

# 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<sup>1</sup> 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\*

**91%** of Readers Take An Action After Viewing Ads

### Actions Taken After Viewing Ads\*

**72%** Sought out more information via internet search

**75%** Visited advertiser's website

**65%** 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](http://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, CEU, or sponsored CEU.

### 2022 EDITORIAL CALENDAR >

#### 1/31/22 Spring Launch Products Preview

Ad Close: 1/14/22

Distribution news in and around the HARDI Conference, AHR Expo, and more get the year off to a quick start.

#### 3/28/22 Distributor Roundtable

Ad Close: 3/11/22

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

#### 5/23/22 Top 30 Distributors

Ad Close: 5/6/22

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

#### 7/18/22 Smart Warehouses & Automation

Ad Close: 7/1/21

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

#### 9/26/22 E-commerce

Ad Close: 9/9/22

Ecommerce. How the internet is changing the distribution industry.

#### 11/7/22 HARDI Conference Issue

Ad Close: 10/21/22

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

# 4-COLOR PRINT RATES & SPECS

**DISTRIBUTION**trends

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
Business Card		4" x 2.75"	\$510

### 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.

\*\* Ask sales rep for prices.

## WEBINARS

60-minute exclusive	\$10,752
60-minute multi-sponsor	\$3,948

## eNEWSLETTER AD SPECS

Leaderboard Ad**	728 x 90 pixels	
Medium Rectangle	300 x 250 pixels	\$495
Text Ad	"50 words + optional 230 x 141 image"	\$491

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."

Custom eNewsletter \$4,000

## WEB AD SPECS

	Desktop/Tablet	Mobile	
Leaderboard	728 x 90 pixels	320 x 50 pixels	\$95/cpm
Medium Rectangle	300 x 250 pixels	300 x 250 pixels	\$74/cpm
Half Page	300 x 600 pixels	300 x 250 pixels	\$120/cpm
Wide Skyscraper	160 x 600 pixels	300 x 250 pixels	\$116/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	\$1,985
Multi-Sponsor	\$541
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	\$1,985
	<ul style="list-style-type: none"> <li>550 x 300 pixels video image + link to video</li> <li>Advertiser video headline</li> <li>50-100 words, but no more than 100 words, explaining the video + up to 2 additional links</li> <li>Company logo (max height 100 pixels) + link</li> </ul>

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Updated 08/31/2021

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