

# NADCA

## advertising MEDIA KIT

[www.nadca.com](http://www.nadca.com)



*The HVAC Inspection, Cleaning  
and Restoration Association*

NADCA: The HVAC Inspection, Cleaning and Restoration Association, otherwise known as the National Air Duct Cleaners Association

With over 1,500 members, NADCA is recognized worldwide as the leading provider of certification, education, and training for the industry

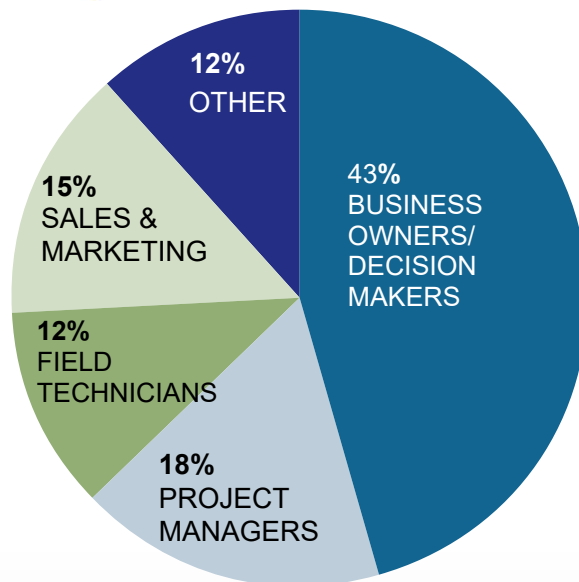
## Benefits of Partnering with NADCA

- **Industry Authority:** Partnering with NADCA elevates your brand's credibility in the HVAC and air duct cleaning industry.
- **Targeted Reach:** Access to over 2,000 engaged HVAC professionals, contractors, and business owners.
- **Multi-Platform Exposure:** Visibility across the NADCA website, blog, social media, events, and *The HVAC Hygiene Journal* (formerly *DucTales Magazine*).

## Audience Overview



37% Residential  
32% Light Commercial  
26% Commercial  
5% Other



## NADCA.com Annual Stats

**266K**

WEBSITE USERS

Most visitors come to the site through organic search, with direct traffic being the #2 source



NADCA IS ACTIVE ON  
**FACEBOOK & LINKEDIN**

BELOW DATA IS FROM OCTOBER 2023-OCTOBER 2024



### FACEBOOK

FOLLOWERS: **3.3K**  
REACH: **82.2K**  
CONTENT INTERACTIONS: **6.2K**  
ENGAGEMENT RATE: **7.54%**



### LINKEDIN

PAGE VIEWS: **2.8K**  
FOLLOWERS: **2.4K**  
ORGANIC IMPRESSIONS: **64.7K**  
CONTENT INTERACTIONS: **2.4K**

## 2026 Events

### 37<sup>th</sup> Annual Meeting & Expo

March 23-25, 2026  
Colorado Springs, CO  
The Broadmoor

### Fall Technical Conference

September 10-12, 2026  
Norfolk, VA

## AIR CONVEYANCE eNEWSLETTER

AUDIENCE:

**3,570**

INDUSTRY PROFESSIONALS  
MONTHLY

AVG. OPEN RATE:

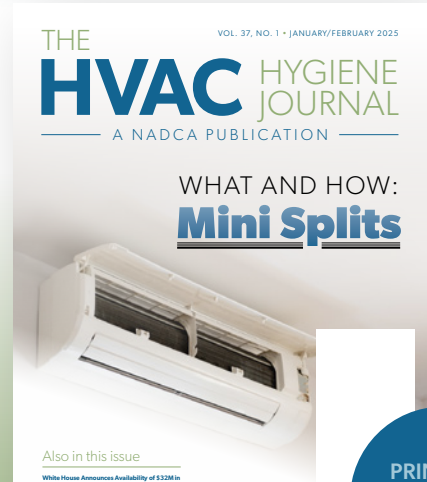
**48%**

(21% ABOVE  
INDUSTRY AVG.)

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

## The HVAC Hygiene Journal FORMERLY DUCTALES

The Official Magazine of NADCA has a new look and new name! *The HVAC Hygiene Journal* (formerly *DucTales*) is published six times annually in full color, is sent to a uniquely targeted audience looking for products and services aimed at HVAC inspection and restoration. Newly rebranded to represent the scientific efforts of the organization, this journal will also reach users of new technology in the broader indoor air quality industry.



PRINT and DIGITAL Versions

Circulation is to over **1,500+**

NADCA Associate Members earn **ONE PRIORITY POINT** for each full-page ad

AD TYPE & DIMENSIONS	1 ISSUE	3 ISSUES	6 ISSUES
<b>Member Rate</b>			
Full-Page Bleed (8.5 x 11, .125" bleed)	\$910 each	\$820 each	\$720 each
Half Page Horizontal (7.5 x 5)	\$680 each	\$610 each	\$560 each
Half Page Vertical (3.75 x 10)	\$680 each	\$610 each	\$560 each
<b>Non-Member Rate</b>			
Full-Page Bleed (8.5 x 11, .125" bleed)	\$1,210 each	\$1,100 each	\$1,020 each
Half Page Horizontal (7.5 x 5)	\$910 each	\$830 each	\$760 each
Half Page Vertical (3.75 x 10)	\$910 each	\$830 each	\$760 each
<b>PREMIUM POSITIONS</b>		<b>RATE PER ISSUE</b>	
Inside Front Cover	+ \$250		
Inside Back Cover	+ \$250		
Back Cover	+ \$500		

*The HVAC Hygiene Journal* is a bi-monthly publication delivered via mail and digitally at the end of the month.

# Dedicated Email Blast \$950

Broadcast a targeted 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 (500 word limit)
- A disclaimer will be included at the top of email indicating Sponsored content
- All content subject to NADCA approval
- Messages are sent by NADCA through our Constant Contact email platform
- HTML guidelines are available upon request.



**NADCA.COM**

- 1.7 Million Visitors Per Year
- 190K Monthly Impressions
- 350 Average Clicks
- 18% CTR

# NADCA Website Advertising

NADCA.com is the hub for our members and industry professionals looking for news, education & certification information, standards updates, resource materials, our Buyers Guide directory, membership information, and more.

DIGITAL AD POSITIONS	3 MONTHS*		6 MONTHS*		9 MONTHS*		12 MONTHS*	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Footer (728x90)	\$450	\$680	\$750	\$900	\$1,050	\$1,275	\$1,350	\$1,550
Homepage Side-bar (300 x 250)	\$450	\$680	\$750	\$900	\$1,050	\$1,275	\$1,350	\$1,550
Secondary Side-bar (300 x 250)	\$550	N/A	\$950	N/A	\$1,450	N/A	\$1,850	N/A
Video Side-Bar	\$550	N/A	\$950	N/A	\$1,450	N/A	\$1,850	N/A

\*Ads must run consecutive months

# Air Conveyance eNewsletter

NADCA's official monthly email newsletter reaching over 1500+ members per month

3 MONTHS*		6 MONTHS*		9 MONTHS*		12 MONTHS*	
Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
\$400	\$680	\$700	\$900	\$980	\$1,275	\$1,250	\$1,550

**44%**

OPEN RATE  
(21% **ABOVE** the industry average)

**8%**

CLICK THROUGH RATE  
(5% **increase** in CTRs this year)

**3,572**

SUBSCRIBERS &  
INCREASING MONTHLY

**42%**

ENGAGEMENT  
RATE



## Sponsored Educational content

NADCA's content sponsorships offer a direct line to over 3,000+ HVAC professionals, delivering your message through trusted platforms. With strong social media reach, high e-newsletter engagement, and thousands of blog visits annually, your brand gains meaningful exposure.

By sponsoring content, you'll be featured across our newsletter, email campaigns, blog, and social media, positioning your company as a thought leader. This approach builds trust and credibility with industry professionals, making your brand stand out in the HVAC industry.

### EXCLUSIVE FEATURE (\$5,000)

750 words max

- Air Conveyance E-Newsletter: Prominent placement with a full-feature article and CTA button to sponsor website.
- Email Blast: A stand-alone email campaign
- Blog Post: Article featured on the industry blog and shared on all social media platforms.
- Bonus Exposure: Inclusion in 2 additional social media posts across relevant channels (LinkedIn, Facebook) highlighting the sponsored content.

### MID-LEVEL FEATURE (\$3,500)

500 words max

- Air Conveyance E-Newsletter: Mid-level placement with a dedicated section for the sponsor's article with a CTA button to read the full article.
- Email Blast: A stand-alone email campaign
- Blog Post: Article featured on the industry blog and shared on all social media platforms.

### HIGHLIGHT FEATURE (\$2,000)

300 words max

- Air Conveyance E-Newsletter: Highlighted mention of sponsor's article with link to read more.
- Blog Post: Article featured on the industry blog and shared on all social media platforms.

Content sponsorships provide visibility, influence, and relationship-building opportunities.

**AUDIENCE**  
**3,000+**  
HVAC INDUSTRY  
PROFESSIONALS

### EDITORIAL GUIDELINES

At NADCA, we are committed to providing valuable, insightful content to our audience of air duct industry professionals. As part of our content feature packages, we invite sponsors to contribute **educational articles** that engage readers while offering relevant insights into industry trends, best practices, or innovations.

Rather than an advertisement, your sponsored content should:

- Be **educational** in nature, offering useful information or actionable insights that resonate with our professional audience.
- **Highlight** your company's product or service **organically**, ensuring the primary focus is on delivering value to the reader.
- Position your brand as a **thought leader** in the air duct and HVAC industry, creating trust and credibility through your expertise.

**NADCA reserves the right to review, edit, and approve all sponsored content** to ensure it aligns with our brand and provides value to our audience. We maintain the right to **refuse any content** that we feel does not meet these guidelines or is overly promotional. Our goal is to maintain the integrity of the information we provide to our readers while ensuring a positive experience for both sponsors and our audience.



# Year-Round Advertising Agreement

## THE HVAC HYGIENE JOURNAL

AD TYPE & DIMENSIONS	1 ISSUE	3 ISSUES	6 ISSUES
<b>Member Rate</b>			
<input type="checkbox"/> Full-Page Bleed (8.5 x 11, .125" bleed)	<input type="checkbox"/> \$910 each	<input type="checkbox"/> \$820 each	<input type="checkbox"/> \$720 each
<input type="checkbox"/> Half Page Horizontal (7.5 x 5)	<input type="checkbox"/> \$680 each	<input type="checkbox"/> \$610 each	<input type="checkbox"/> \$560 each
<input type="checkbox"/> Half Page Vertical (3.75 x 10)	<input type="checkbox"/> \$680 each	<input type="checkbox"/> \$610 each	<input type="checkbox"/> \$560 each
<b>Non-Member Rate</b>			
<input type="checkbox"/> Full-Page Bleed (8.5 x 11, .125" bleed)	<input type="checkbox"/> \$1,210 each	<input type="checkbox"/> \$1,100 each	<input type="checkbox"/> \$1,020 each
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<b>PREMIUM POSITIONS</b>			
<b>RATE PER ISSUE</b>			
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> \$250		
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> \$250		
<input type="checkbox"/> Back Cover	<input type="checkbox"/> \$500		

### DIGITAL ADVERTISING

- Dedicated Email Blast to Members \$950

### RECEIVE MEMBER PRICING BECOME an ASSOCIATE MEMBER

- \$1,595 (July 1 - June 30)
- A \$100 Application Fee will automatically be applied to New Member applications

## NADCA WEBSITE ADVERTISING

DIGITAL AD POSITIONS	3 MONTHS*		6 MONTHS*		9 MONTHS*		12 MONTHS*	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Footer (728x90)	<input type="checkbox"/> \$450	<input type="checkbox"/> \$680	<input type="checkbox"/> \$750	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1050	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,550
Homepage Side-bar (300 x 250)	<input type="checkbox"/> \$450	<input type="checkbox"/> \$680	<input type="checkbox"/> \$750	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1050	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,550
Secondary Side-bar (300 x 250)	<input type="checkbox"/> \$550	N/A	<input type="checkbox"/> \$950	N/A	<input type="checkbox"/> \$1,450	N/A	<input type="checkbox"/> \$1,850	N/A
Video Side-Bar	<input type="checkbox"/> \$550	N/A	<input type="checkbox"/> \$950	N/A	<input type="checkbox"/> \$1,450	N/A	<input type="checkbox"/> \$1,850	N/A

\*Ads must run consecutive months Campaign Start Date \_\_\_\_\_

## AIR CONVEYANCE eNEWSLETTER

3 MONTHS*		6 MONTHS*		9 MONTHS*		12 MONTHS*	
Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
<input type="checkbox"/> \$400	<input type="checkbox"/> \$680	<input type="checkbox"/> \$700	<input type="checkbox"/> \$900	<input type="checkbox"/> \$980	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,550

Campaign Run Date (months) \_\_\_\_\_

## CONTENT PACKAGE

- Exclusive Feature \$5,000
- Mid-Level Feature \$3,500
- Highlight Feature \$2,000

## COMPANY INFORMATION

COMPANY NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_  
 PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_  
 SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

## PAYMENT INFORMATION

Return order form to: [dgroves@nadca.com](mailto:dgroves@nadca.com)  
 National Air Duct Cleaners Association, 1120 Rt. 73, Suite 200, Mount Laurel, NJ 08054  
 NADCA Tax ID: 73-1340488

- PAYMENT METHOD:  Invoice us for payment by Check or Wire/ACH  
 Charge my credit card below  
 American Express  Visa  MasterCard

CARDHOLDER \_\_\_\_\_  
 CARD NUMBER \_\_\_\_\_ EXPIRATION \_\_\_\_\_ CVV \_\_\_\_\_  
 BILLING ADDRESS \_\_\_\_\_  
 AMOUNT \_\_\_\_\_ SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

By signing above, I acknowledge that I have read and agree to the payment terms and conditions in the NADCA Rules & Regulations

## NADCA RULES & REGULATIONS

- Full payment must be received by the terms outlined on your invoice. Any company requesting to pay later than net 30 days after the receipt of invoice, agrees to pay a deposit in the amount equivalent to the cancellation processing fee.
- The cancellation processing fee for exhibits and sponsorship is 50% of total support.
- All cancellations must be submitted to NADCA in writing. The date of receipt of supporter's written notice of cancellation will be considered the official cancellation date. If support is canceled on or before 90 days from the event or campaign run date, a refund will be provided minus the cancellation fee.
- No refunds will be made after the 90 day cut off.
- Payment must be received in full for advertisements to run.
- NADCA reserves the right to approve any advertising content
- Exhibitors, Sponsors & Advertisers are responsible for ensuring the accuracy of all content. NADCA is not responsible for grammatical, spelling, or other errors appearing in the provided content.
- Print Ads must have a print quality of at least 300 dpi. Email digital ads to [dgroves@nadca.com](mailto:dgroves@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 cannot guarantee the output of colors in files that must be converted. Include all font files. All ads are printed in full-color. 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 yearlong 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.
- Dedicated emails are subject to approval by NADCA. Email must be submitted as an HTML file. Our email platform is Constant Contact
- Associate Membership by NADCA does not indicate an endorsement by the Association of any products or services offered.