard ad on a product specific page online.

Medium Rectangle Ad - \$5,000

Place your ad (300 x 250 pixels) to appear on every page of the online guide. *Limited space available.*