



# VOICE OF THE INDUSTRY

Indoor Comfort News (ICN) covers the residential, commercial, and industrial HVAC markets and is unrivaled in market influence and editorial coverage. Published monthly, it features timely reports from top industry analysts and news coverage on the Western and national HVAC/R/SM and Performance Contracting scene.

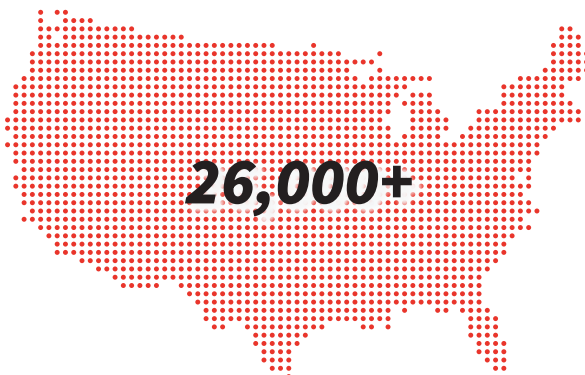
## INDOOR COMFORT NEWS (ICN): THE GOLD STANDARD FOR HVAC/R/SM

• Indoor Comfort News is distributed to 26,000 HVAC/R/SM professionals throughout the country, with an emphasis on the Western region. It is and has been a powerful brand since 1955, trusted as the “Gold Standard” by contractors for over a half century, and a strong industry advocate through its association with IHACI.



**18,000+**

**CIRCULATION IN CALIFORNIA**



**26,000+**

**CIRCULATION IN USA**

## AD SPACE DEADLINE, MATERIALS DEADLINE

### ICN ISSUE

January 2026  
February  
March  
April  
May  
June  
July  
August  
September  
October  
November  
December

### SPACE

Mon, Dec. 2, 2025  
Fri, Jan. 2  
Mon, Feb. 2  
Mon, March 2  
Wed, April 1  
Fri, May 1  
Mon, June 1  
Thurs, July 2  
Mon, Aug. 3  
Tues, Sept. 1  
Tues, Sept. 15  
Mon, Nov. 2

### MATERIALS

Mon, Dec. 8, 2025  
Thurs, Jan. 8  
Mon, Feb. 9  
Mon, March 9  
Wed, April 8  
Fri, May 8  
Fri, June 8  
Thurs, July 9  
Mon, Aug. 10  
Tues, Sept. 8  
Wed, Sept. 23  
Mon, Nov. 9

## CIRCULATION

### RATE BASE

**26,000**

### TOTAL AUDIENCE

**130,000\***

\*Based on pass-along of 5 readers per copy.  
(IHACI Reader Study)

### ESTIMATED PASS-ALONG 5 READERS PER COPY

### Distribution

Indoor Comfort News is mailed directly to industry leaders nationwide.

• Distributed at the annual IHACI HVAC/R/SM and Performance Contracting Product & Equipment Trade Show, the largest convention of its kind in the West, with an estimated annual attendance of 4,000.

• Estimated pass-along (*readers per copy*): 5

• Digital version of the magazine online at [www.indoorcomfortnews.com](http://www.indoorcomfortnews.com)

• Placed at many HVAC/R/SM and Performance Contracting wholesaler stores in the Western region.

VIEW THE DIGITAL VERSION ONLINE  
[www.indoorcomfortnews.com](http://www.indoorcomfortnews.com)

## EDITORIAL FOCUS

### JANUARY

HVAC BUSINESS /  
CONTRACTOR TECHNOLOGIES,  
GREEN TECHNOLOGIES AND  
HEATING PRODUCTS

### FEBRUARY

REFRIGERANTS AND GREEN  
TECHNOLOGIES, HEATING  
PRODUCTS AND  
RESIDENTIAL DUCTLESS

### MARCH

TOOLS AND TEST  
INSTRUMENTS

### APRIL

INDOOR AIR QUALITY,  
ZONING AND AIR  
DISTRIBUTION PRODUCTS

### MAY

MOTORS AND DRIVES,  
COMPRESSORS AND  
CONTROLS

### JUNE

RESIDENTIAL  
COOLING

### JULY

COMMERCIAL  
COOLING

### AUGUST

INDOOR AIR QUALITY,  
ZONING AND AIR  
DISTRIBUTION  
PRODUCTS

### SEPTEMBER

PERFORMANCE  
CONTRACTING AND  
GEOTHERMAL  
PRODUCTS. INTRO TO  
HEATING PRODUCTS

### OCTOBER

HEATING PRODUCTS

### NOVEMBER

IHACI'S 44TH ANNUAL  
HVAC/R/SM AND  
PERFORMANCE  
CONTRACTING  
PRODUCT AND  
EQUIPMENT SHOW

### DECEMBER

HEATING PRODUCTS,  
TOOLS, TEST  
INSTRUMENTS AND  
TRUCK/VAN REVIEW





# GUIDELINES AND TERMS

## BLACK-AND-WHITE ADVERTISING RATES

| SIZE | 12x     | 6x      | 3x      | 1x      |
|------|---------|---------|---------|---------|
| FULL | \$3,270 | \$3,635 | \$3,904 | \$4,267 |
| JR   | \$2,099 | \$2,335 | \$2,508 | \$2,736 |
| 1/2  | \$1,727 | \$1,920 | \$2,059 | \$2,261 |
| 1/3  | \$1,273 | \$1,437 | \$1,602 | \$1,759 |
| 1/4  | \$960   | \$1,071 | \$1,139 | \$1,242 |
| 1/8  | \$512   | \$572   | \$603   | \$672   |

## Color Process Fees

Add the following to the black and white rates:

- **Standard process color (C, M, Y, K)** - \$300 per color, per ad
- **Four-color process (full color)** - \$1,185 per ad

## PRODUCTION AND DESIGN GUIDELINES

### Modifications:

Any production or design work performed by Indoor Comfort News staff or associates to client supplied artwork (e.g. edits, redesign, resizing) may be subject to additional charges depending on the complexity of the job.

### Special Positioning:

Any special positioning of advertisements will be subject to a 15% charge over and above the original space charge.

### Agency Discounts:

A 15% discount will be given to recognized advertising agencies on ad space only. There will be no discounts on color, and no commission on insert handling or production charges.

## BLEEDS AND GUTTER SPACE

### TRIM SIZE:

Page – 10 3/4" x 14 1/2"

Spread – 21 1/2" x 14 1/2"

### LIVE PRINT:

Page – 10 1/4" x 14"

Spread – 21" x 14"

**FULL PAGE TRIM**  
10 3/4" x 14 1/2"

**LIVE PRINT**  
10 1/4" x 14"

**Color**  
10 3/4" x 14 1/2"  
With 1/8" Bleeds  
(70 col. in.)

**JUNIOR PAGE**  
8 1/4" x 10"  
(40 col. in.)

**HALF PAGE**  
8 1/4" x 8 1/2"  
(34 col. in.)

**THIRD PAGE VERTICAL**  
6 1/8" x 8"  
(24 col. in.)

**THIRD PAGE HORIZONTAL**  
8 1/4" x 6"  
(24 col. in.)

**QUARTER PAGE**  
6 1/8" x 6"  
(18 col. in.)

**QUART. PAGE HORIZONTAL**  
8 1/4" x 4 1/2"  
(18 col. in.)

**EIGHTH PAGE**  
4" x 4"  
(8 col. in.)

**QUARTER PAGE VERT.**  
4" x 9"  
(18 col. in.)

## PRODUCTION AND DESIGN GUIDELINES

### Payment Terms & Cancellations:

• Invoices are payable upon receipt. Net 30 days, 1.5% thereafter. Advertisements from any account that are delinquent by 60 days or more will be removed from the publication.

• All rates may change upon notification to the advertiser 30 days prior to the insertion deadline.

• All cancellations must be in writing and received by Indoor Comfort

### Specifications:

• File formats: Press-ready PDF digital file. For other formats, please contact ICN.

• File instructions: Build pages to trim size; 0.125" minimum bleed if applicable. All images must be in CMYK/grayscale mode; 300 DPI resolution. Four-color solids should not exceed SWOP density of 280%.

• Note: Please e-mail ad materials to [advertising@indoorcomfortnews.com](mailto:advertising@indoorcomfortnews.com)

## Monthly Classified Advertising Rates and Deadlines

Line Classified Advertisement ... \$70  
50 words of less

Display Advertisements...\$150  
Two column width size 3.56" wide

### Deadlines

The deadline for all classified advertisements is on the first Friday of the preceding publication.





# DIGITAL PRICING AND TERMS

## IHACI/ICN HOME PAGE **RESPONSIVE DESIGN WEBSITE**

Responsive design allows for optimal viewing on any of your devices!



**BANNER SIZE**  
**1140 X 128**

### PRODUCT HIGHLIGHTS



Product Name



Product Name



Product Name

| SIZE                       | 12 x  | 6 x   | 3 x     | 1 x     |
|----------------------------|-------|-------|---------|---------|
| Hero Banner                | \$743 | \$990 | \$1,238 | \$1,486 |
| Banner A                   | \$295 | \$472 | \$710   | \$886   |
| Banner B                   | \$284 | \$455 | \$681   | \$852   |
| Product Highlights         | \$689 | \$919 | \$1,148 | \$1,377 |
| eblast Campaign            | \$260 | \$364 | \$1,139 | \$1,242 |
| eblast Banner              | \$512 | \$572 | \$520   | \$676   |
| Sponsored Socia Media Post | \$150 | \$250 | \$350   | \$500   |

**Banner Format: PDF or jpeg with link.**

**Hero Banner display on IHACI home page and ICN landing pages only**

**Banner A + B are on ICN landing page only**

**Eblasts can be submitted in PDF or .jpg formats, and you can include a URL link.**

**Please do not submit HTML or CSS code for Eblasts.**

**Space and material deadline dates are the same as print deadline dates.**

