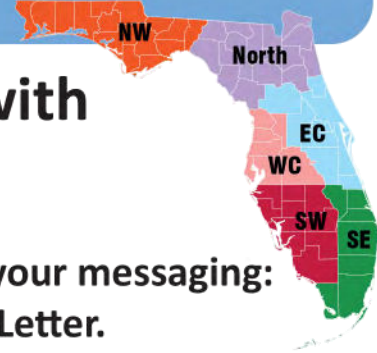


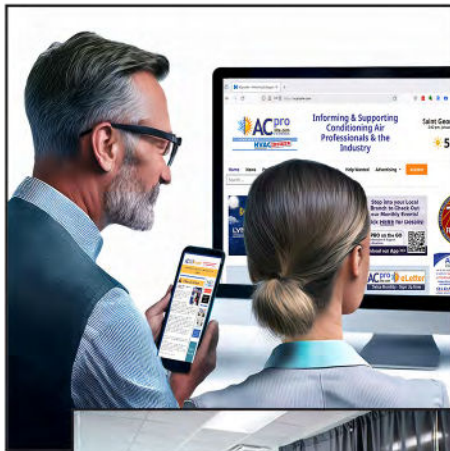


2025 Media Kit



Elevate Your Company's Brand in Florida with TWO ACprosite Advertising Opportunities

We have two platforms to reach Florida AC professionals with your messaging: The ACprosite.com website and the twice-monthly ACprosite eLetter.



ACprosite.comSM

Thousands of visits and tens of thousands ad impressions monthly.

- Affordable, flexible ad formats including banners, videos, posts and post series.
- Unique visibility in the market with the state divided into 6 regions.
- The go-to source for local events schedules with 6 regional calendars.
- Post and photo coverage of major events.

[ACprosite eLetter](#)

Sent twice-monthly to 6,700+ recipients, with a robust average open rate of 39%!

- High ad visibility with sidebar and between-post placements.
- The audience primarily includes Florida HVAC Insider's 7,500+ subscribers, ensuring targeted exposure.

With ACprosite.com's growing reach and impactful ad spaces, plus the eLetter's strong following, this is a unique opportunity for your company to elevate its brand within Florida's competitive HVAC market.

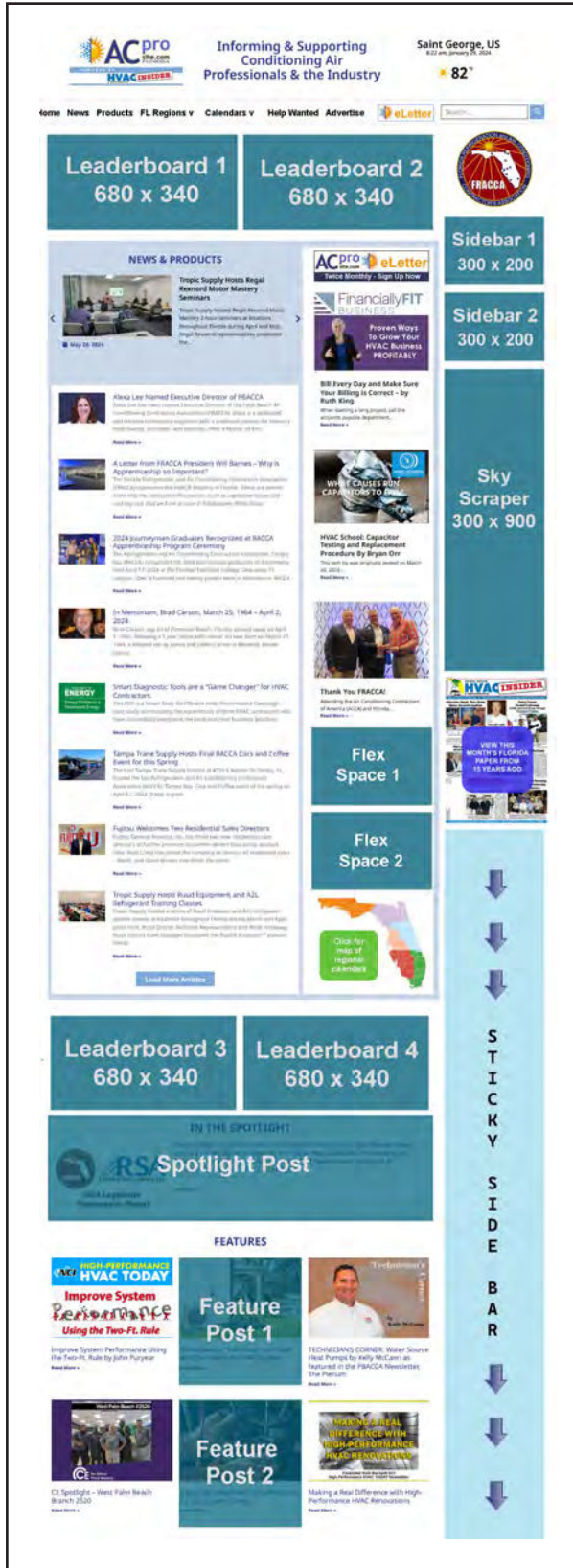
Contact

Peter Montana: Pmontana@ACprosite.com • 813.417.6792



Website Advertising Rates Effective January 1, 2025

(subject to change without notice)



The screenshot shows the ACpro website interface with various advertising spots highlighted in blue boxes. The spots include:

- Leaderboard 1** and **Leaderboard 2**: 680 x 340
- Leaderboard 3** and **Leaderboard 4**: 680 x 340
- Sidebar 1** and **Sidebar 2**: 300 x 200
- Sky Scraper**: 300 x 900
- Flex Space 1** and **Flex Space 2**
- Spotlight Post**: IN THE SPOTLIGHT
- Feature Post 1** and **Feature Post 2**

Navigation elements include: Home, News, Products, FL Regions, Calendars, Help Wanted, Advertise, eLetter, and a search bar. The page also features a 'STICKY SIDEBAR' indicator on the right side.

Website Advertising Opportunities

- Choose Leaderboard (LB), Sidebar (SB), Skyscraper (SS), Flex Space (FS), Spotlight Post (SP) and Feature Post (FP) ads.
- LB, SB and SS ads are arranged in 3-ad slider carousels.
- LB carousels are rotated every Sunday at 11:59 pm. For example, after one week LB 1 ads go to LB 3 position, LB 2 ads go to LB 4, LB 3 ads go to LB 2 and LB 4 ads go to LB 1. SB carousels are rotated up & down every Sunday at 11:59 pm.
- LB, SB and SS ads can either link to a website or the "Plus" feature: link to a post describing the advertised product / service or a PDF flyer or ad which can be linked to a website.
- FS creative shows on Home page only. Content can be static or video (hosted off-site).
- SP and FP ads are sponsored posts with accompanying image.
- LB, SB, SP and FP ads are run-of-site except on Calendar pages.

Pricing

Ad placements are sold in 4-week blocks which begin on Mondays, except for 12-block contracts which are sold by the month.

	<u>1-5 blocks</u>	<u>6-11 blocks</u>	<u>12 (months)</u>
LB:	\$1,150 ea.	\$1,050 ea.	\$950 ea.
SB:	\$750 ea.	\$700 ea.	\$600 ea.
SS:	\$900 ea.	\$850 ea.	\$800 ea.
FS:	\$850 ea.	\$800 ea.	\$750 ea.
SP:	\$850 ea.	\$800 ea.	\$750 ea.
FP:	\$700 ea.	\$650 ea.	\$600 ea.

Receive a multi-ad discount of 10% for ads running concurrently.

Size Specifications

- Leaderboard (LB): 680w X 340h pixels.
- SideBar (SB): 300w X 200h pixels.
- SkyScraper (SS): 300w X 900h pixels.
- Flex Space (FS): 300w X 200h pixel placeholders.
- Spotlight Post (SP): Image 580w X 375h pixels.
- Feature Post (FP): Image: 580w X 375h pixels.

Ads must have clearly defined borders.

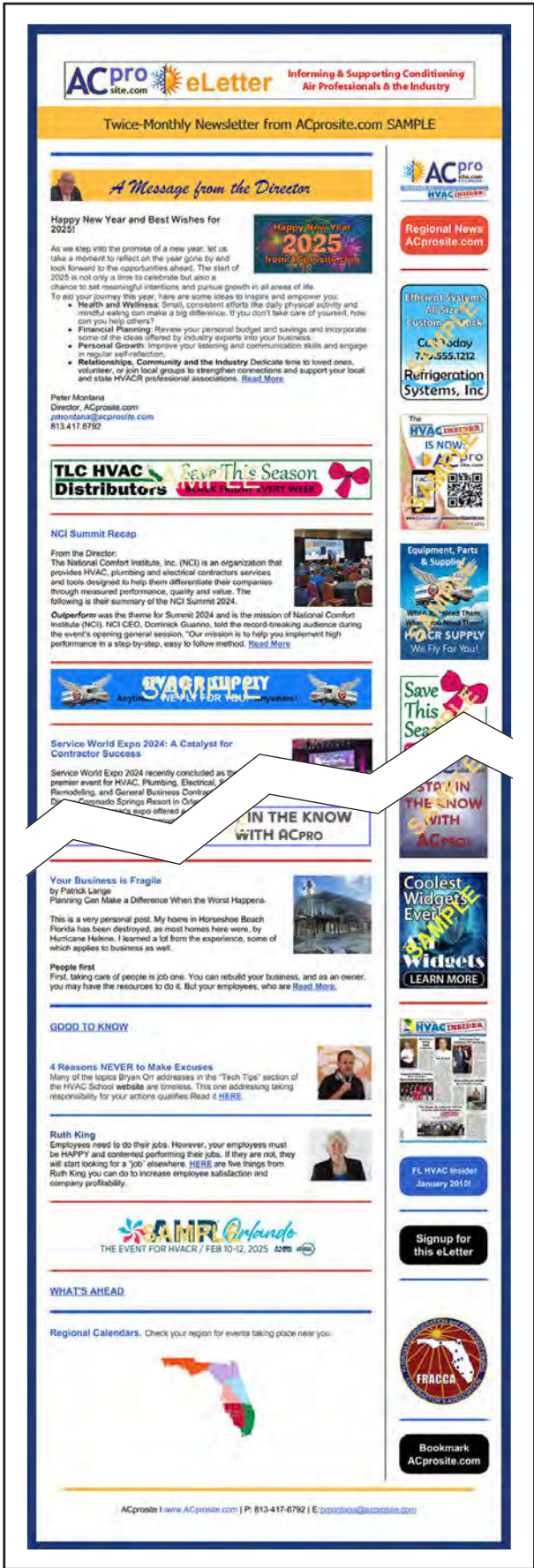
Contact

Peter Montana: Pmontana@ACprosite.com • 813.417.6792

eLetter Advertising Rates

Effective January 1, 2025

(subject to change without notice)



eLetter Advertising Opportunities

- Choose Inline (IL) or Sidebar (SB) ads.
- Ads run in each of the two monthly issues.
- Top and bottom Inline and Sidebar ads are rotated vertically in groups with each mailing.
- Ads can either link to a website or the "Plus" feature: link to a post describing the advertised product / service or a PDF flyer or ad which can be linked to a website.
- Content can be static or video (hosted off-site).

Pricing

Ad placements are sold by the month, delivered twice monthly.

	<u>1-5 months</u>	<u>6-11 months</u>	<u>12 months</u>
IL:	\$1,350 ea.	\$1,250 ea.	\$1,100 ea.
SB:	\$950 ea.	\$900 ea.	\$850 ea.

Receive a multi-ad discount of 10% for ads running concurrently.

eLetter and Website Combination Discount

Add corresponding website ad rate to eLetter prices shown below. Ads must run concurrently. Discount applied only to eLetter ads. Sold by the month. Delivered twice monthly.

	<u>1-5 months</u>	<u>6-11 months</u>	<u>12 months</u>
IL:	\$1,080 ea.	\$1,000 ea.	\$880 ea.
SB:	\$760 ea.	\$720 ea.	\$680 ea.

eLetter Ad Size Specifications

Note that eLetter ad sizes differ from website ad sizes.

- Inline (IL): 1,600w X 200h pixels.
- Sidebar (SB): 490w X 730h pixels.

Ads must have clearly defined borders.

Contact

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 ACprositeSM
 344 Eastlake Road, Suite 283
 Palm Harbor FL 34685
 Pmontana@ACprosite.com
 813.417.6792

Advertising Specifications & Terms & Conditions

Effective January 1, 2025

(subject to change without notice)

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 or background color to distinguish them from the white website / eLetter 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 Edge, Firefox, Chrome 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.

GENERAL ADVERTISING TERMS AND CONDITIONS

- 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.
- Ad placements are sold in 4-week blocks, beginning on Monday, except for 12-block contracts which are sold by the month.
- Advertisers assume liability for the content of their advertising and assume responsibility for any claims against the publisher arising from their advertising.
- 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.
- All advertising must be confirmed by a written or electronically transmitted insertion order approval.
- 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.
- 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.
- 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.



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