NADCA ADVERTISING MEDIA KIT



Connecting YOU with the Most Targeted Audience in HVAC Inspection, Cleaning and Restoration Services!

Contact: Christina DeRose 🔶 Industry Relations 🔶 856.437.4742 🔶 cderose@nadca.com





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 to over 1,300 NADCA members and subscribers and it is also available in digital format online.

Print Advertising Rates

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

Advertising Unit	Ме	nber Prici	ing	Non-Member Pricing			
Unit		1	3	6	1	3	6
		issue	issues	issues	issue	issues	issues
Full-Page	7.5" x 10"	\$910	\$820	\$750	\$1,210	\$1,120	\$1,020
		ψ/10	each	each	each	each	each
Half-Page	H-7.5"x5"; V-	\$680	\$610	\$560	\$910	\$830	\$760
	3.75"x10"	\$000	each	each	each	each	each

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

ISSUES	February	April	June	August	October	December BUYER's GUIDE
ARTWORK DUE Feb. 7th April 10th June 9th August 7th October 6th November 20th						

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

DucTales BUYER'S Guide (DEC ISSUE)

NADCA's December issue of *DucTales* will showcase this years **Buyers Guide**, the HVAC cleaning and restoration industry's premier resource for products and services. The magazine is direct mailed to over 1,300 NADCA members and & for added visibility is distributed at the AHR Expo (65,000 + attendees).

The issue is available digitally on the NADCA.com homepage and the **Buyers Guide** is distributed to all new NADCA members to help with their purchasing decisions. Due to its extended shelf life, the **Buyers Guide is** our most popular issue of DucTales!

- **FEATURED LISTING \$500**
 - BOXED LISTING WITH Company Contact Info, LOGO & 50 WORD DESCRIPTION
 - 5 PRODUCT CATEGORIES (SEE PAGE 3)
 - CALL OUT TO AD PAGE FOR BUYER'S GUIDE ADVERTISERS!
- BASIC LISTING complimentary to NADCA Associate Members
 - Company Contact Info 2 PRODUCT CATEGORIES
- ADT'L PRODUCT CATERGORIES— \$25 EA (SEE PAGE 3)

DucTales BUYER'S Guide (categories)

Please place a check next to your appropriate product category. FEATURED Listings - pick 5 categories; Basic Listings - 2 categories; A la carte categories

 Access Openings (Doors & Cutting tools)	 HVAC Cleaners/Degreasers
 Adhesives & Tapes	 IAQ Consulting Services
 Agitation Devices	 Inspection Equipment
 Air Compressors	 Insulation (Includes Adhesives & Re
 Air Duct Cleaning Tools (Whips/Brushes/	pair)
Skippers)	 Lab Analysis, Surface Sampling &
 Air Filters & Air Purification Systems	Testing Equipment
 Air Sampling Equipment & Services	 Marketing
 Air Scrubbers	 Mold Remediation Equipment
 Anti-Microbial Chemicals	 Pressure Washers & Steam Cleaners
 Business Services (Financial, Insurance, Soft-	 Robotic Cleaning Equipment
ware, Vehicle Tracking Systems)	 Safety (Equipment & Consulting)
 Coil Cleaning Chemicals	 Sheet Metal Supplies
 Condensate Pan Treatments & Coatings	 Spraying Systems & Equipment
 Confined Space Ventilators	 Surface Treatments & Coatings
 DEDP Testing Devices	 Training Services & Schools
 Dryer Vent Cleaning Tools	 UV Light/PCO
 Dryer Vent Ducting & Termination Devices	 Vacuum Equipment, Hoses &
 Dryer Vent Safety & Monitoring Equipment	Connectors
 Duct Accessory Hardware	 Vacuum/Collectors, Gas Portable
 Duct Materials (Replacement, Flexible Duct)	 Vacuum/Collectors, HEPA Contact
 Equipment Rental	 Vacuum/Collectors, HEPA Portable
 HVAC System Filters	 Vacuum/Collectors, Truck/Trailer
 Franchise Opportunities	mounted
 Hand Tools	 Zoning Devices
 Humidification/Dehumidification Equipment	

DIGITAL ADVERTISING OPPORTUNITIES

<u>RETARGETING ADS</u> - NEW! <u>15-Day Campaign: \$1,800 ea</u> (NADCA Associate

Member exclusive)

LOOKING TO MAXIMIZE IMPRESSIONS AND PACK A PUNCH IN A SHORT AMOUNT OF TIME? Consider our all new, innovative programmatic website re-targeting ads! When a customer has visited the nadca.com site, then exits and browses other sites, whether reading the news or online shopping, your company's ad will appear on those other sites, maximizing your ad exposure over time — allowing your ad to be seen be a wider audience & dramatically increasing impressions and click-throughs.

These ads are perfect to help promote sales, special offers, product launches and BEYOND!

THE AIR CONVEYANCE MONTHLY E-NEWSLETTER Per Issue Rate: \$750

(NADCA Associate Member exclusive)

NADCA's official monthly e-newsletter, delivered to 4,000+ NADCA members and other industry leaders! This publication contains relevant articles, legislative and environmental updates, case studies, upcoming events, member spotlights, and industry trends.

<u>As an exclusive issue SPONSOR</u>, you can submit an ad or article to headline an issue, subject to NADCA approval!

NADCA.com Advertising - 60,000+ page views/month!								
* Consecutive months	3 months*		6 Months*		9 Months*		12 Months*	
AD POSITION	<u>Member</u>	Non- Member	<u>Member</u>	Non- Member	<u>Member</u>	Non- Member	<u>Member</u>	Non- Member
Footer (728x90)	\$400	\$680	\$700	\$900	\$980	\$1,275	\$1,250	\$1,550
Homepage Side-bar (350 x 220)	\$400	\$680	\$700	\$900	\$980	\$1,275	\$1,250	\$1,550
Secondary Side-bar (350 x 220)	\$500	N/A	\$900	N/A	\$1,350	N/A	\$1,750	N/A
VIDEO SIDE-BAR ADS	\$500	N/A	\$900	N/A	\$1,350	N/A	\$1,750	N/A

Video Ads on nadca.com

(Limited to Associate Members)

While a **static** photo **ad** may only experience an average click through rate of 3.7%, **videos** are now boasting an 8.7% CT. Put a video of your product right in front of the NADCA members



Dedicated Spotlight Emails - \$750

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. Spotlight emails are limited to one advertiser per month and available on a first-come, firstserved basis.

- Advertiser must design and provide HTML file of custom email
- Small disclaimer at the top of email must state <u>Sponsored content</u>
- All content subject to NADCA approval

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NADCA Media k	Cit Insertion Order					
Advertiser Information	DUCTALES ADS					
As to be displayed in Buyer's Guide	Full-Page, 7.5" x 10" 1x 3x 6x					
Company:	- Half-Page, 7.5" x 5" " 1x 3x 6x					
Key Contact:	Premium Position:					
Job Title:	ISSUES REQUESTED:					
Company Address:						
City:	DUCTALES BUYERS GUIDE Listings					
State/Postal Code/Country	ENHANCED LISTING BASIC LISTING					
Office Phone:						
Company Email:	# of ADDITIONAL CATEGORIES					
Website:	NADCA.com Advertising					
Contact for all communications about this order	Footer (728x90) 3 mo 6 mo 9 mo 12 mo					
Primary Contact Name:						
Contact Email:						
Office/Mobile Phone:	2nd Sidebar (350x220) 3 mo 6 mo 9 mo 12 mo					
Please return the completed application, with full payment to: EMAIL: CDEROSE@NADCA.COM	Video Ad (350x220) 3 mo 6 mo 9 mo 12 mo					
SNAIL MAIL: Christina DeRose, Industry Relations National Air Duct Cleaners Association 1120 Route 73, Suite 200	Air Conveyance e-Newsletter Sponsor: Month(s)					
Mount Laurel, NJ 08054 PAY BY: COMPANY CHECK SECURE ONLINE LINK	Email to NADCA Database Qty.					
CREDIT CARD AMEX VISA MasterCard	NADCA Re-TARGETING AD(s) Qty.					
Cardholder:	TOTAL ADVERTISING INVESTMENT \$					
Card Number	Material Submission					
Expiration Date: CVV:	1. Print Ads must have a print quality of at least 300 dpi. Email digital ads to cderose@nadca.com. Ads must be high					
Charge amount \$ DATE:	-resolution PDF to size and must be saved in CMYK. PMS and RGB colors can be converted to CMYK. NADCA can not					
Signature:	guarantee the output of colors in files that must be converted. Include all font files. All ads are printed in full- color. The advertiser is responsible for making sure the ad					
We 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 print ad WILL NOT run.	 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 year long 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. Dedicated emails require submission of 500 word email / graphics (photos, logos, etc.) submitted as HTML file. 					