

2026 ACCA Media Kit

Directly influence the buying decisions of HVACR contractors

703-824-8862 | sales@acca.org

ACCA®
Air Conditioning Contractors of America

OUR AUDIENCE. YOUR OPPORTUNITY.

Reach the real decision-makers.

ACCA offers a unique opportunity for suppliers and manufacturers to **engage with the actual decision-making owners and managers** at thousands of the nation's best, most influential contracting firms—across a wide variety of channels.

85% of ACCA's audience are the purchasing decision-makers

Work performed

Heating **92%** | Air conditioning **92%** | Refrigeration **35%**

Who does ACCA reach?

ACCA publications are read by both ACCA members and non-member subscribers. They include:

- Contractors
  - **92%** Residential
  - **76%** Light commercial
  - **45%** Commercial/industrial
  - **41%** Institutional and design/build
- Facility operators, manufacturers, wholesalers
- Distributor and consolidators
- Professionals (architects, engineers, and teachers at vocational schools)

AUDIENCE DEMOGRAPHICS



60,000
total number of employees



$2.2B
in equipment sales



$9B
in purchasing power



$3M
average annual revenue



12–15
vehicles/ average fleet size



35–45
employees/ average company size

ACCA NOW MAGAZINE



Print advertising

With an audience of 12,000+* ACCA members and subscribers, get your product in front of the decision-makers.

Four-color rates per issue

Ad size/locations	1X	2X	4X
Full Page | 8.5" x 10.875" trim size | 8.5" x 11.125" bleed size			
Member	$3,900	$3,600	$3,400
Non-member	$4,700	$4,400	$4,200
Half Page | Horizontal—7.5" w x 4.5"h | Island—5" w x 6.75" h			
Member	$2,400	$2,200	$1,900
Non-member	$3,200	$3,000	$2,700
Third Page | Vertical—2.375" w x 9.75"h | Square—5" w x 4.5" h			
Member	$1,500	$1,200	$900
Non-member	$2,300	$2,000	$1,700
Back Cover | 8.5" x 10.875" trim size | 8.5" x 11.125" bleed size			
Member	$5,860	$5,440	$5,160
Non-member	$6,660	$6,240	$5,960
Inside Back Cover | 8.5" x 10.875" trim size | 8.5" x 11.125" bleed size			
Member	$5,125	$4,750	$4,500
Non-member	$5,925	$5,550	$5,300
Inside Front Cover | 8.5" x 10.875" trim size | 8.5" x 11.125" bleed size			
Member	$5,125	$4,750	$4,500
Non-member	$5,925	$5,550	$5,300
2-page spread | 17.25" x 10.825" trim size | 17.25 x 11.125" bleed size			
Member	$7,575	$7,000	$6,700
Non-member	$8,375	$7,800	$7,500

2026 Materials Deadlines

Winter
Published: February 2026
Materials Due: December 1, 2025

Spring
Published: May 2026
Materials Due: March 13, 2026

Summer
Published: August 2026
Materials Due: June 12, 2026

Fall
Published: November 2026
Materials Due: September 11, 2026

Digital file specifications

300 dpi, .125 all around bleed, crop marks, CMYK, PDF format.
Advertising materials should be sent to **sales@acca.org**

Poly-bagging, inserts, BRCs, and other specialty options are available. Please call to discuss availability and pricing.

**Mailed to 8,000*

BYLINED ARTICLE / SPONSORED CONTENT

Print and digital thought leadership

Stake out your turf with a bylined article that sets you apart from the competition. Your article will be published on the ACCA HVAC Blog and in *ACCA Now Magazine*. Articles are subject to ACCA editorial approval and scheduling. Limited quantity available.

What you get:

- A 500-word bylined article in *ACCA Now Magazine* and posted on the ACCA HVAC Blog.
- Article will be included 1x in our weekly digital newsletter.
- Sent to ~8,000 people weekly.
- Posts featuring your article to our social media channels:
  - 2,300+ Followers on Instagram
  - 25,000+ Followers on Facebook
  - 50,000+ followers on LinkedIn

MEMBER: $3,900
NON-MEMBER: $5,000



HVAC BLOG

Website advertising

More than just another industry website, our HVAC Blog is the go-to source for contractors seeking timely insights. **Be seen on every page of our blog with a variety of banner advertisements.**

Online advertising options

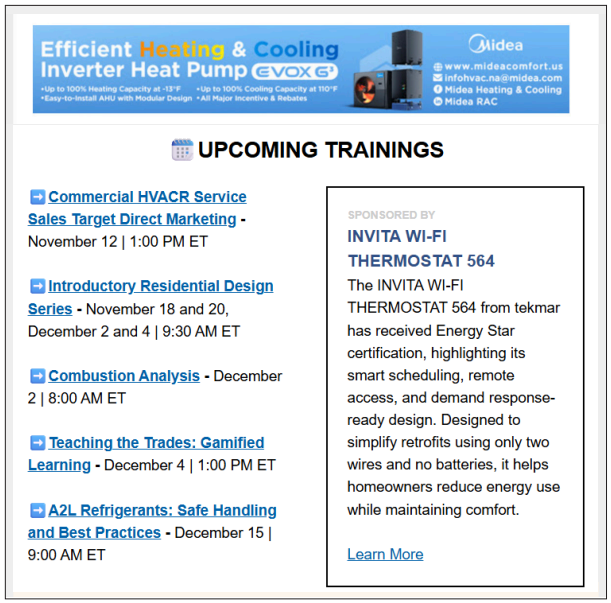
Ad size/locations	4 weeks	8 weeks	12 weeks	16 weeks
Web Zone A—Leaderboard | 970 x 90 pixels				
Member	$1,900	$2,900	$3,800	$4,600
Non-member	$2,700	$3,700	$4,600	$5,400
Web Zone B—Content Top Banner | 790 x 90 pixels				
Member	$1,800	$2,800	$3,700	$4,500
Non-member	$2,600	$3,600	$4,500	$5,300
Web Zone C—Sidebar #1 | 300 x 250 pixels				
Member	$1,200	$2,200	$3,100	$3,900
Non-member	$2,000	$3,000	$3,900	$4,700
Web Zone D—Sidebar #2 | 300 x 250 pixels				
Member	$1,100	$2,100	$3,000	$3,800
Non-member	$1,900	$2,900	$3,800	$4,600
Web Zone E—Side-by-side | 120 x 600 pixels				
Member	$1,000	$1,900	$2,700	$3,600
Non-member	$1,800	$2,700	$3,500	$4,400



ACCA eNEWSLETTER

Weekly email advertising

Our weekly digital newsletter is ACCA's flagship communication with members. **Reaching 10,000+ readers weekly**, this newsletter shares the latest must-know information for contractors, including upcoming events and trainings, the latest on ACCA's government affairs work, HVACR news updates, member benefits, and more.



Email advertising options

Ad size & locations	4 weeks	8 weeks	12 weeks
Top Banner | 550 x 90 pixels			
Member	$3,900	$7,000	$10,000
Non-member	$5,500	$9,500	$13,500
Middle Banner | 550 x 90 pixels			
Member	$3,300	$5,900	$8,400
Non-member	$4,300	$7,400	$10,800
Bottom Banner | 550 x 90 pixels			
Member	$2,300	$5,400	$8,000
Non-member	$3,500	$6,500	$9,000
Middle Text Ad | Specs below			
Member	$3,000	$5,600	$8,100
Non-member	$4,000	$7,100	$12,300
Bottom Text Ad | Specs below			
Member	$2,500	$5,000	$7,300
Non-member	$3,500	$6,000	$8,300

Text Ad Specs

Headline: 70 characters (including spaces and punctuation)
Body: 300 characters (including spaces and punctuation)
CTA: 30 characters (including spaces and punctuation)
URL

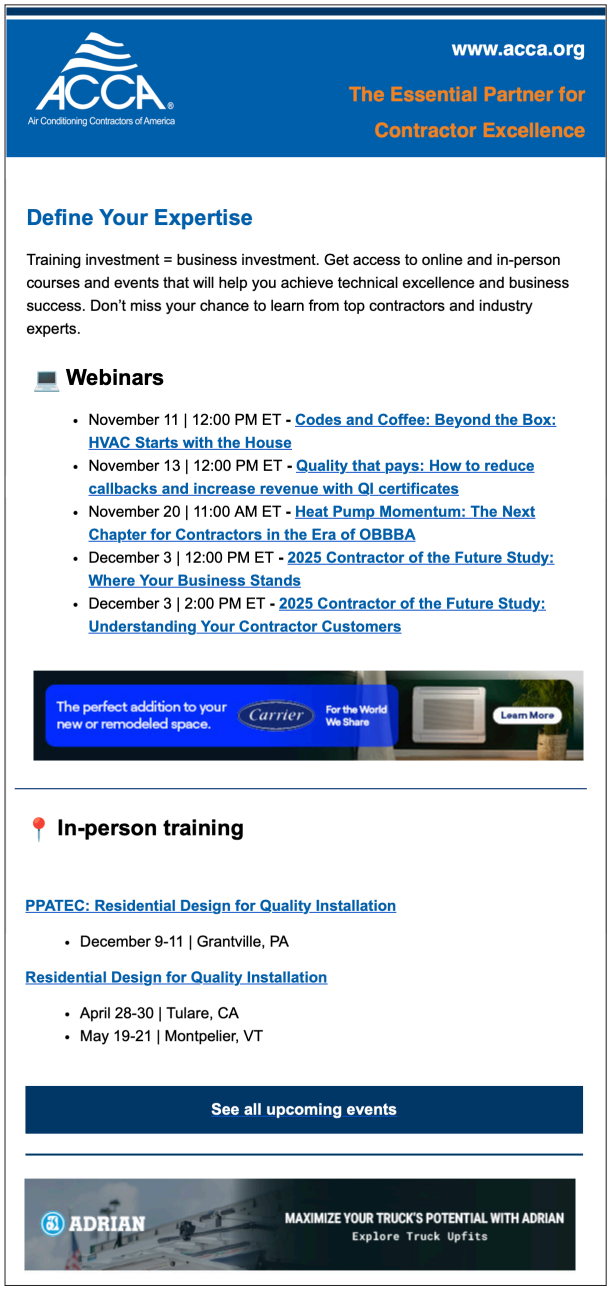
TRAININGS AND EVENTS EMAIL

Biweekly email advertising

Our highly popular trainings and events email is distributed every other week on Mondays and goes to **15,000** member and non-member subscribers.

Email advertising options

Ad size & locations	2 weeks	4 weeks	6 weeks
Middle Banner | 550 x 90 pixels			
Member	$3,100	$6,000	$8,700
Non-member	$4,100	$7,400	$11,000
Bottom Banner | 550 x 90 pixels			
Member	$2,800	$5,400	$7,900
Non-member	$3,800	$6,900	$10,300



PRODUCT SPOTLIGHT EMAIL

Monthly product and service feature

Each month, ACCA's Product Spotlight email features hot products or services from several selected advertisers and partners. **Sent to 40,000+ subscribers, this email blast includes products from up to five manufacturers and service suppliers.** Perfect for new product/technology introductions, significant company news and announcements, and special offers.

Product email advertising options

Ad size & locations			
Top Position | 250 x 600 pixels		**Other Positions | 250 x 600 pixels**	
Member	$1,400	Member	$1,100
Non-member	$2,100	Non-member	$1,800

What you get:

Ad includes: headline, 75-word description, image, and link

Looking for standalone email blasts or webinars?

Ask us about our Strategic Partner Program packages

Take advantage of partner-only benefits, like webinars and dedicated email campaigns, to connect directly with our members and generate leads.

Contact: partners@acca.org



ACCA®
Air Conditioning Contractors of America

Print & Digital
ACCA NOW MAGAZINE

12,000*
ACCA members and subscribers

** Mailed to 8,000*

Digital
EMAILS

30,000
Subscribers

Online
HVACR WEBSITE BLOG

30,000+
Visitors to the ACCA HVAC Blog and acca.org each month

Social
FACEBOOK | YOUTUBE
INSTAGRAM |LINKEDIN

25,000	10,000	2,300	50,000