

www.hpac.com

Re-designed in 2010 with your marketing/communications needs in mind. This invaluable Web resources offers a wealth of engineering content for busy designers and specifiers of mechanical/HVAC systems and BAS/controls.



Run-of-Site (ROS) Online Advertising Rates

1	Leaderboard – \$1,650/month	728 x 90
2	Premium Boom Box – \$1,385/month	336 x 280
3	Small Boom Box – \$1,230/month	180 x 150
4	Marketplace – \$1,080/month	125 x 125
5	Home Page Roadblock – \$1,370/month	640 x 480

*ALL RATES ARE GROSS

Featured HVAC technologies include:

- Air Conditioning
- Heating/Boilers
- Motors & Drives
- BAS/Controls
- Humidification/Dehumidification
- Plumbing/Piping/Pumping
- Fire & Smoke
- Ventilation

Current & archived departments, features & articles from:

- HPAC Engineering
- Boiler Systems Engineering
- Networked Controls

Plus:

- Products
- Literature
- Techlit Selector Online
- White Papers
- Online Classifieds

And...

- Info-dex Online - Directory of Manufacturers and Products

Webinars

Live, interactive Web presentations on a variety of pertinent and timely topics, issues, products, technologies, and applications related to mechanical systems for non-residential buildings.

- 385 Total Average Unique Viewers per event
- 285 Unique Live Viewers per event
- Includes one year of archiving and lead reporting

Rates: Exclusive Sponsorship – \$15,000

Co-host Sponsorship – \$5,000

White Paper Posting

White papers are located on a custom-built landing page on hpac.com that features a summary of the white paper and a company logo. Add registration to any white paper for lead generation component. Registration form contains business card information and up to three qualifying questions.

Rates: \$2,000 gross/quarter

E-NEWSLETTERS

HPAC FASTRACK

A twice-monthly e-newsletter featuring late-breaking industry news and developments, as well as highlights from www.hpac.com.

Reach: 27,000 opt-in subscribers

Distributed: Second and fourth week of each month

Ad Closing: Friday of week prior to week of distribution

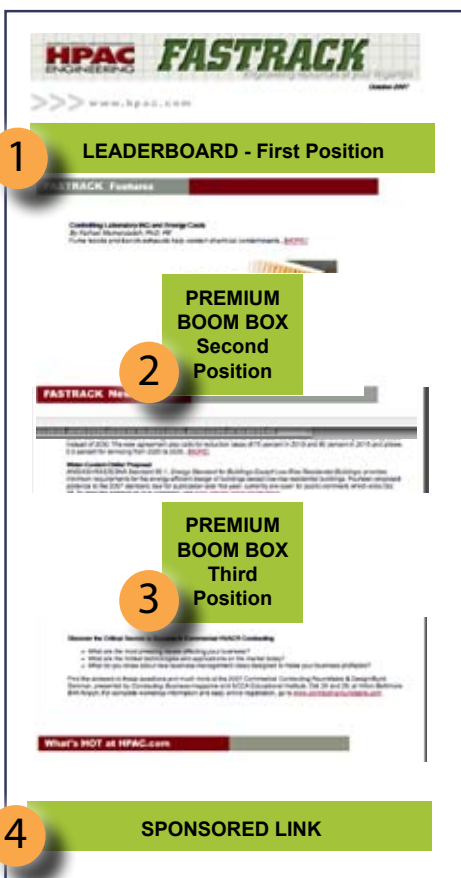
Engineering Green Buildings

A monthly e-newsletter dedicated to green engineering practices and applications for mechanical systems for non-residential buildings.

Reach: 2,600 opt-in subscribers

Distributed: Third week of each month

Ad Closing: Friday of week prior to week of distribution



Advertising Options

(Rates are Per Issue) *ALL RATES ARE GROSS

1. First Position: Leaderboard
(728 pixels x 90 pixels)

Fastrack: \$3,035 EGB: \$1,056

2. Second Position: Boom Box
(336 pixels x 280 pixels)

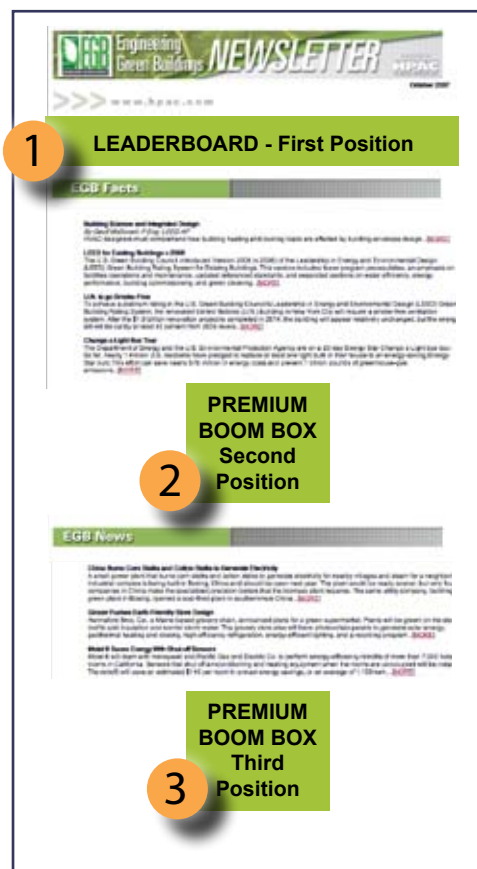
Fastrack: \$2,700 EGB: \$945

3. Third Position: Boom Box
(336 pixels x 280 pixels)

Fastrack: \$2,420 EGB: \$835

4. Sponsored Link
(Maximum 80 words)

Fastrack only: \$635



Product Spotlight E-Newsletter

A monthly product alert featuring the latest products in the areas of facility and energy management, building-automation systems and controls, indoor air quality, comfort management and deregulation.

Rate: \$1,200 gross/issue

Single-Sponsor eCard Blast

eCards are a quick and direct way to target mechanical systems engineers.

Rates: Contact your local sales representative for list size and pricing.

FOR ANY QUESTIONS REGARDING ONLINE MARKETING PLEASE CONTACT:

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