



# Air Conditioning **TODAY**



**Celebrating 38 years in print! 1986-2024**

*Serving the Texas, Louisiana, Oklahoma, Arkansas,  
New Mexico and Mississippi HVACR and Plumbing Industry for 38 years.*



## **Air Conditioning Today Leads the Way with the Latest Regional and National Coverage in the HVAC/R Industry**

Air Conditioning Today is a tabloid size newspaper that reaches virtually every industry professional in the Texas, Louisiana, New Mexico, Oklahoma, Mississippi and Arkansas areas, in addition to maintaining readership across the country. Thousands of "counter copies" are also distributed to over 400 wholesale branches as well as vocational/technical schools, trade organizations and shops across the region. Our website [www.ac-today.com](http://www.ac-today.com) attracts over 5000 visitors each month. That's over 25,000 targeted impressions you make each month when you advertise in Air Conditioning Today.

## **BENEFITS OF ADVERTISING WITH US**

- **20,000 + READERS EVERY MONTH  
IN OUR INDUSTRY!**
- **Reach your target market directly  
(Contractors, Dealers and Wholesalers)**
- **Google based website at  
[www.ac-today.com](http://www.ac-today.com)**
- **Mobile-friendly website for easy  
viewing anywhere**
- **Wholesale Distribution copies direct  
shipped each month**

*Our subscription list is ALWAYS up to date...  
updated every month!*

## **SERVICES TO OUR READERS**

- **Industry coverage for our market on a monthly basis**
- **Spotlight on personnel moves in the industry**
- **Website access at [www.ac-today.com](http://www.ac-today.com) for viewing  
on mobile devices, laptops or desktops**
- **Business classified pages**
- **Product news**
- **Sales/marketing and financial columns written  
by experts**
- **Education calendar and Training Schedules**
- **TACCA updates by state and region**
- **HARDI updates and news**
- **Department of Licensing updates**
- **RSES updates and meetings**
- **ASHRAE News**
- **Women in HVACR updates and spotlights**

**[www.ac-today.com](http://www.ac-today.com)**



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## INSERTION ORDER

## SPACE CONTRACT

P.O. Box 311776, New Braunfels, Texas 78131-1776  
Lance Lackey | LLackey@AC-Today.com  
Editor, Advertising Sales

Advertiser: \_\_\_\_\_

Bill To: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_ PO/IO# \_\_\_\_\_

## INSERTION INSTRUCTIONS

Year: 2024

Months: Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec

Ad Size: Full Page Half Page, Std/Horiz/Vert Quarter Page Classified Ad Website Ad

Rate per insertion: \$\_\_\_\_\_ x \_\_\_\_\_ times = \_\_\_\_\_ Billed monthly net 30 Terms

*All advertisements are to be submitted camera ready using high resolution pdf format in CYMK.  
Deadline for new artwork is the 20th of the preceding month.*

\_\_\_\_\_  
Authorized Signature/Date

\_\_\_\_\_  
Lance Lackey, Editor AC Today

*This is a binding space contract. Any cancellations or alterations  
must be made in writing to AC Today 30 days prior to issue date.*



# Air Conditioning TODAY



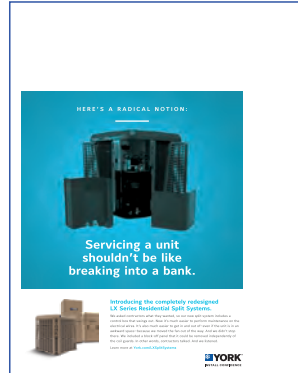
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## RATE CARD

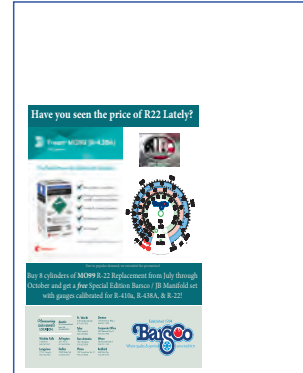
Page Sizes & Specifications



**FULL PAGE**  
10.375" x 14"



**JR PAGE**  
8.6" x 11"



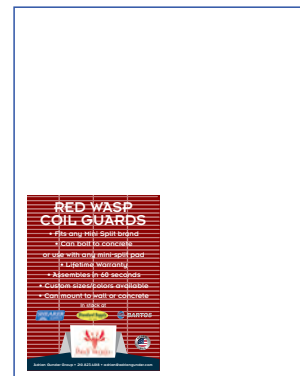
**HALF PAGE**  
6.875" x 10.5"



**HALF PAGE VERTICAL**  
5.1" x 14"



**HALF PAGE HORIZONTAL**  
10.375" x 7"



**QUARTER PAGE**  
5.1" x 7"



ALL ADS ARE  
**FULL  
COLOR**  
AT NO  
ADDITIONAL  
CHARGE!

AD SIZES	1 RUN	6 RUNS	12 RUNS	ONLINE RATES for AC-TODAY.COM	
FULL PAGE	1950	1775	1650	HEADER 728px x 90px	\$500
JR PAGE	1700	1575	1450	SIDE AD/FOOTER 300px x 250px	\$350
HALF PAGE	1500	1375	1250	PRODUCT NEWS HIGHLIGHT COMPANY	\$300
QTR. PAGE	1200	1075	950		
CLASSIFIED	375	295	195		



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## PUBLICATION DATA

**Published the first of every month for the HVACR and Plumbing Industries in Texas, Louisiana, Oklahoma, New Mexico, Mississippi and Arkansas.**

### Deadlines

Space reservations, editorial content, photos and other publicity is due on the 15th of the preceding month. Advertising copy is due no later than the 20th of the preceding month.

### Mechanical Specifications

Air Conditioning Today is a tabloid size newspaper, printed offset.

Page size is 10.375" wide x 14" tall.

High resolution PDF files, formatted to publication ad sizes, in CMYK are preferred.

### Insertion Orders & Payment Information

All advertising must include signed purchase order and billing instructions. Terms are Net 30. Classified ads must be prepaid. 15% commission to all recognized agencies, net 30. No commissions allowed on invoices over 60 days.

### Inserts Available

Advertisers may insert flyers, brochures, or other printed material in targeted areas of our circulation for a fee. Fee is calculated per insertion. Please contact us for a quote.

### Contact Information

Lance Lackey  
Editorial Content & Advertising Sales  
llackey@ac-today.com  
830-708-5646

### Mailing Address

Air Conditioning Today  
PO Box 311776  
New Braunfels, TX 78131-1776



**RATES EFFECTIVE JANUARY 1, 2024. Rates are subject to change.  
Call or email for more information. Visit us online at [www.AC-Today.com](http://www.AC-Today.com)!**



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## 2024 EDITORIAL CALENDAR

### ***JANUARY***

AHR Expo  
ASHRAE  
Tools  
New Equipment  
Heat Pumps  
Condensate Pumps

### ***FEBRUARY***

Heating  
Motors  
Welding/Tools  
Refrigerants  
Energy Saving  
Zoning Systems

### ***MARCH***

Mini-Splits  
Manifolds  
Air Filtration  
Walk In Coolers  
Braze Tools  
Leak Detection

### ***APRIL***

Cooling/Heating Pumps  
Diagnostic Tools  
Refrigerant Recovery  
PTAC's  
Grills, Registers, Diff  
Coils

### ***MAY***

Cooling/Heat Pumps  
Thermostats  
Air Filtration  
Diagnostic Tools  
Ducting  
Walk In Coolers

### ***JUNE***

Cooling/Heat Pumps  
Compressors  
Hard Starts  
Leak Detection  
Drain Switches  
UV Lights

### ***JULY***

Cooling  
Portable Cooling  
Compressors  
Tools  
Air Filters

### ***AUGUST***

Cooling  
Zone Systems  
Compressors  
Controls  
UV Lights

### ***SEPTEMBER***

Duct Tape/Mastics  
Duct Board  
Refrigeration Equip  
Insulation  
Chemicals

### ***OCTOBER***

Heating  
Furnaces  
Boilers  
Fire Dampers

### ***NOVEMBER***

Heating  
Furnaces  
Boilers  
Geothermal

### ***DECEMBER***

Holiday Issue  
Heating/Heat Pumps  
Chillers  
Tools/Controls