



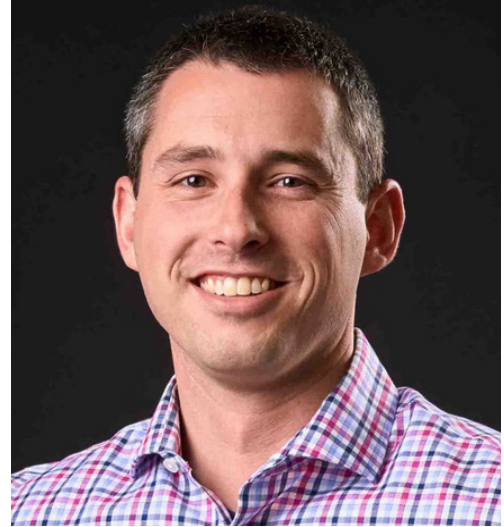
MEDIA KIT

HVAC.com
Heat • Air • Experts who care

Letter from the Founder of HVAC.com

Welcome to HVAC.com, the leading informational resource site for home owners to get answers to their heating and cooling questions, learn about the top HVAC brands, and connect with trusted local HVAC contractors. I grew up as a third-generation member of a local family HVAC contracting business. Now, as a digital entrepreneur, it is exciting to play a part in the evolution of the HVAC industry that I've known and loved since I was young.

Regardless of the changes in our industry, key elements of our heritage remain the same. We're part of the same local community where our family business started over 60 years ago. We begin each day excited to help those we serve. Our business continues to grow on principles of integrity, innovation, and family values.



Will Housh, Founder of HVAC.com

We're not only in the HVAC business – we're helping people worldwide through our business.

Through our thriving business, we're changing lives. The HVAC.com team actively participates in global mission work, providing hope and a brighter future for orphans and other vulnerable children around the world. This is a core part of our mission and company culture, and we encourage all our stakeholders to join us in making a difference. As we grow and succeed, we are able to do more for others.


I encourage you to see what HVAC.com has to offer your business – our solid record and expert team are committed in helping you grow with us.

Advertising Contact Information

 Will Housh

 media@hvac.com

 1.855.932.4822

 41 E Mulberry St.
Lebanon, OH 45036

SEE WHAT HVAC.COM HAS TO OFFER

▶ Contact us today to speak with a member of our team for a personalized consultation.

Did You Know...

**There are
74.5 million
owner-occupied
households in the
United States?**

Google estimates there are as many as 3.5 million HVAC-related internet searches each month across the nation. As the world's leading HVAC resource site, HVAC.com displays on the front page of search results for many of these HVAC-related queries. With millions of homeowners searching and finding their way to HVAC.com, a partnership between our businesses can open the door to growth for your company.

Visitors to HVAC.com from search engines and social channels has doubled year-over-year the past two years and is continuing to grow!



ORGANIC TRAFFIC

122%
YOY GROWTH



SOCIAL TRAFFIC

115%
YOY GROWTH



GENDER

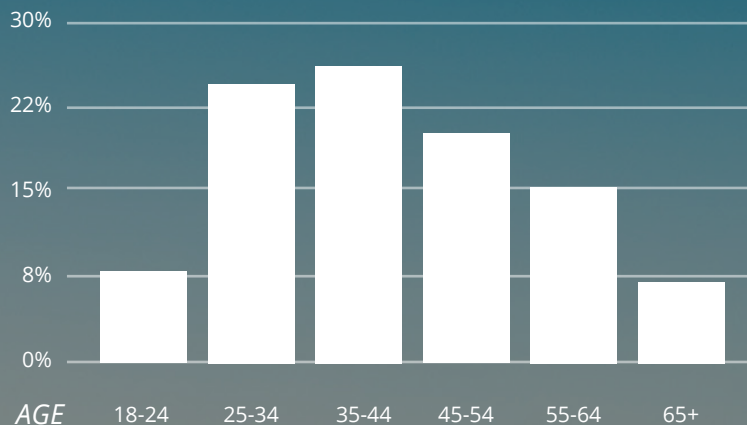
71%
MALE



WEB TRAFFIC

83%
NEW VISITORS

AUDIENCE DEMOGRAPHICS



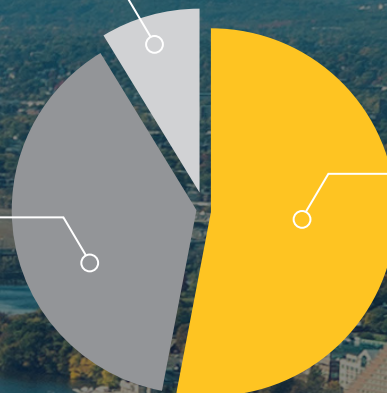
7%
TABLET



38%
MOBILE



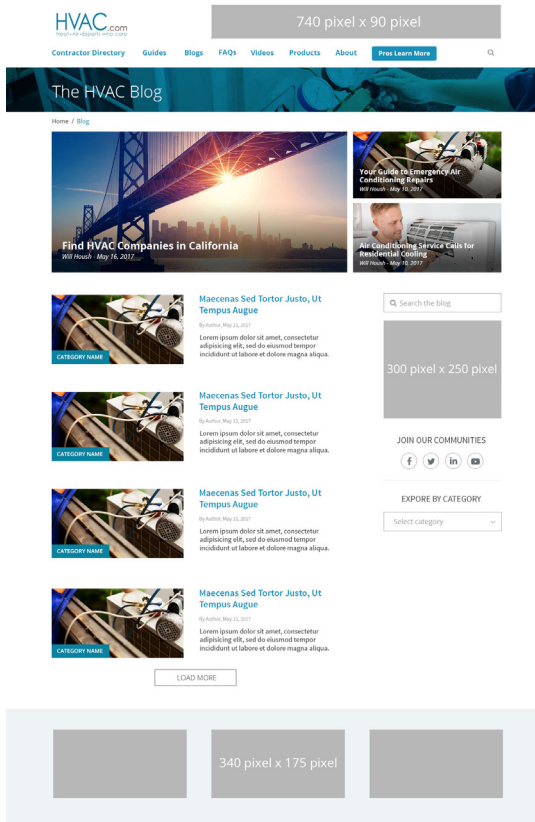
55%
DESKTOP



AD OPTION	BASE RATES	DURATION
National Display Ads		
Header Horizontal Unit	\$40	CPM (Cost per thousand impressions)
Sidebar Vertical Unit	\$30	
Footer Display Unit	\$25	
Geo-Targeted Display Ads		
Header Horizontal Unit	\$50	CPM (Cost per thousand impressions)
Sidebar Vertical Unit	\$40	
Footer Display Unit	\$35	
Branded Content (Featured Blog Post or Guide)	\$5000 / piece	2-week run on homepage + ongoing inclusion in Resource Center
Exclusive Access to "Ask an Expert" Leads	\$5 / lead	Variable
Enewsletter Sponsor	\$500	1 newsletter send
Sponsored Contest	\$5000	4-week maximum
Prioritized Directory Listing	Price based on number of dealers and duration. Call us for details.	Variable
Custom Package	Call us for details.	Variable

Contact HVAC.com with Questions

NATIONAL & GEO-TARGETED DISPLAY ADS



Position your business across HVAC.com with eye-catching display ads served to a national audience. Display ads are served to visitors based on impressions, with multiple placements throughout HVAC.com, including the Homepage, Blog, Resource Library and all other internal pages on the site. There are three display ad options available – header, sidebar & footer. Regardless of the display options chosen, advertisers will be given access to a platform where you can upload your ad creative, access performance reports and much more.

Want to take your display ads to the next level? Take advantage of our Geo-Targeted ad option. This option allows you to position your business in front of visitors in specific geographic areas to maximize your return on investment.

Broad or specific, HVAC.com display ads allow you to customize your reach.

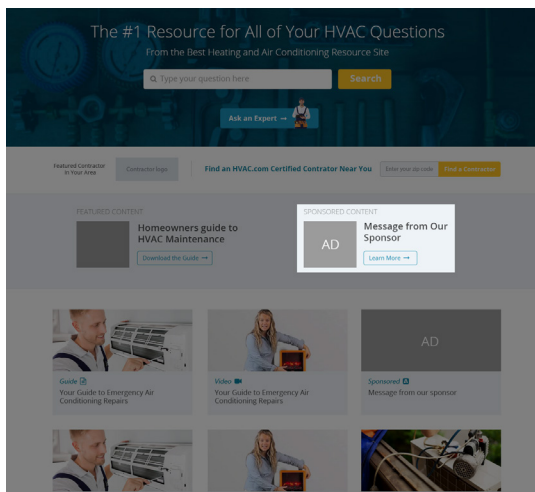
Ad format requirements:

Horizontal: 740 pixel x 90 pixel

Vertical: 300 pixel x 250 pixel

Footer: 340 pixel x 175 pixel

BRANDED CONTENT



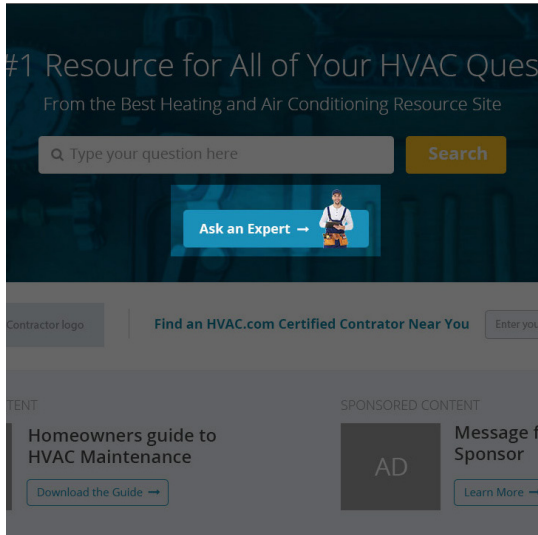
Branded Content Advertising allows you to become the HVAC.com expert! Work with our team on identifying a topic, then submit your own article for inclusion in our blog and promotion on HVAC.com's homepage, social media channels and Enewsletter. Your article will be featured on the HVAC.com homepage for a 2-week run, and will be included in the Resource Library indefinitely.

Position your business as an HVAC expert on the world's leading heating and cooling resource website!

Ad format requirements:

135 pixel x 118 pixel

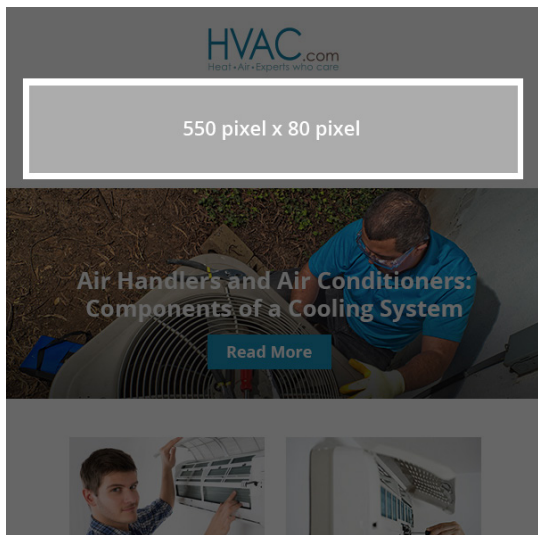
EXCLUSIVE ACCESS TO "ASK AN EXPERT" LEADS



HVAC.com receives heating and cooling questions from homeowners every day. Become one of our industry experts, and these leads go directly to you. Build and nurture leads right away, in real time. With this advertising option, you'll receive exclusive inquiries from homeowners actively searching for answers to their HVAC-related questions, giving you an opportunity to answer their questions and guide them to your brand as the solution. "Ask an Expert" calls-to-action are featured on the HVAC.com homepage and throughout the site as part of our smart lightbox technology. You only pay for the leads you receive.

As an HVAC.com expert, active leads are sent directly to your business.

NEWSLETTER SPONSOR



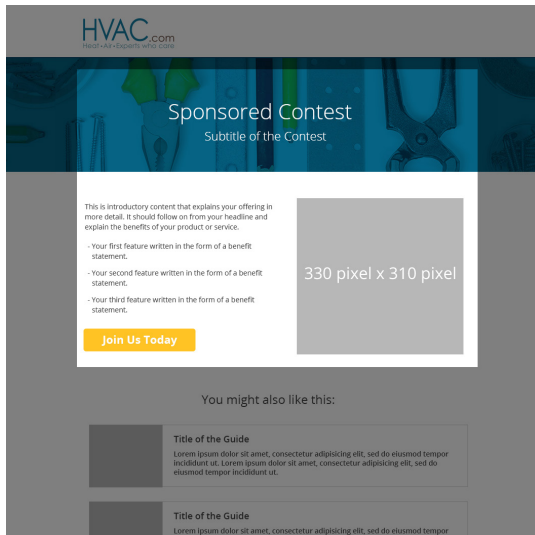
HVAC.com's newsletter is a free, opt-in email newsletter that is sent monthly to an exclusive list of homeowners and HVAC contractors. Each newsletter contains roughly four articles that link back to HVAC.com, as well as a SIZE GOES HERE banner located at the top of each newsletter, dedicated to the featured advertiser of the month. Expand your reach with HVAC.com advertising – high-value yet affordable options help you meet your goals while sticking within your budget.

Don't just reach HVAC.com visitors – reach the consumers we're already building relationships with.

Ad format requirements:

550 pixel x 80 pixel

SPONSORED CONTEST

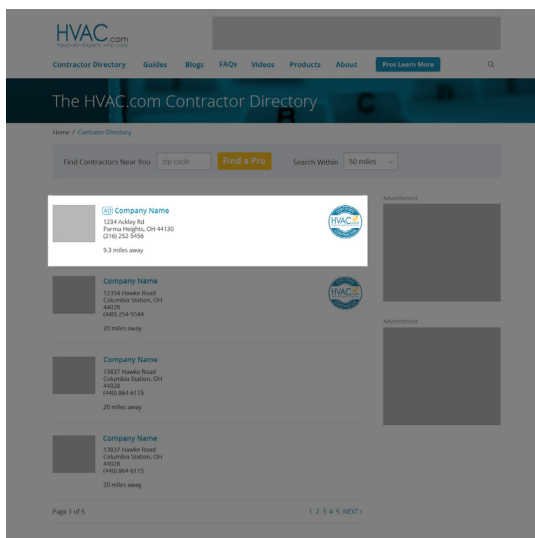


Promote your brand through a sponsored contest or giveaway on HVAC.com. We like to be creative, so we'll work with you on a contest concept specific to your business that will invite HVAC.com visitors to engage with your brand, driving more traffic & potential leads to your website or your local dealers. Contests run for a maximum of 4 weeks, and will be promoted on the HVAC.com website, social channels and Enewsletter.

Everyone loves a good giveaway – attract more entrants and interest in yours with the HVAC.com audience.

Ad format requirements:
330 pixel x 310 pixel

PRIORITIZED DIRECTORY LISTING



The HVAC.com Directory is a searchable online directory of contractors throughout the country. Prioritize your brand, or the brand of your dealers, placing it at the top of search results to capture more leads and generate more interest in your business. Prioritized directory listings are priced based on number of dealers and duration, so contact us for more details.

Promote your dealers in the HVAC.com Directory today!

Logo format requirements:
110 pixel x 95 pixel

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