

# Indoor Comfort

Marketing

for the few

who comfort the millions.



Print  
e-News  
Web

Digital Issue



## 2014 Advertising

# Advertise where it counts.

How people get their information has changed—ICM is changing the emphasis on how we reach our readers.

With more immediate web and e-News content and fewer printed issues...

## ICM delivers your message more directly and efficiently than ever before!



## ICM Print

The mainstay of any advertising outreach program:

- Over 10,000 loyal readers
- Original editorial
- Industry leadership

By transitioning from monthly to bimonthly, ICM Print will come in six very special issues with in-depth “focus sections” on important and current industry topics.

## ICM Web

Current — Instant — Impactful

- Articles not found anywhere else
  - Up-to-date news
  - Portal to ICM subscriptions, back issues and special features
- When buyers and prospects are ready to buy... you need to be on ICM Web.



## ICM e-News

Delivered to your customers' and prospects' inbox

- Over 4,000 recipients and growing
- Industry commentary, news, events
- Advertiser sponsored articles

Recipients won't have to look for you because your message goes directly to them.



indoorcomfortmarketing.com 973-331-9545

Doug Bacile x109 dbacile@indoorcomfortmarketing.com





# 2014 ICM Magazine Advertising Planner

Card #2 • Effective January 2014

|                  |  |                            |                 |
|------------------|--|----------------------------|-----------------|
| <b>Discounts</b> | Advertisers receive a discount based upon the total spending on all ICM products during a contract year. | <b>Total Spending/year</b> | <b>Discount</b> |
|                  |  | \$2,000 to \$7,000         | 10%             |
|                  |  | \$7,001 to \$12,000        | 15%             |
|                  |  | \$12,001 to \$20,000       | 20%             |
|                  |  | Over \$20,000              | 25%             |

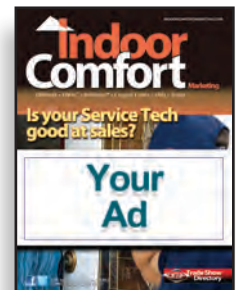
|   |  |                         |                           |                             |
|---|--|-------------------------|---------------------------|-----------------------------|
| <b>Print Rates</b>  | (all include 4-color, see discounts above) |                         |                           |                             |
|   | Full page                                  | \$2,495                 | 8-1/2" trims to: 8-1/4"   | 11 1/8" 10-7/8"             |
|   | 2/3 page                                   | \$2,195                 | 4-1/2"                    | 9-7/8"                      |
|   | Island page                                | \$1,895                 | 4-1/2"                    | 7-1/4"                      |
|   | 1/2 page                                   | \$1,495                 | horiz. 7" vertical 3-3/8" | 4-7/8" 9-7/8"               |
|   | 1/3 page                                   | \$1,195                 | vertical square horiz. 7" | 2-1/8" 4-1/2" 4-7/8" 3-1/4" |
| 1/4 page  | \$ 795                                     | horiz. 7" square 3-3/8" | 2-3/8" 4-7/8"             |                             |
| <p>We suggest you keep all important images and text at least 1/4 inch from all outside dimensions. If size or layout adjustments are needed, the advertiser will be billed at \$150 per hour. Payment prior to publishing is required until credit has been established.</p> |  |                         |                           |                             |

### Cover Positions

Six consecutive insertions, non-cancellable  
 Covers 2 & 3 ..... 10% premium  
 Cover 4 ..... 15% premium

### Billboard Ads

The best place for your ad?...on the Front Cover of *Indoor Comfort Marketing*, of course.  
**\$3,495 per issue.**



### Classified Ads

60¢ per word. \$25.00 minimum per column inch.  
 Payable in advance.

### Display Box Ads

Per Column inch - 2-1/8" x 1"  
 3x = \$220.00 • 6x = \$100.00 • 12x = \$90.00

Credit Terms and Payment Policy: Invoices are net 30 days.

Industry Publications holds both the advertiser and its advertising agency jointly and severally liable for all accounts receivable for advertising placed on the client's behalf.

Don Farrell, Publisher - dfarrell@indoorcomfortmarketing.com, 973-331-9545, x101  
 Doug Bacile, National Sales Manager - dbacile@indoorcomfortmarketing.com, 973-331-9545, x109





# 2014 e-News Advertising

**EDITOR'S BLOG**

It isn't often we get an irate phone call, but one of our readers, who admits he is not comfortable with computers, recently left us a voice mail—in a clearly stressed tone—that renewing his subscription online was too difficult. But unless you renew, we don't know if you still want to receive *Indoor Comfort Marketing*.

It is actually very easy to renew. Go online to our website, [www.indoorcomfortmarketing.com](http://www.indoorcomfortmarketing.com), and right there in the menu bar is "Renewal." Just click on that and you'll be taken to the renewal page.

You will need your account number, which is on the label of your most recent issue. Don't have that number? Well just click on "Forget your account information? Click Here." and we'll send that information to you.

By the way, in case you're thinking of renewing right now (yes, you can renew right now; we just extend your subscription, and it's free), this is your account number: Custom Text 1

Click [HERE](#) and we'll take you directly to the renewal page.

**In-column ad \$275**  
(600 x 85 px)

**DEGESERO SPEAKS OUT ON BIOHEAT® LEGISLATION.**

**Fuel Merchants Association of New Jersey**

The New Jersey Legislature should be commended for considering progressive legislation that will reduce the carbon intensity of our state's fuel, encourage new capital investment in New Jersey and support small businesses.

Sponsored by Sens. Kip Bateman and Jim Whelan and Assembly members John Amodeo and Celeste Riley, the New Jersey Bio-Based Heating Oil Act requires all heating oil in the state to have a low percentage of biodiesel blended into it by 2014. Far from being "the latest government manipulation in the energy sector," as one critic claimed, the bill empowers our state to produce and consume domestic energy. Our state will experience the benefits of the blend, called Bioheat, while it likely will have no price impact on heating oil and require no expensive investments in infrastructure.

**In-column 1/2 \$175 (285 x 85 px)**

**In-column 1/2 \$175 (285 x 85 px)**

Multiple heat sources are the key. Furthermore, according to the required business plans, the fuel cost of bioheat has, on average, been less than heating oil for most of the last year. The cost reflects a federal tax incentive and the value generated by the federal Renewable Fuels Standard, smart energy policies that stimulate domestic fuel production. Additionally, if price becomes an issue, the bill says the state can waive the requirement to blend biodiesel into heating oil.

Minimum of three month commitment required.

ICM e-news

**Content**

- News
- Events
- New Products
- Commentary
- Photo Galleries
- Original Articles

**Distribution**

Emailed to over 5,000 subscribed Indoor Comfort Marketing professionals each month.

These include:

- Heating Oil and Propane Marketers
- HVAC Contractors
- HVAC Supply Houses

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# 2014 Digital Issue Sponsorship

Digital Issue

ICM Digital Issue Sponsorship

**Full issue in digital interactive format**  
**Emailed to over 5,000 digital readers**



Your message

- Your ad linked to your website
- May include your video
- Your logo set as digital issue wall-paper background
- Your brand on the notification e-mail to readers alerting them to the availability of each issue
- \$1,200 per issue

Credit Terms and Payment Policy: Invoices are net 30 days.

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3621 Hill Road, Parsippany, NJ 07054 973-331-9545 [indoorcomfortmarketing.com](http://indoorcomfortmarketing.com)



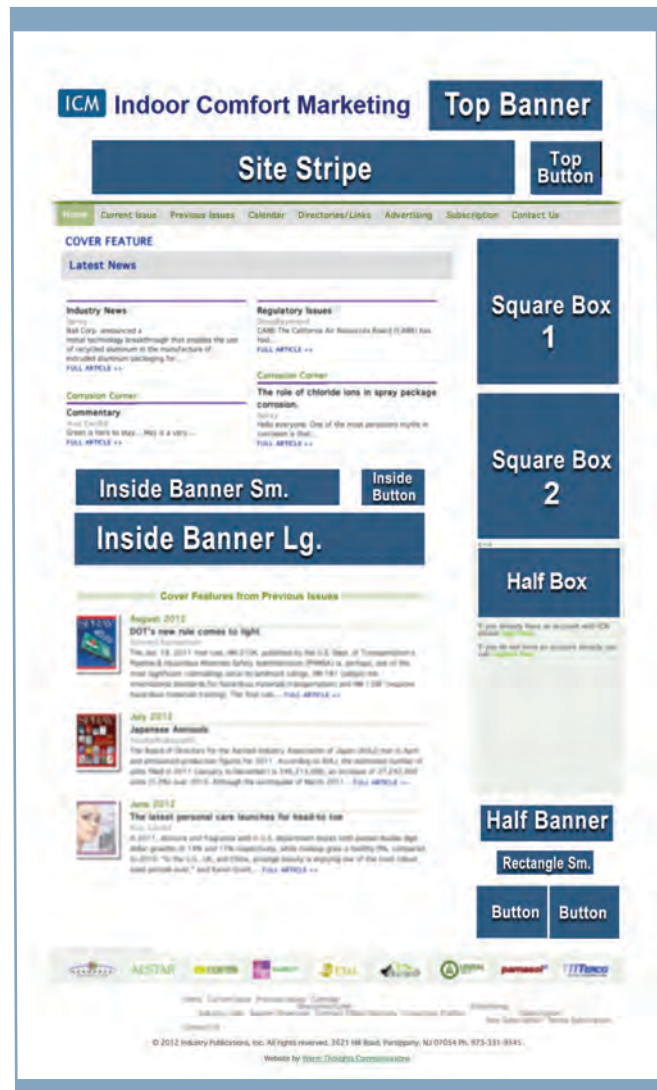
# 2014 Website Advertising Planner

| Monthly Traffic                                | Annual Traffic                                   | Unique Visitors |
|--|--|-----------------|
| <b>Page Views 7,900</b><br><b>Visits 2,585</b> | <b>Page Views 95,000</b><br><b>Visits 31,000</b> | <b>15,555</b>   |

| Exclusive | Ad Size                             | Months | 3     | 6           | 12  |
|-----------|-------------------------------------|--------|-------|-------------|-----|
|           |                                     |        |       | (per month) |     |
|           | Top Banner<br>(300 x 83 px.)        |        | \$290 | 275         | 255 |
|           | Top Button<br>(120 x 89 px.)        |        | 250   | 200         | 175 |
|           | Square Box 1<br>(250 x 250 px.)     |        | 210   | 205         | 190 |
|           | Inside Banner Sm.<br>(468 x 60 px.) |        | 185   | 175         | 160 |

| Non-Exclusive* | Ad Size                             | Months | 3     | 6           | 12    |
|----------------|-------------------------------------|--------|-------|-------------|-------|
|                |                                     |        |       | (per month) |       |
|                | Site Stripe<br>(728 x 90 px.)       |        | \$170 | \$160       | \$150 |
|                | Inside Banner Lg.<br>(622 x 90 px.) |        | 150   | 140         | 130   |
|                | Square Box 2<br>(250 x 250 px.)     |        | 150   | 140         | 130   |
|                | Inside Button<br>(120 x 60 px.)     |        | 130   | 120         | 110   |
|                | Half Box<br>(250 x 250 px.)         |        | 210   | 205         | 190   |
|                | Half Banner<br>(234 x 60 px.)       |        | 110   | 100         | 90    |
|                | Buttons<br>(120 x 90 px.)           |        | 85    | 75          | 70    |
|                | Rectangle Sm.<br>(170 x 40 px.)     |        | 60    | 55          | 50    |

\*Non-Exclusive—up to 4 ads per spot



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