

The Air Conveyance
Bringing You HVAC, Inspection, Cleaning and Restoration News

DucTALES

**Connecting YOU with the most
 targeted audience in HVAC
 inspection, cleaning and
 restoration services!**



*The HVAC Inspection, Cleaning
 and Restoration Association*

2017-2018 Marketing Opportunities

DucTALES

The Official Magazine of NADCA



DucTales, published six times annually in full color, is sent to a uniquely targeted audience for companies providing products and service aimed at HVAC inspection, cleaning and restoration services. Circulation is over 1,300 NADCA members and subscribers and it is also available online.

Associate Members earn one Priority Point for each full-page ad.

QUESTIONS? Please contact Christina DeRose, Industry Relations Associate: 856.437.4742 or cderose@nadca.com

Print Advertising Rates*

Advertising Unit	Width x Depth	Member Pricing			Non-Member Pricing		
		1X	3X	6x	1X	3X	6x
Full-Page	7.5" x 10"	\$910	\$820	\$750	\$1,210	\$1,120	\$1,020
Half-Page	H-7.5"x5"; V-3.75"x10"	\$680	\$610	\$560	\$910	\$830	\$760
Quarter-Page	3.5" x 4.875"	\$530	\$480	\$450	\$710	\$660	\$590

Premium positions: Inside front cover, inside back cover carry a \$250 up-charge. Back cover has a \$500 up-charge.

Annual Contracts paid in full, in advance, receive a 2.5% discount.

* Prices quoted are per issue.

Important Dates	Nov/Dec 2017	Jan/Feb 2018	March/Apr 2018	May/June 2018	July/Aug 2018	Sept/Oct 2018
Space reservation	10/12/2017	12/19/2017	2/22/2018	4/20/2018	6/25/2018	8/25/2018
Artwork due	11/17/2017	1/9/2018	3/31/2018	5/23/2018	7/25/2018	9/25/2018

DucTales is delivered toward the end of the issue's second month, i.e., May/June is delivered toward the end of June.

November/December is also the 2017 Buyer's Guide Issue! Don't miss it!

Vendor-led Webinar Series

NADCA is proud to support industry research and the latest advancements in technology, products and services available to the HVAC professionals who make up the NADCA constituency and beyond. Partnering with NADCA on a promotional webinar, under the NADCA banner, is a smart way to communicate your organization's message to members, while leveraging the Association's network and marketing power. NADCA webinars focus on the issues, future trends, best practices and challenges facing the industry today. Availability is limited. Certain rules and restrictions apply and are available from cderose@nadca.com.



\$1,500 per session (Limited to Associate Members)

Case Study/Advertorial Content

Every company has something to brag about. What better forum to reach your targeted HVAC audience than **DucTales**? NADCA now offers you the ability to submit a case study or advertorial content for publication. This is an opportunity to tell the story about a company success. A two-page spread written by you can include images, charts and other graphics. Availability is limited. Subject to NADCA approval. Certain rules and restrictions apply and are available from cderose@nadca.com.

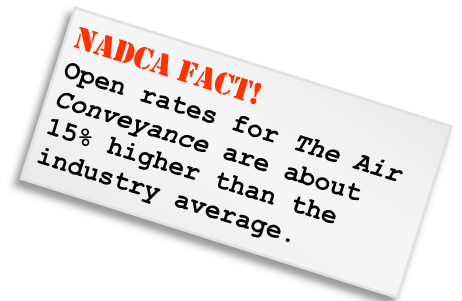
\$1,500, Associate Members; \$2,250, Non-members



Advertising in The Air Conveyance

The Air Conveyance, NADCA's official monthly electronic newsletter contains relevant articles, legislative and environmental updates, case studies, upcoming events, member spotlight, industry trends: everything an HVAC professional needs to know. Advertising in **The Air Conveyance** includes a direct link to your company's website. **Don't miss this opportunity to have your message delivered to 7,000+ NADCA members and other industry leaders!** There are a limited number of positions available in each issue.

Ad Sizes:		Member	Non-Member
Large Banner Ad *(474x59)	(3 issues)	\$275	\$ 350
	(6 issues)	\$510	\$ 660
	(9 issues)	\$750	\$ 975
	(12 issues)	\$975	\$1,250
	(12 issues)	\$825	\$1,050



* Consecutive months

Advertising on NADCA's NEW!!! Website

The NADCA website typically receives **40,000 page views per month**, with **nearly 50% new visitors**. The rotating web ads are run of site and link to a web address that you provide.

	3 months*		6 Months*		9 Months*		12 Months*	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Footer (728x90)	\$350	\$450	\$585	\$760	\$825	\$1,050	\$1,050	\$1,350
Homepage Side-bar (350 x 220)	\$280	\$350	\$510	\$660	\$750	\$975	\$975	\$1,250
Secondary Side-bar (350 x 220)	\$280	\$350	\$510	\$660	\$750	\$975	\$975	\$1,250
Associate Members Only	1 Month							
*Roadblock	\$1,000							

* Consecutive months

** Roadblocks are available for special events only with permission of NADCA. Locations and duration are limited.

HVAC Spotlight Emails

In an email of up to 500 words, you can broadcast a targeted informative message about a new technology, process, product or service to the entire NADCA membership. A button ad on the email can link to additional information on your website. With the prospect of recipients forwarding emails, your audience has the potential to expand beyond NADCA members. *Vendor supplies the text, subject to NADCA approval, and any graphic elements. Spotlight emails are limited to one per month and available on a first-come, first-served basis.*

\$750 per message (Limited to Associate Members)

For advice on building a meaningful marketing campaign, contact Christina DeRose,
NADCA Industry Relations Associate

PHONE: 856.437.4742

EMAIL: cderose@nadca.com

NADCA 2017—2018 Advertising Insertion Order

Advertiser Information

Company Name
Key Contact Name
Job Title
Address
City
State
Zip
Office Phone
Mobile Phone
Fax
Email
Website

Order Information

DucTales Ads			
Full-Page, 7.5" x 10"	<input type="checkbox"/> 1x	<input type="checkbox"/> 3x	<input type="checkbox"/> 6x
Half-Page, 7.5" x 5" "	<input type="checkbox"/> 1x	<input type="checkbox"/> 3x	<input type="checkbox"/> 6x
Quarter-Page, 3.5" x 4.875" "	<input type="checkbox"/> 1x	<input type="checkbox"/> 3x	<input type="checkbox"/> 6x
Premium Position? _____			

Ad Schedule

<input type="checkbox"/> NOV/DEC 2017 Buyers Guide	<input type="checkbox"/> MAY/JUNE 2018
<input type="checkbox"/> JAN/FEB 2018	<input type="checkbox"/> JUL/AUG 2018
<input type="checkbox"/> MAR/APR 2018	<input type="checkbox"/> SEPT/OCT 2018

Website Ads Run Dates:

Footer (728x90)	<input type="checkbox"/> 3 mos.	<input type="checkbox"/> 6 mos.	<input type="checkbox"/> 9 mos.	<input type="checkbox"/> 12 mos.
HP Sidebar (350x220)	<input type="checkbox"/> 3 mos.	<input type="checkbox"/> 6 mos.	<input type="checkbox"/> 9 mos.	<input type="checkbox"/> 12 mos.
2nd Sidebar (350x220)	<input type="checkbox"/> 3 mos.	<input type="checkbox"/> 6 mos.	<input type="checkbox"/> 9 mos.	<input type="checkbox"/> 12 mos.

Ads in Air Conveyance Dates:

Large Banner Ad (474x59)	<input type="checkbox"/> 3 mos.	<input type="checkbox"/> 6 mos.	<input type="checkbox"/> 9 mos.	<input type="checkbox"/> 12 mos.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Contact for all communications about this order

Contact Name
Company Name
Contact Email
Office Phone
Mobile Phone

Payment Information

Please return the completed application, with full payment to:

EMAIL: CEDROSE@NADCA.COM

SNAIL MAIL: Christina DeRose, Industry Relations

National Air Duct Cleaners Association

1120 Route 73, Suite 200

Mount Laurel, NJ 08054

PAYMENT METHOD:

☐ COMPANY CHECK

☐ CREDIT CARD ☐ AMEX ☐ VISA ☐ MasterCard

Name on Card
Card Number
Expiration Date
Charge amount \$
Signature

Additional Opportunities

<input type="checkbox"/> Webinar
<input type="checkbox"/> Spotlight Emails

Material Submission

- Print Ads** must have a print quality of at least 300 dpi. Email digital ads to cderose@nadca.com. Ads must be high-resolution PDF to size and must be saved in CMYK. PMS and RGB colors can be converted to CMYK. NADCA can not guarantee the output of colors in files that must be converted. Include all font files. All ads are printed in full-color. Any necessary artwork or additional copy or photograph preparation will be billed to advertiser. The advertiser is responsible for making sure the ad fits these specifications. **No proofs will be supplied by NADCA.** NADCA will not be held liable for any printing errors if the error is with the original PDF sent by the advertiser. All copy is subject to NADCA approval. In the case of yearlong contracts, NADCA reserves the right to run existing ad if new ad is not sent by the closing date.
- Web and Air Conveyance ads** must be to exact size. Acceptable files are JPEG, PNG and GIF; file size <64MB. Please send exact URL for link.
- Spotlight emails** require submission of 500 word article, graphics

We the undersigned understand that we must follow all requirements for submitting materials. We also understand that cancellation of this contract prior to completion will result in a penalty fee of \$300. Notice of cancellation must be submitted in writing prior to the materials deadline of the next issue or company will be invoiced for the full cost. We understand that we are solely responsible for the content of our advertisement and agree to indemnify NADCA with respect to any claims, losses and/or expenses for any action relating to or associated with the content. We understand that advertisers must prepay for all contracts. NADCA will invoice for payment if this IO is not accompanied by a check or credit card information. We agree to pay all invoices in connection with this IO within 30 days of receipt. If payment is not received before issue goes to printer, the ad/article/listing will be pulled.

NADCA Use Only		Date received
Ad Size	Issue	Price
Paid date	Method	Amount \$
Balance \$		