



VOICE OF THE INDUSTRY

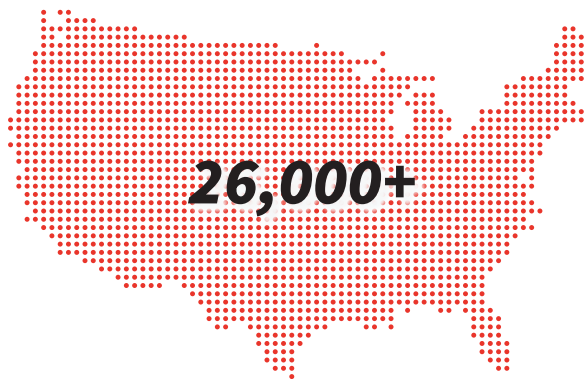
Indoor Comfort News (ICN) covers the residential, commercial, and industrial HVAC markets and is unrivaled in market influence and editorial coverage. Published monthly, it features timely reports from top industry analysts and news coverage on the Western and national HVAC/R/SM and Performance Contracting 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	SPACE	MATERIALS
January 2026	Mon, Dec. 2, 2025	Mon, Dec. 8, 2025
February	Fri, Jan. 2 2026	Thurs, Jan. 8 2026
March	Mon, Feb. 2 2026	Mon, Feb. 9 2026
April	Mon, March 2 2026	Mon, March 9 2026
May	Wed, April 1 2026	Wed, April 8 2026
June	Fri, May 1 2026	Fri, May 8 2026
July	Mon, June 1 2026	Fri, June 8 2026
August	Thurs, July 2 2026	Thurs, July 9 2026
September	Mon, Aug. 3 2026	Mon, Aug. 10 2026
October	Tues, Sept. 1 2026	Tues, Sept. 8 2026
November	Tues, Sept. 15 2026	Wed, Sept. 23 2026
December	Mon, Nov. 2 2026	Mon, Nov. 9 2026

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

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

VIEW THE DIGITAL VERSION ONLINE www.indoorcomfortnews.com

EDITORIAL FOCUS

<p>■ JANUARY</p> <p>HVAC BUSINESS / CONTRACTOR TECHNOLOGIES, GREEN TECHNOLOGIES AND HEATING PRODUCTS</p>	<p>■ FEBRUARY</p> <p>REFRIGERANTS AND GREEN TECHNOLOGIES, HEATING PRODUCTS AND RESIDENTIAL DUCTLESS</p>	<p>■ MARCH</p> <p>TOOLS AND TEST INSTRUMENTS</p>	<p>■ APRIL</p> <p>INDOOR AIR QUALITY, ZONING AND AIR DISTRIBUTION PRODUCTS</p>	<p>■ MAY</p> <p>MOTORS AND DRIVES, COMPRESSORS AND CONTROLS</p>	<p>■ JUNE</p> <p>RESIDENTIAL COOLING</p>
<p>■ JULY</p> <p>COMMERCIAL COOLING</p>	<p>■ AUGUST</p> <p>INDOOR AIR QUALITY, ZONING AND AIR DISTRIBUTION PRODUCTS</p>	<p>■ SEPTEMBER</p> <p>PERFORMANCE CONTRACTING AND GEOTHERMAL PRODUCTS. INTRO TO HEATING PRODUCTS</p>	<p>■ OCTOBER</p> <p>HEATING PRODUCTS</p>	<p>■ NOVEMBER</p> <p>IHACI'S 44TH ANNUAL HVAC/R/SM AND PERFORMANCE CONTRACTING PRODUCT AND EQUIPMENT SHOW</p>	<p>■ DECEMBER</p> <p>HEATING PRODUCTS, TOOLS, TEST INSTRUMENTS AND TRUCK/VAN REVIEW</p>





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

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	12x	6x	3x	1x
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.

