

Air Conditioning | Heating | Refrigeration

the **NEWS**

# 2025






## EDITORIAL CALENDAR

### AND RATE CARD





- **TWICE MONTHLY IN PRINT**
- **WEEKLY & MONTHLY eNEWSLETTERS**
- **DAILY ONLINE COVERAGE OF:**
  - RESIDENTIAL • COMMERCIAL
  - REFRIGERATION • IAQ
  - SMART TECHNOLOGIES
  - AND MANY MORE INNOVATIVE PRODUCT TRENDS!

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ISSUE DATE	EDITORIAL PRINT FOCUS	SPECIAL ADVERTISING OPPORTUNITIES	BONUS TRADE SHOW DISTRIBUTION	HOMEOWNERS STUDY (ONLINE SPONSORSHIP)	SPECIAL EDITORIAL CONTENT SPONSORSHIPS
<b>January 6</b> Ad Close: 10/15/24 Material Close: 10/25/24	Directory		<b>AHR Expo</b> February 10-12 Orlando, FL	<b>Heat Pump Knowledge</b> (1/7 Posting)  <b>Contractor-Tech Certification</b> (1/21 Posting)	<b>Multi-Sponsored Editorial Webinar</b> Homeowners Series Part 1 January 28  <b>Editorial Video</b> 2025 Predictions
<b>January 13</b> Ad Close: 12/20/24 Material Close: 1/3/25	Pre-Show Most Innovative Products FROSTlines   Sheet Metal Workers SNIPS Icon MEP Innovation Conference	Pre-AHR Product Showcase Section  Special AHR Expo Rates	<b>AHR Expo</b> February 10-12 Orlando, FL		
<b>January 27</b> Ad Close: 1/10 Material Close: 1/17	Cold Climate Heat Pumps Marketing FROSTlines   Distributor Roundtable				
<b>February 10</b> Ad Close: 1/24 Material Close: 1/31	AHR Show Issue State of the Industry FROSTlines   Zoning AHR Event and Product Coverage Spiral Duct	AHR Expo eNews Wrap Ups  NATE eNews	<b>AHR Expo</b> February 10-12 Orlando, FL	<b>Service Agreements</b> (2/4 Posting)  <b>High-Efficiency Equipment Knowledge</b> (2/18 Posting)	<b>Multi-Sponsored Editorial Webinar</b> Homeowners Series Part 2 rebroadcasting February 25 Homeowners Series Part 3 rebroadcasting February 27  <b>Editorial Video</b> AI  <b>AHR Expo Video Booth Tours &amp; Podcasts</b> AHR Expo
<b>February 24</b> Ad Close: 2/7 Material Close: 2/14	Expanded Services Rooftops Refrigerants FROSTlines	App Focus	<b>EPIC Conference</b> March 6-7 Orlando, FL  <b>MCAA</b> March 2-6 Austin, TX		
<b>March 10</b> Ad Close: 2/21 Material Close: 2/28	AHR Post Show FROSTlines			<b>Important Items For Purchase Decisions</b> (3/4 Posting)  <b>Payment Terms</b> (3/18 Posting)	<b>Multi-Sponsored Editorial Webinar</b> Refrigerants March 11  <b>Editorial Video</b> Tools  <b>Sponsored Event Podcasts</b> ACCA  <b>CE Center Article Sponsorship</b> Geothermal
<b>March 24</b> Ad Close: 3/7 Material Close: 3/14	ACCA Issue IAQ FROSTlines   Duct Sealing-Cleaning Insulation-Sheet Metal Fabrication NADCA Event   Contractor-Distributor Relationship		<b>ACCA</b> March 24-27 Greater Austin, TX		






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<b>April 7</b> Ad Close: 3/21 Material Close: 3/28	Residential Cooling Showcase Chillers FROSTlines  Steel Reports Sheet Metal Workers SPIDA-MCAA Coverage	NATE eNews		<b>Geothermal Knowledge</b> (4/1 Posting)  <b>Brand Importance</b> (4/15 Posting)  <b>Online Sales of HVAC Products</b> (4/29 Posting)	<b>Editorial Video</b> Ductless
<b>April 21</b> Ad Close: 4/4 Material Close: 4/11	Heat Pumps-Tax Incentives Radiant Heat FROSTlines				
<b>May 5</b> Ad Close: 4/18 Material Close: 4/25	Geothermal Compressors FROSTlines  Safety Air Balancing ICE-TABB Conference	App Focus  NATE eNews		<b>Visit Fees</b> (5/13 Posting)	<b>Multi-Sponsored Editorial Webinar</b> IAQ May 13  <b>Editorial Video Marketing</b>
<b>May 19</b> Ad Close: 5/2 Material Close: 5/9	Commercial Cooling Showcase Tools FROSTlines  Top 30 Distributors				
<b>June 2</b> Ad Close: 5/16 Material Close: 5/23	Data Center Trucks FROSTlines  Shop Floor Layout Sheet Metal Machinery SNIPS Icon				
<b>June 16</b> Ad Close: 5/30 Material Close: 6/6	Residential Ductless AI and IoT FROSTlines	Summer Product Showcase			<b>Summer Product Showcase</b>
<b>June 30</b> Ad Close: 6/13 Material Close: 6/20	Portable HVAC Decarbonization-Electrification FROSTlines	App Focus			

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<p><b>July 14</b> Ad Close: 6/27 Material Close: 7/3</p>	<p>Dehumidification Indoor Agriculture and HVAC FROSTlines</p> <p><b>SNIPS NEWS</b> <small>FOR THE HVAC CONTRACTOR CONTENT PROVIDER</small></p> <p>Sheet Metal Fabrication Ductwork Design Flex Duct</p>				<p><b>Multi-Sponsored Editorial Webinar</b> Ductless July 8</p> <p><b>Editorial Video</b> Geothermal</p>
<p><b>July 28</b> Ad Close: 7/11 Material Close: 7/18</p>	<p>NEW HVAC All-Star Awards FROSTlines</p> <p><b>DISTRIBUTION trends</b></p> <p>Warehouse Strategy</p>				
<p><b>August 11</b> Ad Close: 7/25 Material Close: 8/1</p>	<p>Refrigerants Top 40 Under 40 FROSTlines</p> <p><b>SNIPS NEWS</b> <small>FOR THE HVAC CONTRACTOR CONTENT PROVIDER</small></p> <p>Sheet Metal Machinery Spiral Duct SNIPS Icon</p>	<p>NATE eNews</p>			<p><b>Editorial Video</b> Heat Pumps</p>
<p><b>August 25</b> Ad Close: 8/8 Material Close: 8/15</p>	<p>Smart Homes Air Handlers Thermostats FROSTlines</p>				
<p><b>September 8</b> Ad Close: 8/22 Material Close: 8/29</p>	<p>Commercial Refrigeration Heat Pumps FROSTlines</p> <p><b>SNIPS NEWS</b> <small>FOR THE HVAC CONTRACTOR CONTENT PROVIDER</small></p> <p>Sheet Metal Workers Architectural Sheet Metal HVI/UL</p>				<p><b>Multi-Sponsored Editorial Webinar</b> Decarbonization September 9</p> <p><b>Editorial Video</b> Refrigerants</p> <p><b>CE Center Article Sponsorship</b> IAQ</p>
<p><b>September 22</b> Ad Close: 9/5 Material Close: 9/12</p>	<p>Software Multi-Family Residential FROSTlines</p> <p><b>DISTRIBUTION trends</b></p> <p>E-Commerce</p>	<p>App Focus</p>			

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<b>October 6</b> Ad Close: 9/19 Material Close: 9/26	Top Women in HVAC Industrial-Institutional HVAC FROSTlines  Duct Fabrication SNIPS Icon FabTech-SMACNA Events		<b>SMACNA</b> October 26-29 Maui, HI		<b>Editorial Video</b> Rooftops  <b>Sponsored Event Podcasts</b> SMACNA Service World Expo
<b>October 20</b> Ad Close: 10/3 Material Close: 10/10	Residential Heating Showcase Ductless-VRF FROSTlines				
<b>November 3</b> Ad Close: 10/17 Material Close: 10/24	High-Performance Buildings Humidification FROSTlines  Steel Reports Metal Roofing Metalcon Event	NATE eNews	<b>MSCA</b> November 9-12 Scottsdale, AZ		<b>Multi-Sponsored Editorial Webinar</b> Digital Marketing November 11  <b>Editorial Video</b> Thermostats
<b>November 17</b> Ad Close: 10/31 Material Close: 11/7	Commercial Heating Showcase Geothermal FROSTlines  HARDI Conference Issue		<b>AHRI Leadership Forum</b> December 5-8 Las Vegas, NV  <b>HARDI</b> November 16-18 Austin, TX		
<b>December 1</b> Ad Close: 11/14 Material Close: 11/21	Coils and Condensing Units Renewables-Electric Grid FROSTlines  Sheet Metal Workers Sheet Metal Fabrication Sheet Metal Contractor of Year				<b>Editorial Video</b> Refrigerants  <b>Sponsored Event Podcasts</b> HARDI  <b>CE Center Article Sponsorship</b> Thermostats
<b>December 15</b> Ad Close: 11/26 Material Close: 12/5	Thermostats Rooftops FROSTlines				
<b>December 29</b> Special eBook edition (digital only) Ad Close: 12/12 Material Close: 12/19	 <b>SPECIAL DIGITAL eBOOK EDITION</b> (limited to five sponsors)  Special HVAC Recap of 2025 Preview 2026 FROSTlines				

## 4-COLOR NET RATES

AD SIZE	DIMENSIONS	COL. IN.	1X	3X	6X	9X	12X	24X
Tabloid Page (Non-Bleed)	10.125" x 14"	70	\$14,265	\$13,409	\$12,553	\$11,697	\$10,699	\$9,843
Tabloid Spread (Non-Bleed)	21" x 14"	140	\$17,365	\$16,323	\$15,281	\$14,239	\$13,024	\$11,982
Junior Page	8.125" x 10"	40	\$9,560	\$8,986	\$8,413	\$7,839	\$7,170	\$6,596
Junior Spread	16.75" x 10"	80	\$16,540	\$15,548	\$14,555	\$13,563	\$12,405	\$11,413
2/3 Vertical	4" x 13.5"	27	\$10,450	\$9,823	\$9,196	\$8,569	\$7,838	\$7,211
2/3 Square	6" x 8"	24	\$7,805	\$7,337	\$6,868	\$6,400	\$5,854	\$5,385
1/2 Vertical	4" x 10"	20	\$6,530	\$6,138	\$5,746	\$5,355	\$4,898	\$4,506
1/2 Horizontal	8.125" x 5"	20						
1/3 Vertical	4" x 7.5"	15	\$4,845	\$4,554	\$4,264	\$3,973	\$3,634	\$3,343
1/3 Square	6" x 5"	15						
1/4 Vertical	1.875" x 10"	10	\$4,625	\$4,348	\$4,070	\$3,793	\$3,469	\$3,191
1/4 Square	4" x 5"	10						
1/6 Vertical	1.875" x 5"	5	\$1,160	\$1,090	\$1,021	\$951	\$870	\$800
1/6 Horizontal	4" x 2.5"	5						
4-Color Cover Banner	5" x 2"		\$3,943	\$3,943	\$3,692	\$3,440	\$3,146	\$2,895

### SPECS FOR BLEEDS

Tabloid page trim size: 10.875" x 14.75"  
 Tabloid page, full bleed: 11.125" x 15"  
 Tabloid spread, full bleed: 22" x 15"  
 Tabloid spread, gutter bleed only: 21" x 14"  
 Junior page trim size: 8.375" x 10.75"  
 Junior page bleed: 8.75" x 11"  
 Junior spread, gutter bleed: 17" x 10"  
 Vital matter must be kept at least .375" from trim edges on bleed pages.  
 Trim is .125" on top, bottom, and face.

### CLASSIFIED PRINT RATES

FREQUENCY	1X	3X	6X	9X	12X	24X	36X
Display Classified Per column inch Minimum Depth: 2"	\$270	\$254	\$238	\$221	\$203	\$186	\$170

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