

NADCA ADVERTISING MEDIA KIT

NADCA.com



The HVAC Inspection, Cleaning
and Restoration Association

Monthly eNewsletter

NADCA General Specification for the Cleaning of Commercial HVAC Systems

Minimum requirements necessary for commercial HVAC system cleaning projects.

DOWNLOAD NOW

NADCA General Specifications for the Cleaning and Restoration of Commercial Heating, Ventilating and Air Conditioning Systems

Homeowners Commercial Consumers Industry Professionals

Looking for HVAC System Cleaning products, tools and equipment?

Subscribe to The Air Conveyance NADCA's E-Newsletter

NADCA

JUNE 2020

THE AIR CONVEYANCE

BRINGING YOU HVAC INSPECTION, CLEANING AND RESTORATION NEWS

WELCOME to NADCA's monthly eNewsletter, your source for relevant information about the industry, indoor air quality, association news, **AND MORE!**

This Month's Headline:



Could Indoor Air Quality Become Part of the Post-Coronavirus Playbook?

It has become clear that COVID-19 won't be defeated with any singular silver bullet. As we navigate opening businesses, public facilities, and occupancy, considering ways we or occupants becomes vital.

important aspect for the design of

NADCA

DUCTALES

Vol. 32, No. 3 • May/June 2020

Bi-Monthly Print Magazine

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

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	Width x Depth	Member Pricing			Non-Member Pricing		
		1 issue	3 issues	6 issues	1 issue	3 issues	6 issues
Full-Page	7.5" x 10"	\$910	\$820 each	\$750 each	\$1,210 each	\$1,120 each	\$1,020 each
Half-Page	H-7.5"x5"; V-3.75"x10"	\$680	\$610 each	\$560 each	\$910 each	\$830 each	\$760 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

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

DIGITAL ADVERTISING OPPORTUNITIES

RETARGETING ADS - NEW! 15-Day Campaign: \$1,800 ea (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 by 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.

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

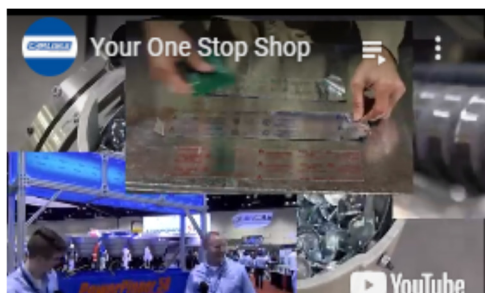
NADCA.com Advertising - 60,000+ page views/month!

* Consecutive months	3 months*		6 Months*		9 Months*		12 Months*	
AD POSITION	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	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, first-served basis.*

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

