

Leaderboard 970X90 LB 1  
Leaderboard 970X90 LB 2

NEWS & PRODUCTS

- Side Bar 600X500 SB 1
- Side Bar 600X500 SB 2
- Side Bar 600X500 SB 3
- Side Bar 600X500 SB 4
- Side Bar 600X500 SB 5

ITEMS OF INTEREST

Leaderboard 970X90 LB 3

IN THE SPOTLIGHT

Image 580X375 | Spotlight Post SL 1

Image 580X375 | Spotlight Post SL 2

FEATURES

Leaderboard 970X90 LB 4

Informing & Supporting  
Conditioning Air Professionals  
& the Industry

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WEBSITE ADVERTISING DESCRIPTIONS

- Leaderboard (LB), Side Bar (SB) and Spotlight (SL) ads are run-of-site except for on Calendar pages.
- LB and SB are arranged in 3-ad slider carousels.
- LB and SB carousels are rotated vertically every Sunday at 12:59 pm. For example, after one week LB 1 ads move to LB 2 position, LB 2 ads move to LB3, LB 3 ads move to LB 4 and LB 4 ads move to LB 1. The process is repeated every Sunday.
- LB and SB ads can link to a website or an internal page ("Plus" feature) hosted on ACprosite.com. The internal page can be a post describing the advertised product/service or a PDF flyer or ad which can be linked to a website.
- Spotlight (SL) ads are sponsored posts with accompanying image.

WEBSITE ADVERTISING RATES

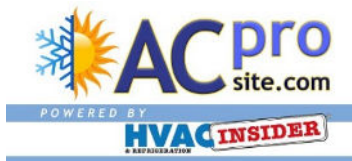
Leaderboard: LB 970X90 pixels  
Side Bar: SB 600X500 pixels  
Spotlight Post: SL Image 580X375 pixels

Ad terms, in blocks:

	1-5 blocks	6-11 blocks	12(months)
LB:	\$1,150 ea.	\$1,050 ea.	\$950 ea.
SB:	\$750 ea.	\$700 ea.	\$600 ea.
SL:	\$850 ea.	\$800 ea.	\$750 ea.

NOTE: Ad placements are sold in 4-week blocks, beginning on Monday, except for 12-block contracts which are sold by the month.

Rates effective May 1, 2023



### **ACprosite.com ONLINE ADVERTISING SPECIFICATIONS.**

#### Accepted File Types

- GIF
- JPEG
- HTML5
- JavaScript
- JavaScript and code ad submissions must support responsive layout.
- Static ads must be submitted as media files, preferably JPEG and should not have transparent backgrounds.
- Ads must have clearly defined borders to distinguish them from a white background.
- Provide a click-through link for ads at time of submission.
- “Plus” feature submissions must be in PDF format unless submitted as a post. There is a 4-link limit within “Plus” feature PDFs.
- Third party ads must support responsive layout.
- All ad units must launch a new browser window when clicked on.
- All creative must function uniformly on MAC and PC platforms, mobile devices and multiple browser versions of Internet Explorer, Firefox, Chrome, Mozilla and Safari.
- The publisher reserves the right to reject any advertising that does not meet the standards of ACprosite.com in terms of relevant content, accuracy and decorum.

### **ACprosite.com GENERAL ADVERTISING TERMS AND CONDITIONS.**

1. Ads are billed when approval of placement by agency or advertiser is received. All rates are NET, payable within 30 days of the invoice date. Publisher reserves the right to withhold placement of ads and/or cancel any contracts that are over 30 days past due. All advertising originating outside the USA must be prepaid. USA funds only. Rates subject to change without notice.
2. Ad placements are sold in 4-week blocks, beginning on Monday, except for 12-block contracts which are sold by the month.
3. Advertisers assume liability for the content of their advertising and assume responsibility for any claims against the publisher arising from their advertising.
4. All advertisements are subject to approval by the publisher. The publisher reserves the right to reject any advertising that does not meet the standards of ACprosite.com in terms of relevant content, accuracy and decorum.
5. All advertising must be confirmed by a written or electronically transmitted insertion order.
6. Online ad materials must be received 5 business days prior to the insertion order start date. Publisher will not be responsible for delays in the start of the campaign due to incompatibility or problems with ad materials submitted later than 5 business days prior to the insertion order start date.
7. Cancellation or changes in online orders must be submitted in writing at least 10 business days prior to the start of ad campaign. Any written cancellations received after 10 business days prior to the start of ad campaign will be subject to a cancellation fee of 50% of the first month's rate.
8. Publisher will place rotating ads in sequence in order received and with consideration of maintaining a balanced appearance on the website. Requests for specific placement will be honored at the discretion of the publisher.

*Updated June 14, 2023*