Contact Information

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Fax: 703.783.5501
sales@ie3media.com
Reach the Real Decision Makers

IE3 has been built from the ground up as a multi-channel mobile content machine. IE3 works where contractors work, in the field as well as behind the desk!

Which means IE3 also offers a unique opportunity for suppliers and manufacturers to engage with the actual decision-making owners and managers at thousands of America’s best, most influential contracting business owners and managers get themselves, who know firsthand the technology and cultural changes that are transforming old-school trades into a high-tech, dynamic, and driven industry.

PRINT
IE3 Magazine
18,000
ACCA members and subscribers!

ONLINE
www.IE3media.com
30,000+
visitors to ie3media.com and acca.org each month!

DIGITAL
IE3 Buzz E-newsletter
23,000
ACCA members and subscribers

SOCIAL
14,861
12,085
6,820

About Us
IE3 is a revolutionary content company focused on helping professional contractors run smarter, better businesses. We’re owned and led by contractors themselves, who know firsthand the technology and cultural changes that are transforming old-school trades into a high-tech, dynamic, and driven industry.

IE3 is where forward-thinking contractors go for daily content to feed their passion for success.

Started in 2012 as “Indoor Environment & Energy Efficiency,” today IE3 is the leading source of Business Intelligence for Professional Contractors. From HVAC and building performance, to plumbing and hydronics — and beyond — IE3 is where contracting business owners and managers get challenged, inspired, and changed.

Our Audience
IE3 publications are read by all ACCA members and many nonmember subscribers. They include contractors (residential, light commercial, commercial/industrial, institutional and design/build), facility operators, manufacturers, wholesalers, distributor consolidators, and other professionals such as architects, engineers, and teachers at vocational schools.

Our Partnership with ACCA
IE3 is the exclusive media partner for ACCA, the nation’s largest association of indoor environment and energy service contractors. This provides IE3 a wealth of resources and knowledge about this industry — and an audience of professional contractors — that is unmatched by any other trade media. IE3’s passionate commitment to new technology is helping ACCA expand its reach to new generations of contractors through mobile, online and social media platforms. Learn more about ACCA at www.acca.org.
Reach readers who have the influencing and buying power needed to make decisions!

If you’re looking to directly influence the buying decisions of HVACR contractors, IE3 is your solution. IE3 magazine is mailed to every ACCA member who specializes in residential, commercial, and industrial applications, IE3 is an excellent communications vehicle for reaching HVACR decision-makers.

Who Reads IE3?

Contracts
(Residential, Light Commercial, Commercial/Industrial, Institutional and Design/Build)

Facility Operators

Manufacturers

Wholesalers

Distributors Consolidators

Professionals
(architects, engineers, and teachers at vocational schools)

Did you know that IE3 contractor readers:

- employ more than 100,000 total number of employees
- spend more than $4.6 BILLION total amount on equipment, parts, and services purchased annually
- have over $9.3 BILLION total revenues
- have average annual revenues of $3 MILLION
- have a company size of 30 employees
- have between 12-15 VEHICLES average fleet size
- have over $3 MILLION average annual revenues
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85% of IE3 readers are the purchasing decision makers
79% of IE3 readers pass-along their issue to one or more people
83% of IE3 readers took one or more actions as a result of reading an issue

These are our readers!
IE3 Magazine

Six times per year IE3 Magazine reaches 18,000 ACCA members and subscribers with the most in-depth, relevant content in the industry. It’s free to qualified industry professionals, so the magazine has an unlimited reach and we are continually adding subscribers. Regular contributors include:

Steve Coscia  Brooke Duncan  Barton James

2018 EDITORIAL CALENDAR - FOCUS FEATURES

January/February
• Selling VRF Systems to Homeowners
• Installing VRF Systems in Commercial Buildings
• Refrigerants: Recycling & Reclaiming

March/April
• Field Software: What You Need & Where To Find It
• Products: What’s New For Spring and Summer 2018
• 2018 Contractors of the Year

May/June
• Where Are All the Good Workers? Recruiting The Future Generations
• There’s An App For That! The Latest and Greatest Apps to Make Your Business Run Smoother
• Capital Planning For Commercial Contractors

July/August
• Generation What? How To Make Multi-generational Workplaces Thrive
• Home Shows: How To Make Them A Marketing Winner
• Why You Need To Be In The Refrigeration Market

September/October
• The Green Home: Selling Alternative Energy to Homeowners
• On Board Diagnostics – It Will Be A Reality Before You Know It
• Products: What’s New for Fall and Winter 2018

November/December
• The Smart Home: How to Give Your Tech Savvy Customer What They Want
• Commercial Controls Make For Smooth Operations
• Keeping Your Team Healthy

PLUS: ACCA Partner News / National & State Updates / Special Focus Features / Now@ACCA.org / Training Tips & Industry Calendar / Online Extras

Tech Challenge*: An interactive problem you can use to sharpen your technicians’ diagnostic skills.

Safe@Work*: A safety lesson to share with your employees.

Smooth Operations: Intelligent insight into improving your office operations—from better payroll procedures to implementing new software systems.

Untangled Web: Real-world advice for marketing with the web, social media, mobile applications, and more.

The Exchanger: Leading contractors tackle big picture issues of the day—and say exactly what they think.

Commercial Capital: Commercial contractors face different challenges than their residential counterparts. This covers the business and technical topics that will help commercial contractors dominate their markets.

Tech Tips: Quality is more than a buzzword. In each issue we will show you ways to improve the quality of your design, installation, and maintenance systems.

Legal Toolbox: You’ve got questions, we’ve got answers. This column takes the tough labor and hr questions that contractors have and breaks them down, so that you can easily understand what you need to do to stay on the right side of the law.

The Wet Side: Many HVAC contractors also work on the wet side of the service business. This covers the ins-and-outs of the plumbing market segment and how to integrate it into your business.

Service Savvy: Just because you can turn the wrench doesn’t mean you can talk the talk. Use this column to brush up on your soft skills and become a well-rounded employee.

Send these items to ie3editor@acca.org.

Regular features in IE3 include:

IE3 Media Kit - 2018 Media Kit - 4
# IE3 Magazine - Display Advertising Rates

Poli-bagging, inserts, BRC’s and other specialty options are available. Please call to discuss the availability and pricing.

## Four Color Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>Bleed 8-5/8” x 11-1/8”</td>
<td>$4,900</td>
<td>$4,600</td>
<td>$4,400</td>
</tr>
<tr>
<td>Half Page (H)</td>
<td>7-5/8” x 5”</td>
<td>$3,400</td>
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<td>$2,990</td>
</tr>
<tr>
<td>Half Page (Island)</td>
<td>5” x 7-1/2”</td>
<td>$3,400</td>
<td>$3,200</td>
<td>$2,990</td>
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<tr>
<td>Third Page (V)</td>
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<td>$2,500</td>
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<tr>
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<td>5” x 5”</td>
<td>$2,500</td>
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<td>$1,900</td>
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<tr>
<td>Cover 4, (Back Cover)</td>
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<td>$6,700</td>
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<tr>
<td>Cover 2, (Inside Front Cover)</td>
<td>Bleed 8-5/8” x 11-1/8”</td>
<td>$6,500</td>
<td>$6,000</td>
<td>$5,700</td>
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<tr>
<td>Cover 3, (Inside Back Cover)</td>
<td>Bleed 8-5/8” x 11-1/8”</td>
<td>$6,500</td>
<td>$6,000</td>
<td>$5,700</td>
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<tr>
<td>Two-Page Spread (Ad and/or Advertorial)</td>
<td>Bleed 17” x 11-1/8”</td>
<td>$9,000</td>
<td>$8,400</td>
<td>$7,900</td>
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## Page Dimensions/Specifications

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## AD Deadlines

<table>
<thead>
<tr>
<th>Time</th>
<th>Close</th>
<th>Due</th>
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<tbody>
<tr>
<td>January 2018</td>
<td>11/30/17</td>
<td>12/7/17</td>
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<tr>
<td>March 2018</td>
<td>2/1/18</td>
<td>2/8/18</td>
</tr>
<tr>
<td>May 2018</td>
<td>4/3/18</td>
<td>4/10/18</td>
</tr>
<tr>
<td>July 2018</td>
<td>6/1/18</td>
<td>6/8/18</td>
</tr>
<tr>
<td>September 2018</td>
<td>8/3/18</td>
<td>8/10/18</td>
</tr>
<tr>
<td>November 2018</td>
<td>10/5/18</td>
<td>10/12/18</td>
</tr>
</tbody>
</table>

Preferred artwork file for print advertising is high resolution, press ready PDF sent via email to ie3support@acca.org.
IE3Media.com - A website for HVAC Contractors

IE3Media.com is so much more than just an HVACR association magazine website. Be seen on every page of IE3Media.com with a variety of banner advertisements.

<table>
<thead>
<tr>
<th>IE3 ONLINE ADVERTISING OPTIONS</th>
<th>IE3 Online Dimensions (Pixels)</th>
<th>Three Months</th>
<th>Six Months</th>
<th>Nine Months</th>
<th>Twelve Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Zone A - Leaderboard</td>
<td>970 x 90</td>
<td>$2,600</td>
<td>$4,600</td>
<td>$6,700</td>
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<tr>
<td>Web Zone B - Sidebar #1</td>
<td>300 x 250</td>
<td>$2,300</td>
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<tr>
<td>Web Zone C - Sidebar #2</td>
<td>300 x 250</td>
<td>$2,200</td>
<td>$3,900</td>
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<tr>
<td>Web Zone D - Sidebar #3</td>
<td>300 x 250</td>
<td>$2,100</td>
<td>$3,700</td>
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<tr>
<td>Web Zone E - Content Top Banner</td>
<td>790 x 90</td>
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<td>Web Zone F - Pop-up</td>
<td>600 x 417</td>
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<tr>
<td>Web Zone G - Wallpaper</td>
<td>2550 x 1440 jpg file</td>
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<td>$4,600</td>
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<tr>
<td>Web Zone H - Sticky Note</td>
<td>250 x 250</td>
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<td>$4,600</td>
<td>$6,700</td>
<td>$8,200</td>
</tr>
<tr>
<td>Web Zone I - Side by Side #1</td>
<td>120 x 600</td>
<td>$2,600</td>
<td>$4,600</td>
<td>$6,700</td>
<td>$8,200</td>
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<tr>
<td>Web Zone J - Side by Side #2</td>
<td>120 x 600</td>
<td>$2,600</td>
<td>$4,600</td>
<td>$6,700</td>
<td>$8,200</td>
</tr>
</tbody>
</table>

Individual Rotating Banners — PNG, GIF and JPEG files only — No Flash

High Impact Positions

Looking to expand your reach? Engage your audience on social media? Highlight your ad campaign with some high-impact positions.

**Leaderboard**
Super-size your leaderboard. This large space grabs attention, with extra room for your marketing message. This product is available for desktop and tablet landscape views.

**Wallpaper**
An ad that automatically inserts itself in the full background of the page, commonly known as a "takeover." This option provides a premium opportunity to capture readers' interest. This product is available for desktop only.

**Pop Up**
This is an ad which takes an embed code that appears as a "popup" in the middle of the page, which the user must close. You must size the embed code to fit the popup appropriately.

**Slide-In**
This is an ad format that slides into view when the user scrolls down through a certain % of the page. If the page isn't long or doesn't require scrolling, it doesn't appear. This will absolutely get the user's attention.

**Peel Page**
This ad affixes itself to the top right of the screen. When a user hovers over what appears to be a "peeled" part of the page, it peels back even more and reveals an image.

Visit ie3media.com for full details
Sponsored Content

ACCA CAN HELP MAKE YOUR PRODUCT/SERVICE GO VIRAL WITH OUR AUDIENCE!

All you have to do is supply (or let us write) an article about a product, service, event, and we can help you promote it! Your article will be published on ie3media.com and then shared via our social media channels and our email subscription list.

What you get...

• A article on ie3media.com.

• A Facebook post featuring your article, that will be “boosted” so it will be viewed by a majority of our Facebook followers (14,000+).

• Shared on our Twitter account and LinkedIn group with a combined audience of over 12,000 people.

• Included in our weekly newsletter the Buzz (marked as sponsored content) to over 23,000 subscribers.

Cost: $695 Written Article /$495 Supplied Article
**Additional Digital Offerings**

**CONNECT WITH OUR ENGAGED AUDIENCE**

**CUSTOM EMAIL BLASTS**

IE3 media’s exclusive e-mail blasts allow you to add significant stopping power and impact to your sales & marketing campaign with your custom-designed, audience-directed message. A personalized e-blast will educate and inform a top-level audience of IE3 and ACCA subscribers as you build excitement with your opportunity-specific message.

Perfect for new product/technology introductions; significant company news and announcements; and special offers. The email blast can be sent to a full-list or a specific segment of our database. E-blasts are subject to IE3 editorial approval and scheduling.

**Pricing:** $5,000

**PRODUCT FOCUS EMAIL (MULTI-SPONSOR EMAIL BLAST)**

This e-blast features your product photo and description or video, along with several selected advertisers. Sent regularly to 23,000 subscribers, this email blast includes products from up to five manufacturers and service suppliers.

These are published on a space-available basis.

**Pricing:** $595

**INSTANT SOCIAL MEDIA ADS**

We’re ready to share your news! Works with/links directly to your social media page. The ad automatically changes when you update your social media posts – so its like having a new ad each time you post a new photo, video or text. Works with Facebook, Twitter and Instagram. Fresh content often means more clicks, and these ads are optimized for all formats – desktop and mobile.

**Pricing:** Based on Zone Purchased

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**No Time or Money for a Designer? No problem.**

These ads can be created with just text or pulling content directly from your social media site! Rates depend on placement and frequency. Call us for a quote.

**Sticky Note – Text Only**

A text-only ad which appears as a sticky note affixed to the top right of the screen. The sticky can be positioned relative to the top right corner, and rate-limited to prevent users from seeing it too often.

**Instant Social Media Ads**

Create an ad from a public Facebook, Twitter or Instagram page. This pulls in the latest original post (no shares or links) from your company’s feed once per hour. It displays the photo, caption, and optionally, comments and like information on the post.

**The Quick Ad (Mock Up)**

You’re in a pinch and need a quick ad made, just upload a photo, enter some business details, and voilà, an ad.

**The Amazing 3D Cube/Gallery**

This displays 6 images and captions of your choosing in a very slick rotating cube (on the latest browsers). The cube will accept any photo sizes, but square works best if you don’t want any auto-cropping or sizing.
IE3 Buzz
Each week, The IE3 Buzz brings you a roundup of interesting links from around the web, covering HVAC, small business management, marketing, social media, technology, and more. It’s your weekly dose of news and insight, with a side of personality!

We currently have more than 23,000 subscribers!

IE3 for Home Performance
IE3:HP offers unique insight and solutions for contractors integrating residential HVAC and whole home performance. This free monthly e-publication features top contractors and experts sharing tips for succeeding in this exciting new marketplace.

IE3 Commercial Contracting
Commercial HVAC is a challenging marketplace and many times requires unique solutions. IE3 Commercial Contracting e-newsletter is a free monthly publication created to help contractors find those out of the box solutions.

IE3 Online
Dimensions (Pixels)
Three Months Six
Months Nine
Months Twelve
Months

Top Banner 468 x 60 $5,000 $9,000 $13,000 $16,000
Top Box 300 x 250 $4,100 $7,400 $11,000 $14,700
Middle Banner 1 468 x 60 $3,800 $6,900 $10,300 $13,800
Middle Banner 2 468 x 60 $3,600 $6,400 $9,600 $12,800
Middle Box 300 x 250 $3,800 $6,900 $10,300 $13,800
Bottom Banner 468 x 60 $3,300 $6,000 $8,900 $11,900

6 Banner Positions 468 x 60 $2,500 $4,700 $7,000 $8,800

TERMS & CONDITIONS

AGENCY COMMISSION
15% of gross billing allowed to recognized agencies. Bills are issued same day as publication.

PAYMENT TERMS
Invoices are payable in U.S. Funds only, net 30 days. 1-1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their ad program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs, and attorney fees. Emailed agreements are binding.

COPY AND CONTRACT
Advertiser and agency assume liability for all content (including text, representation, and illustrations) of advertisements printed, and also assume responsibility for any claims arising there from made against the Publisher. Acceptance of advertising copy and art is subject to Publisher’s approval.

SHORT RATES AND REBATES
Advertisers will be short rated if, within 12 months from the date of first insertion, they do not use the amount of space upon which their agreement states.