



Air Conditioning TODAY



Celebrating 39 years in print! 1986-2025

Serving the Texas, Louisiana, Oklahoma, Arkansas, New Mexico and Mississippi HVACR and Plumbing Industry for 39 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 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**
- **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 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



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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: 2025

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.

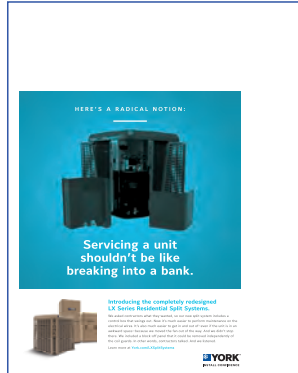


RATE CARD

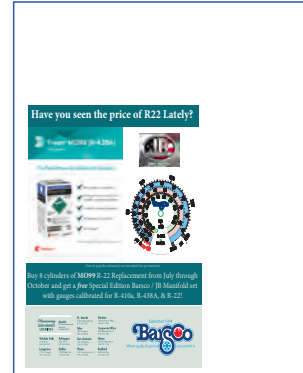
Page Sizes & Specifications



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	1350	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, 2025. Rates are subject to change.
Call or email for more information. Visit us online at www.AC-Today.com!**



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2025 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
Brazeing 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