



# MEDIA KIT

**HVAC.com**  
Heat • Air • Experts who care

## Letter from the Founder of HVAC.com

Since the beginning of modern HVAC, the industry has always been evolving. As a third-generation member of a family air conditioning service company, I've seen this evolution first-hand. We've taken a traditional heating and cooling company and brought it to the 21st century – HVAC.com is the world's leading resource for consumers with questions about our industry, products, and services.

Through our thriving HVAC business, we're changing lives. The HVAC.com team actively participates in ministry work, giving back to the less fortunate across the world. This is a core part of our business that we encourage all customers, suppliers, and others to join us in.



*Will Housh, Founder of HVAC.com*

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

Regardless of modern changes, key elements remain the same. We're part of the local community responsible for our success from the start. We begin each day excited to help those we serve. Our business continues to grow on principles of integrity, innovation, and family values.


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

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 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 significant new leads.

Visitors coming from the search engines and HVAC.com 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

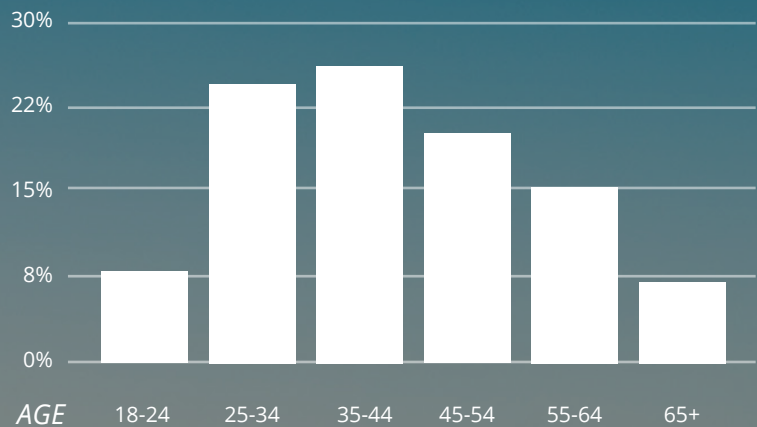
**71%**  
MALE



WEB TRAFFIC

**83%**  
NEW VISITORS

## AUDIENCE DEMOGRAPHICS



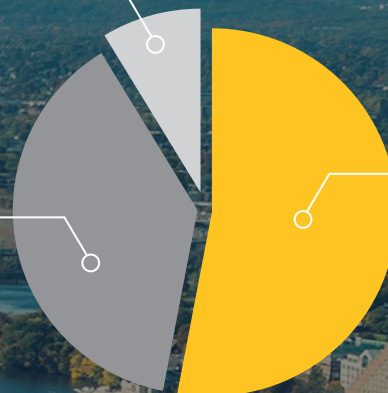
**7%**  
TABLET



**38%**  
MOBILE



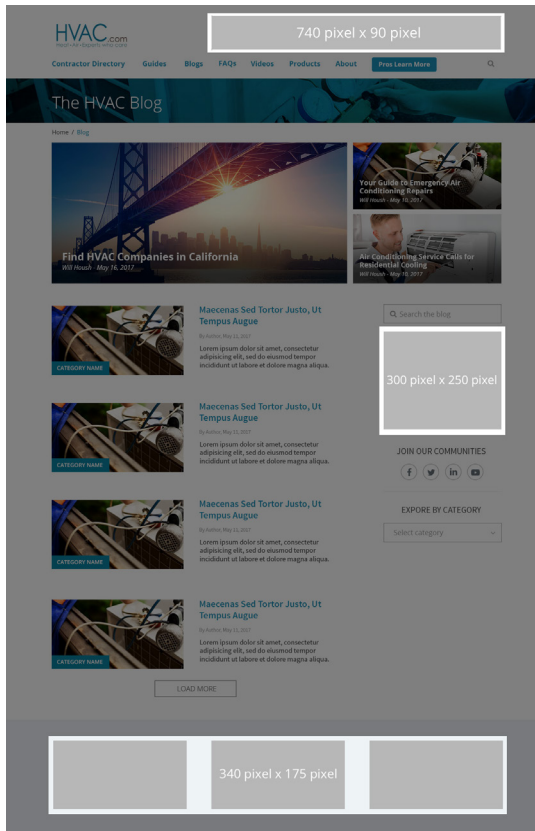
**55%**  
DESKTOP



AD OPTION	BASE RATES	DURATION
<b>National Display Ads</b>		
Header Horizontal Unit	\$30	CPM (Cost per thousand impressions)
Sidebar Vertical Unit	\$20	
Footer Display Unit	\$30	
<b>Geo-Targeted Display Ads</b>		
Header Horizontal Unit	\$35	CPM (Cost per thousand impressions)
Sidebar Vertical Unit	\$25	
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
New Product Announcement	\$5000	2-week run on homepage + ongoing inclusion in Resource Center
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 in which you can upload your ad creative, access performance reports and much more.

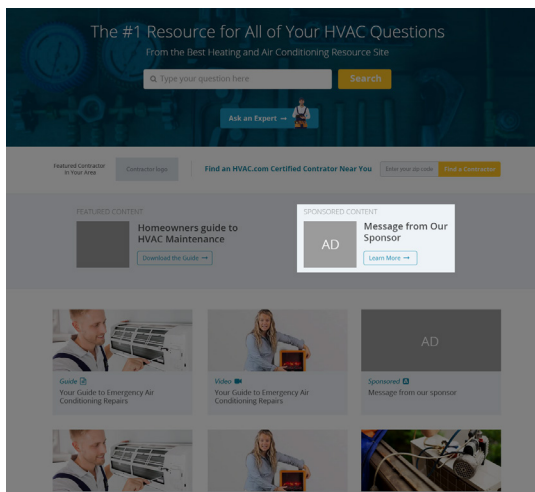
Want to take your display ads to the next level? Take advantage of our Geo-Targeted ad option. This option allows you to position your business in front of visitors in chosen areas to maximize efficacy and return on investment.

*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.

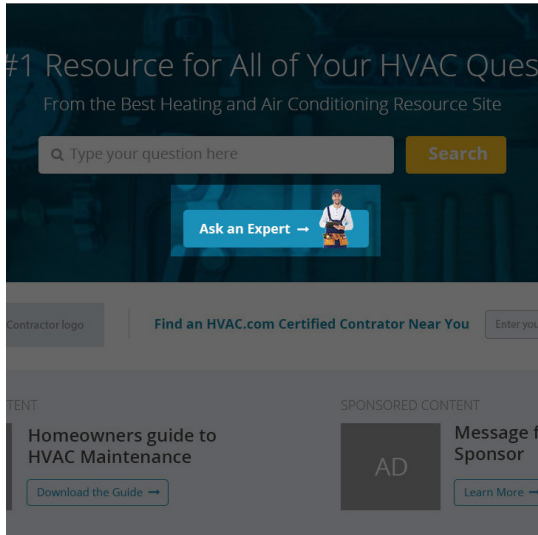
*Position your business as an HVAC expert on the world’s leading heating and cooling resource website!*

### Ad format requirements:

- 135 pixel x 118 pixel



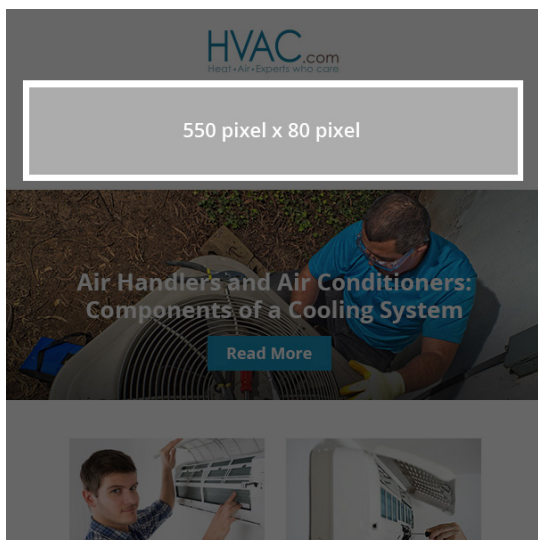
## EXCLUSIVE ACCESS TO "ASK AN EXPERT" LEADS



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, without a cooling off period. With this advertising option, you'll receive exclusive leads from homeowners actively searching for answers from trusted professionals to their HVAC-related questions. "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



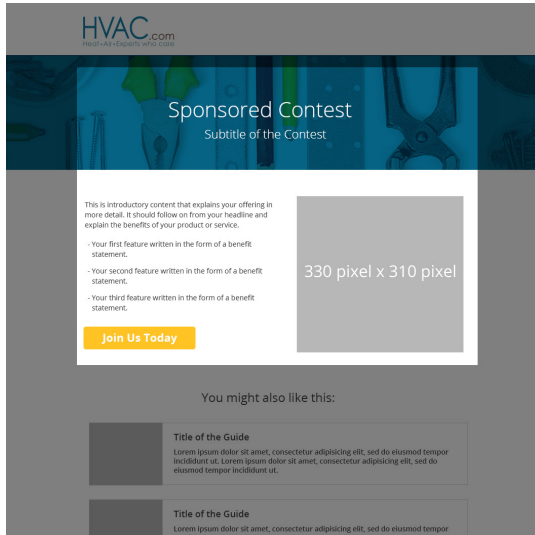
HVAC.com's newsletter is a free, opt-in email newsletter that is sent monthly to an exclusive list of homeowners and HVAC contractors. Each newsletter contains roughly four articles that link back to HVAC.com, as well as a SIZE GOES HERE banner located at the top of each newsletter, dedicated to the 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



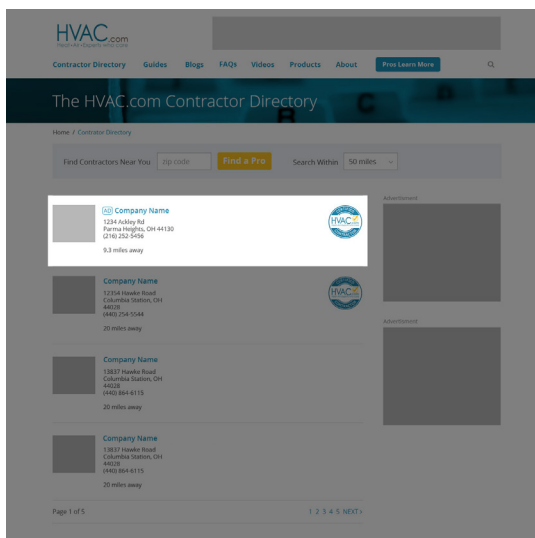
Draw more entrants to your contests and giveaways with HVAC.com sponsored contests. We like to be creative, so will work with you on a contest concept specific to your business that will invite HVAC.com visitors to engage with your brand, driving more traffic & potential leads to your website. Contests 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 comprehensive, searchable online directory of contractors and dealers 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. Directory listings are priced based on number of dealers and duration, so contact us for more details.

*Reach active leads in your area who need an HVAC pro now!*

### Logo format requirements:

110 pixel x 95 pixel

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