

2013

# eNewsletters

Weekly eNewsletter

## Weekly eNewsletter

Every week, The NEWS delivers an eNewsletter to more than 11,000\* opt-in subscribers who demand the latest industry news and information. This is a great opportunity to have your ad message displayed alongside our trusted HVACR editorial content. Featuring two banner ads, tile button and text ads positions, The NEWS weekly eNewsletter can help you drive traffic to your site, generate sales leads and reinforce your brand.

### Weekly eNewsletter Rates

Ad Description	Ad Size	Advertiser Rate	Non-Advertiser Rate
Tile Button	125 x 125 px	\$800 / mo \$220 / wk	\$840 / mo \$225 / wk
Banner Ad	468 x 60 px	\$840 / mo \$225 / wk	\$880 / mo \$230 / wk
Feature Banner	400 x 60 px	\$1,260 / mo \$330 / wk	\$1,310 / mo \$335 / wk
Text Ad	6 lines of text or 60 words	\$1,130 / mo \$300 / wk	\$1,180 / mo \$305 / wk

## FROSTlines eNewsletter

Written by the editors of The NEWS, FROSTlines is specifically targeted for refrigeration contractors and distributors. Delivered the first Wednesday of every month, FROSTlines contains statistical data, profiles of successful refrigeration strategies and up to the minute information regarding technology advances.

### FROSTlines eNewsletter Rates

Ad Description	Ad Size	Advertiser Rate	Non-Advertiser Rate
Tile Button	125 x 125 px	\$335 / mo	\$370 / mo
Banner Ad	468 x 60 px	\$440 / mo	\$480 / mo
Skyscraper Ad	120 x 600 px	\$357 / mo	\$395 / mo
Feature Banner	400 x 60 px	\$415 / mo	\$445 / mo
Text Ad	6 lines of text or 60 words	\$415 / mo	\$455 / mo

\*December 2012 AAM Consolidated Media Report

## eNewsletter File Specs

- File Size: 40k or less
- Resolution: 72 dpi
- Format: .jpg or .gif (no flash/.swf files)

### Contact a sales rep for more information.

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Banner Ad



Tile Button

Tile Button

Tile Button

Feature Banner Ad

Tile Button

Tile Button

Text Ad

Tile Button

FROSTlines eNewsletter

Banner Ad



Tile Button

Feature Banner Ad

Skyscraper Ad

Text Ad

Text Ad