

DISTRIBUTION trends

Showcasing the Trends Shaping the Future of the Wholesaler/Distributor Channel

The **ACHR NEWS' Distribution Trends** Special Section provides the editorial commentary, content, and resources necessary to enhance the success and effectiveness of HVACR wholesale distribution. By advertising in this section you'll reach the same industry professionals as our usual bi-weekly issues and **additional** top companies and decision-makers in the HVACR wholesale distribution market, including all HARDI members.

Your Advertisements Get Proven Results with Distribution Trends*

92% of Readers Take An Action After Viewing Ads

Actions Taken After Viewing Ads*

73% Sought out more information via internet search

76% Visited advertiser's website

62% Passed along magazine to someone else

FEATURED MARKETING SOLUTIONS

Distribution Trends eNewsletter - Industry Update

View our audience profile for total distribution: www.achrnews.com/audience

Deployed monthly, featuring editorial commentary, content, and resources designed to enhance the success and effectiveness of HVACR wholesale distribution.

eMail Blasts

Sponsored eBlasts are specialized emails focused on providing you with the best format to promote your product or video. Reach distribution decision-makers directly while leveraging our trusted reputation with these great lead generating opportunities.

Webinars

Webinars are a great way to showcase your knowledge and expertise on industry related topics – giving attendees the information they need all while you collect the leads. Choose the webinar type that works for you, whether editorial, sponsored or CEU.

2023 EDITORIAL CALENDAR >

1/16/22 AHR Preview and Industry Update

Ad Close: 1/20/23

All the distribution news leading up to the 2023 AHR Expo. Also, a preview of what distributors can expect in 2023.

3/20/23 Distributor Roundtable

Ad Close: 3/3/23

Distribution Trends Roundtable. A Q&A with the biggest players in the distribution industry.

5/15/23 Top 30 Distributors

Ad Close: 4/28/23

Distribution Trends Top 30 List. List of the top distributors in heating/cooling, hydronics, and refrigeration.

7/3/23 Smart Warehouses & Automation

Ad Close: 6/16/23

How to do it better, from new warehouse technologies to e-commerce strategies.

9/18/22 E-commerce

Ad Close: 9/1/23

How the internet is changing the distribution industry.

11/20/23 HARDI Conference Issue

Ad Close: 11/3/23

Preview the topics and people driving the biggest distribution event of the year

4-COLOR PRINT RATES & SPECS

DISTRIBUTIONtrends

ALL RATES NET PRICE

| PRINT AD SPECS | | | 1X |
|--|-----------|------------------|----------|
| Tabloid Page | Bleed | 11.125" x 15" | \$5,811 |
| | Live Area | 10.125" x 14" | |
| | Trim | 10.875" x 14.75" | |
| Tabloid Spread | Bleed | 22" x 15" | \$10,347 |
| Junior Page | | 10" x 8" | \$5,392 |
| 2/3 Page | | 6.75" x 8" | \$4,761 |
| 1/2 Page | | 8.125" x 5" | \$4,995 |
| 1/3 Page | | 6.75" x 5" | \$2,911 |
| 1/4 Page | | 3.25" x 5" | \$2,840 |
| 1/6 Page | | 3.25" x 2.875" | \$1,448 |
| High Res PDF, TIF, or AI file | | | |
| *Please send all ad materials to Lou Ann Morton - MortonL@bnpmedia.com. For files larger than 10MB please upload at our FTP site - http://upload.bnpmedia.com and select "ACHR News" from the publication drop-down menu. | | | |
| WEBINARS | | | |
| 60-minute exclusive | | | \$11,075 |
| 60-minute multi-sponsor | | | \$4,065 |

| eNEWSLETTER AD SPECS | | |
|----------------------|--|-------|
| Leaderboard Ad | 728 x 90 pixels | \$545 |
| Medium Rectangle | 300 x 250 pixels | \$510 |
| Text/Video Ad | 230 x 14 pixel image 50 words or less | \$505 |

Maximum file size: 40 KB, JPG or GIF files accepted (no Flash animation). Please provide URL to link ad to. For **text ads** only, include a "headline."

| WEB AD SPECS | | | |
|------------------|------------------|------------------|-----------|
| | Desktop/Tablet | Mobile | |
| Leaderboard | 728 x 90 pixels | 320 x 50 pixels | \$100/cpm |
| Medium Rectangle | 300 x 250 pixels | 300 x 250 pixels | \$75/cpm |
| Half Page | 300 x 600 pixels | 300 x 250 pixels | \$125/cpm |
| Wide Skyscraper | 160 x 600 pixels | 300 x 250 pixels | \$120/cpm |

Maximum file size: 200 KB, JPG, GIF or 3rd party tags accepted. Please provide URL to link ad to. Multiple ad sizes may be required for mobile responsive site and Rich Media ads.

| MUST SEE eBLASTS | |
|------------------|--|
| Exclusive | \$2,045 |
| Multi-Sponsor | \$555 |
| Photo | 400x200 pixels - exclusive & multi-sponsor |
| Copy | Up to 100 words - please include a headline and provide a URL to link the ad to. |

| VIDEO SPOTLIGHT eBLAST | |
|---|---------|
| Exclusive | \$2,045 |
| <ul style="list-style-type: none"> 550 x 300 pixels video image + link to video Advertiser video headline 50-100 words, explaining the video + up to 2 additional links Company logo (max height 100 pixels) + link | |

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