

2020-2021 Advertising & Marketing Opportunities

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](#)

Homeowners **Commercial Consumers** **Industry Professionals**

Looking for HVAC System Cleaning products, tools and equipment?
[DOWNLOAD THE NADCA BUYERS GUIDE](#)

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THE AIR CONVEYANCE
JUNE 2020
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 DUCT TALES
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!

The Official Magazine of NADCA

The HVAC Inspection, Cleaning and Restoration Association

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 over 1,300 NADCA members and subscribers and it is also available online. The most recent issue is available digitally on the NADCA website home page and promoted through social media.

Associate Members earn one Priority Point for each full-page ad.

QUESTIONS? Please contact Holly Rose, Director of Industry Relations: 856.380.6890 or hrose@nadca.com

2020 - 2021 Print Advertising Rates*

Advertising Unit	Width x Depth	Member Pricing			Non-Member Pricing		
		1X	3X	6x	1X	3X	6x
Full-Page	7.5" x 10"	\$910	\$820	\$750	\$1,210	\$1,120	\$1,020
Half-Page	H-7.5"x5"; V-3.75"x10"	\$680	\$610	\$560	\$910	\$830	\$760
Quarter-Page	3.5" x 4.875"	\$530	\$480	\$450	\$710	\$660	\$590

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

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

* Prices quoted are per issue.

Important Dates	Jan/Feb 2021	Mar/Apr 2021	May/June 2021	July/Aug 2021	Sept/Oct 2020	Nov/Dec 2020
AD SPACE RESERVATION DUE	1/17/2021	3/16/2021	5/11/2021	7/13/2021	9/10/2020	11/2/2020
ARTWORK DUE	2/7/2021	4/10/2021	6/9/2021	8/7/2021	10/6/2020	11/25/2020

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

November/December is also the Annual Buyer's Guide Issue! Don't miss it!

Vendor-led Webinar Series

NADCA is proud to support industry research and the latest advancements in technology, products and services available to the HVAC professionals who make up the NADCA constituency and beyond. Partnering with NADCA on a promotional webinar, under the NADCA banner, is a smart way to communicate your organization's message to members, while leveraging the Association's network and marketing power. NADCA webinars focus on the issues, future trends, best practices and challenges facing the industry today. *Availability is limited. Certain rules and restrictions apply and are available from hrose@nadca.com*



\$1,500 per session (Limited to Associate Members)

Case Study/Advertorial Content

Every company has something to brag about. What better forum to reach your targeted HVAC audience than **DucTales**? NADCA now offers you the ability to submit a case study or advertorial content for publication. This is an opportunity to tell the story about a company success. A two-page spread written by you can include images, charts and other graphics. *Availability is limited. Subject to NADCA approval. Certain rules and restrictions apply and are available from hrose@nadca.com*

\$1,500, Associate Members; \$2,250, Non-members



THE AIR CONVEYANCE

BRINGING YOU HVAC INSPECTION, CLEANING AND RESTORATION NEWS

NADCA FACT!
Open rates for The Air Conveyance are about 15% higher than the industry average.

THE AIR CONVEYANCE is NADCA's official monthly electronic newsletter is **delivered to 4,000+ NADCA members and other industry leaders!** This publication contains relevant articles, legislative and environmental updates, case studies, upcoming events, member spotlight, industry trends: everything an HVAC professional needs to know. Advertising banners may include a direct link to your company's website *but there are only a limited number of positions available in each issue!*

Ad Sizes:		Member	Non-Member
Large Banner Ad	(3 issues)	\$275	\$ 350
*(650 x 90)	(6 issues)	\$510	\$ 660
	(9 issues)	\$750	\$ 975
	(12 issues)	\$975	\$1,250

* Consecutive months



Advertising on NADCA's Website

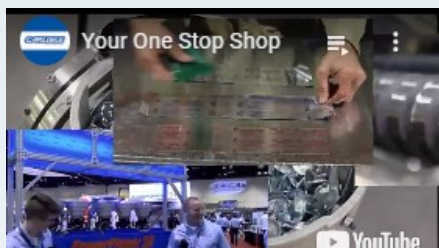
The NADCA website typically receives **50,000 page views per month**, with nearly **50% new visitors**. These are rotating web ads and secondary ads are run of site. All ads link to a web address of choice. Ads may only be changed/rotated 1x/month maximum.

* Consecutive months	3 months*		6 Months*		9 Months*		12 Months*	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Footer (728x90)	\$385	\$480	\$700	\$900	\$980	\$1,275	\$1,235	\$1,550
Homepage Side-bar (350 x 220)	\$310	\$390	\$585	\$700	\$790	\$995	\$1,040	\$1,250
Secondary Side-bar (350 x 220)	\$310	\$390	\$585	\$700	\$790	\$995	\$1,040	\$1,250
For Members Only! VIDEO SIDE-BAR ADS	\$450	N/A	\$810	N/A	\$1,150	N/A	\$1,440	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 each time they open the nadca.com website!



HVAC 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. A button ad on the email can link to additional information on your website. With the prospect of recipients forwarding emails, your audience has the potential to expand beyond NADCA members.

Vendor supplies the text, subject to NADCA approval, and any graphic elements. Spotlight emails are limited to one per month and available on a first-come, first-served basis. (Limited to Associate Members)



Advertiser Information

Company Name	
Key Contact Name	
Job Title	
Address	
City	
State	Zip
Office Phone	
Mobile Phone	
Fax	
Email	
Website	

Order Information

DUCTALES ADS

Full-Page, 7.5" x 10"	<input type="checkbox"/> 1x	<input type="checkbox"/> 3x	<input type="checkbox"/> 6x
Half-Page, 7.5" x 5" "	<input type="checkbox"/> 1x	<input type="checkbox"/> 3x	<input type="checkbox"/> 6x
Quarter-Page, 3.5" x 4.875" "	<input type="checkbox"/> 1x	<input type="checkbox"/> 3x	<input type="checkbox"/> 6x
Double-Spread 17" x 11"	<input type="checkbox"/> 1x	<input type="checkbox"/> 3x	<input type="checkbox"/> 6x

Premium Position? _____

Contact for all communications about this order

Contact Name
Company Name
Contact Email
Office Phone
Mobile Phone

RUN DATES REQUESTED:

<input type="checkbox"/> JAN/FEB	<input type="checkbox"/> JUL/AUG
<input type="checkbox"/> MAR/APR	<input type="checkbox"/> SEPT/OCT
<input type="checkbox"/> MAY-JUN	<input type="checkbox"/> NOV/DEC Buyer's Guide

WEBSITE ADS Run Dates:

Footer (728x90)	<input type="checkbox"/> 3 mos.	<input type="checkbox"/> 6 mos.	<input type="checkbox"/> 9 mos.	<input type="checkbox"/> 12 mos.
HP Sidebar (350x220)	<input type="checkbox"/> 3 mos.	<input type="checkbox"/> 6 mos.	<input type="checkbox"/> 9 mos.	<input type="checkbox"/> 12 mos.
2nd Sidebar (350x220)	<input type="checkbox"/> 3 mos.	<input type="checkbox"/> 6 mos.	<input type="checkbox"/> 9 mos.	<input type="checkbox"/> 12 mos.
Video Sidebar (350x220)	<input type="checkbox"/> 3 mos.	<input type="checkbox"/> 6 mos.	<input type="checkbox"/> 9 mos.	<input type="checkbox"/> 12 mos.

Payment Information

Please return the completed application, with full payment to:

EMAIL: HROSE@NADCA.COM

SNAIL MAIL: Holly Rose, Industry Relations
National Air Duct Cleaners Association
1120 Route 73, Suite 200
Mount Laurel, NJ 08054

PAYMENT METHOD:

COMPANY CHECK **PLEASE INVOICE**
 CREDIT CARD AMEX VISA MasterCard

Ads in Air Conveyance Dates:

Banner Ad (474x59) 3 mos. 6 mos. 9 mos. 12 mos.

Additional Opportunities

<input type="checkbox"/> Webinar	\$1,500
<input type="checkbox"/> Spotlight Emails	\$750
<input type="checkbox"/> 2-Page CaseStudy/Advertorial	\$1,500 (\$2,500 non-members)

TOTAL ADVERTISING \$

Name on Card	
Card Number	
Expiration Date	CVV:
Charge amount \$	
Signature	

Material Submission

- Print Ads** must have a print quality of at least 300 dpi. Email digital ads to hrose@nadca.com. Ads must be high-resolution PDF to size and must be saved in CMYK. PMS and RGB colors can be converted to CMYK. NADCA can not guarantee the output of colors in files that must be converted. Include all font files. All ads are printed in full-color. Any necessary artwork or additional copy or photograph preparation will be billed to advertiser. The advertiser is responsible for making sure the ad 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.
- Spotlight emails** require submission of 500 word article, graphics (photos, logos, etc.) and URL for link.

We the undersigned 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 printer, the ad/article/listing will be pulled.