



# 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.



CIRCULATION IN CALIFORNIA



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 2026

Mon, Feb. 2 2026

Mon, March 2 2026

Wed, April 1 2026

Fri, May 1 2026

Mon, June 1 2026

Thurs, July 2 2026

Mon , Aug.3 2026

Tues , Sept.1 2026

Tues, Sept. 15 2026

Mon, Nov. 2 2026

### MATERIALS

Mon, Dec. 8, 2025

Thurs, Jan. 8 2026

Mon, Feb. 9 2026

Mon, March 9 2026

Wed, April 8 2026

Fri , May 8 2026

Fri, June 8 2026

Thurs, July 9 2026

Mon, Aug. 10 2026

Tues , Sept. 8 2026

Wed , Sept.23 2026

Mon, Nov. 9 2026

## 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"      Page - 10 1/4" x 14"

### LIVE PRINT:

Page - 10 1/4" x 14"      Spread - 21 1/2" x 14 1/2"      Spread - 21" x 14"

## 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 Advertisements ... \$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.



**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.)



# 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**

	<b>12x</b>	<b>6x</b>	<b>3x</b>	<b>1x</b>
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 Social 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.

