

## 2 Websites, 2 Audiences, 1 Low Introductory Price

Build brand recognition and drive sales among U.S. Homeowners and HVAC/R Contractors as a founding sponsor of ACDoctor and ACDoctor PRO—the ultimate media destinations for all of your HVAC needs...



### ACDoctor.com

*The premier HVAC resource for consumers*

**Diagnosis:** More and more homeowners use the Internet to research major purchases, including their air conditioning and heating options. In fact, Penn State's College of Information Sciences and Technology released a report in 2008 regarding this use. Information, navigation and transactions were the basis of this study, ending with the results that 80% of internet queries are for informational purposes. We provide that information!

**Prescription:** AC Doctor.com! With our 60+ years of experience in the HVAC industry and high Search Engine Rankings, AC Doctor is becoming the most trusted site for any consumer looking for HVAC solutions.

As an advertiser on AC Doctor, you can gain brand recognition among increasingly conscious consumers and become one of the few brands in the HVAC/R world that homeowners ask for by name.



### ACDoctorPRO.com

*Finally a 21st Century Online Community for the HVAC/R Industry*

**Diagnosis:** As consumers become increasingly educated and internet savvy, HVAC professionals must provide expertise on products, brands, industry trends, whole home comfort and green heating and cooling solutions. As such there's a growing need for a trustworthy web destination that these professionals can visit each day to interact with industry experts and peers in order to stay ahead of the curve.

**Prescription:** AC DoctorPRO.com will be a daily destination for thousands of HVAC/R professionals around the country. Here they'll read industry news, share stories and photos, participate in blogs and forum discussions, and peruse the classifieds. Users will access membership discount programs, business proposal tools and online training among other features and functionality.

As an advertiser on AC Doctor PRO, you can market your products and services directly to HVAC/R contractors, technicians, and decision-makers on the web's most complete and most professional online community.

## The Package - Simple & Inexpensive

Send us ads of three sizes and a check for \$6,000 and your advertisements will rotate on AC Doctor and AC Doctor PRO for a period of 12 months.

Or, chose to advertise on just 1 of our sites for \$4,000 for a period of 12 months.

In either case, you may include flash ads up to 50k file size, three loops – with a backup gif or jpg. You may also supply static JPG ads up to 30k or animated GIFs at 30k.

### Medium Rectangle

**Dimensions:**  
300x250

**Placement:**  
AC Doctor Homepage

### 1/4 Scraper

**Dimensions:**  
160x160

**Placement:**  
AC Doctor & PRO  
Internal Pages

### Skyscraper

**Dimensions:**  
160x600

**Placement:**  
AC Doctor Internal  
Pages

AC Doctor PRO  
Homepage

AC Doctor PRO  
Internal Pages



Nowadays consumers can find endless information before they purchase a major household item such as a car or even a home theater system.

**ACDoctor.com** is designed specifically to help consumers in their search for the right HVAC system. Never before has such a comprehensive research tool been available for consumers.

Users of AC Doctor will go through a three-step process to ensure they make informed decisions about their next HVAC system:

1. **Get Educated** on everything a homeowner should know about HVAC, from high-efficiency equipment, to Indoor Air Quality options, to proper duct work and home re-insulation.
2. **Comparison Shop** across major brands and equipment lines. Users can even read reviews from others who have posted comments and star ratings on each item.
3. **Find a Contractor** in our directory of highly qualified HVAC professionals who can perform a quality installation and get the job done right.



Web 2.0 has arrived. Millions of Americans interact, blog and socialize on the internet each day. Now the HVAC/R industry will have an online community of its own...

**ACDoctorPRO.com** will be a daily destination for professionals in the HVAC/R world. Some of the features and functionality include:

1. Forums for users to ask each other questions, learn about the latest technologies, share best practices, etc.
2. Classifieds to post items for sale, job openings, activities listing...really any and everything.
3. Careers section expanding on the job listings in the classifieds.
4. Learning Center featuring online training classes and other educational resources
5. Blogs from industry experts
6. Industry News syndicated from leading sources across the industry
7. Photo Sharing so users can show off their best work and funniest moments
8. Bookstore where Pros can shop for the latest HVAC and Green Home books (and fun apparel).
9. And new functionality will continually be added

All this powered by Watsco, the world's largest HVAC/R distributor with 430+ service centers serving over 40,000 contractors in 34 states. Watsco is a Fortune 1000 company with revenues near \$2 Billion listed on the New York Stock Exchange with the ticker WSO. [www.watsco.com](http://www.watsco.com)



### Insertion Order & Billing Details

Enclosed is payment of (please circle one):

- A) \$6,000 for advertisements rotated on AC Doctor and AC Doctor PRO.
- B) \$4,000 for advertisements rotated on AC Doctor PRO alone.
- C) \$4,000 for advertisements rotated on AC Doctor alone.

Today's date is: \_\_\_\_\_ Subscription period will end 12 months from the date advertisements are first rotated on the website.

Company name: \_\_\_\_\_

Main Contact: \_\_\_\_\_

Division: \_\_\_\_\_

Main Contact Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

Main Contact Phone: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Creative Materials Contact: \_\_\_\_\_

Fax: \_\_\_\_\_

Creative Contact Email: \_\_\_\_\_

Web URL: \_\_\_\_\_

Creative Contact Phone #: \_\_\_\_\_

### Advertising & Legal Guidelines

- Complete this form and mail along with a check made payable to AC Doctor, LLC to: AC Doctor LLC / 2151 W. Hillsboro Blvd, Suite 400 / Deerfield Beach, FL 33442 / attn: Accounting.
- This insertion order is forwarded to the AC Doctor creative team once payment is received and approved. No advertisements are published until payment is received and approved.
- All creative materials should be submitted from Advertiser to AC Doctor's creative manager at [creative@acdoctor.com](mailto:creative@acdoctor.com). Please call (866) 264-1479 with any questions regarding creative materials.
- All materials should be submitted in standard SWF/GIF/JPG file formats.
- Ads may not prompt the download of plug-in software.
- AC Doctor, LLC reserves the right to accept or reject any advertising. Prepayment does not guarantee publication.
- The advertiser assumes full liability for their advertisements and agrees to hold AC Doctor LLC harmless for the content of all advertisements authorized for publication and any claims that arise therefrom that may be made against AC Doctor, LLC.
- Advertiser shall notify AC Doctor, LLC of any error. AC Doctor, LLC's liability for error shall be proportionate to the error's effect on the value of the ad.
- Advertising agencies acting on behalf of retail advertisers are agents for the advertisers unless specifically accepted as principals by AC Doctor LLC in writing.
- AC Doctor, LLC will not be bound by any verbal agreements, promises, waivers, understandings or conditions not contained within this media kit or in a signed contract.
- By having advertising placed on ACDoctor.com/ACDoctorPRO.com, advertisers are purchasing space only. All property rights, including any copyright interest, to any advertisement produced for the advertiser by AC Doctor, LLC using artwork, typography furnished or arranged for by AC Doctor, LLC, shall be property of AC Doctor, LLC. No such ad or any part thereof may be reproduced or assigned without prior written consent from AC Doctor, LLC.
- Neither party to this agreement shall be held liable for failure to perform as the result of fire, flood, strike, accident, acts of nature or other reasons beyond their control. Under such circumstances, either party shall have the right to terminate this agreement without penalty. However, nothing in this paragraph shall excuse advertiser from its obligation to pay for advertising published on ACDoctor.com/ACDoctorPRO.com.