

# About HVACR Today

*HVACR Today* is the only print and digital newspaper dedicated to Arizona's heating, ventilation, air conditioning and refrigeration industries. First published in 1993, *HVACR Today* is the premier communication tool for companies that want to reach Arizona's top HVACR professionals and hands-on talent.

Published every month, *HVACR Today* provides information to contractors, distributors, manufacturers, manufacturers' representatives, facility managers, and related industry professionals.

Thanks to Arizona's unique climate, the HVACR industry here is dynamic year-round. Add to that Arizona's vigorous involvement in sustainable growth initiatives, and it's clear why *HVACR Today* is the ideal location for your advertising and information.



2702 N. 3rd St., Ste. 2020 • Phoenix, AZ 85004  
 ph: 602-263-8519 • [adsales@elaz.org](mailto:adsales@elaz.org)  
**Editor/Publisher: Paul Palmer**



www.HVACRToday.AZ.com

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Volume 31, Number 5
January 2024

### EPA amends Technology Transitions rule to extend equipment sell-through period for HVAC equipment

**R. Palmer**  
*HVACR Today*

On Dec. 20 the U.S. Environmental Protection Agency issued an amendment to the recently finalized Technology Transitions Rule under the American Innovation and Manufacturing Act (AIM Act).

The amendment further added that EPA is clarifying that residential air conditioners are not included in the household refrigerator and freezer rule under the Technology Transitions Rule and are not subject to the restrictions for that equipment. EPA also announced that rule in effect as of Dec. 20, 2023 and comments on the rule will be accepted as of today Feb. 1, 2024.

The first new action was a final rule to accelerate the ongoing transition to more efficient and climate-safe technologies in new refrigeration, heating and cooling systems and other products by restricting the use of HCFCs when alternatives are already available. The second action was a proposed rule to begin testing and testing out

ing HCFCs, including by reducing vented flow from equipment and supporting growing American industry for HCFC recovery and reclamation.

The third action covers the other Product Block required by the AIM Act. The AIM Act authorizes the Administrator to enter into an agreement to phase down equipment that EPA is not required to regulate by 2024.

"Today's actions, including President Biden's leadership on the climate crisis by tackling these global warming chemicals while serving in America, technology and innovation," said EPA Administrator Michael S. Regan in October. "This final rule supports our transition away from HCFC and positions our nation to be competitive on the global stage, while the proposed emissions reduction and reclamation program will help ensure we achieve our national HCFC phaseout."

According to the EPA, the final rule will

### HARDI attracts 1,940 attendees to annual conference held at JW Marriott Desert Ridge Resort & Spa in Phoenix

**Adam M. Pappas**  
*HVACR Today*

The Heating, Air Conditioning & Refrigeration Distributors International (HARDI) welcomed more than 1,900 attendees to its 2023 Annual Conference, Ascend, last month at the JW Marriott Desert Ridge Resort & Spa in Phoenix.

Over attending, included 519 exhibitors, attendees from 180 companies, 40 Solution Center providers, 24 unique master classes, and a sold-out booth program featuring 250 vendors.

Allison Green, HARDI's marketing director, noted that the year's conference surpassed all before it with the highest number of attendees to date. She credited the attendance at the event a testament to the



The HARDI annual conference was held Dec. 2-5 in Phoenix.

### Inside

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# Readership and Distribution

*HVACR Today* readers work in the commercial, industrial, residential, utility and non-building markets. Each month over 8,000 print copies are distributed through two primary channels:

- by mail to a controlled list of professionals and decision makers (37%);
- through a monitored network of service counters, showrooms and offices (63%).

In addition to this regular monthly distribution, *HVACR Today* maintains an active schedule of providing bonus distribution through the year at trade shows, distributor open houses, industry organization meetings, and continuing education classrooms.

There is no better way to reach Arizona's entire HVACR population, from technicians in the field to executives in the office, than through *HVACR Today*.

## ***HVACR Today* Primary Readership**

Contractors	35%
Distributors manufacturers and manufacturers' reps	25%
Students, educational institutions, trade groups	12%
HVACR-related businesses (not contractors)	8%
Utilities and government agencies	9%
Electrical-related businesses	3%

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Owners or upper management	42%
Technical service personnel (Technicians, installers, facility managers, etc.)	30%

*Numbers do not equal 100% due to multiple answers by respondents.*



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# Editorial

Each monthly issue of *HVACR Today* presents information our readers *need* to know and *want* to know. Readers eagerly anticipate our monthly blend of exclusive reporting, features on local companies and personalities, national news and product information. Our readers talk about *HVACR Today* with their coworkers, and refer back to issues for information in the days and weeks following.

## ***HVACR Today* Editorial**

- **News** with local and national impact
- **Original features** on companies, people, and projects
- **Columns and opinions** by a variety of technical, financial, and marketing experts
- **Project Focus**, a monthly feature on an interesting Arizona construction project, and the contractors that are making it happen
- **Off the Clock**, an entertainment feature showcasing the hobbies, skills, and volunteer projects of local industry professionals
- **Nice Ride**, a photo feature for readers' commercial and collector vehicles
- **Company Profile**, a look into the focus and history of local businesses

Since 1993, *HVACR Today* has enjoyed the respect of readers and advertisers for its independence and commitment to the state's critically important HVACR industry.

We invite the submission of story ideas, editorials, press releases and letters to the editor with special relevance to Arizona. Please keep in mind that each month's issue becomes available on Thursday after the first Tuesday of each month. Article reprints are available; call for information.

Contact Paul R. Palmer, editor, at 602-263-8519 at [editor@elaz.org](mailto:editor@elaz.org)



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# Advertising Benefits

As the only newspaper dedicated to Arizona's heating, ventilation, air conditioning and refrigeration industries, *HVACR Today* offers advertisers a unique combination of benefits. The reward for advertising in *HVACR Today* is real, bottom line, and measurable: Our readers respond. Discover the buying power of our readers.

## **Targeted, statewide print distribution.**

With *HVACR Today's* focused print distribution, you won't waste another dollar of your budget on advertising in areas where your product or service isn't available.

## **Digital reach.**

Each complete issue of *HVACR Today* also appears at online.HVACRTodayaz.com in an easy-to-navigate format that keeps readers engaged. Your print ads appear online with all websites and email addresses converted to live links at no extra charge.

## **Location, location, location.**

Arizona, Arizona, Arizona: There's no better climate for the HVACR industry and your business, and no better resource than *HVACR Today* to heat up your sales. Take advantage of our year-round selling season, and our influential position as a leading sunbelt state.

## **Affordable rates.**

You'll find our affordable rates truly a breath of fresh air. So take all the space you need — an ad campaign in *HVACR Today* will give you results at a fraction of the cost you might expect to pay elsewhere.

## **The home-team advantage.**

You'll benefit from our reputation. Since 1993, Arizona HVACR professionals have called *HVACR Today* their own. Our readers respond to our advertisers because *HVACR Today* is their favorite industry newspaper. Your best prospects spend time with *HVACR Today* because they know the people, places, and projects that *HVACR Today* covers.

For more information call 602-263-8519 or email [adsales@elaz.org](mailto:adsales@elaz.org).



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# Production Requirements

**File format.** *HVACR Today* accepts advertising materials in industry standard electronic formats. We require files as high-quality PDFs. We also accept high-resolution TIF and JPG format.

We do not accept materials in Word, Publisher, Excel or PowerPoint formats. If ads are created in these programs, convert to PDF format before submitting. Please call the editor at 602-263-8519 for more information or help with preparing files to avoid pre-press charges.

**Resolution.** The final ad file, as well as photos/artwork within the ad, should be 300 dpi minimum. Website graphics are not suitable for print media.

**Color.** Create full color ads as four-color (CMYK) files and save them in either PDF (all fonts embedded) or TIF format. Build black text and artwork from 100% black (K) values. Convert any Pantone colors to process before submission.

**Unacceptable ads.** The publisher reserves the right to refuse ads deemed in bad taste, inaccurate or otherwise inappropriate. "Advertorial" style ads may be labeled "advertisement" at the publisher's discretion and will be approved on an individual basis. Please call 602-263-8519 to discuss ad content.

## Display Ad Sizes

**Double Truck** ..... 21.5" x 15.5"

**Full Page** ..... 4 col. x 15.5"

### 3/4 Page

Vertical ..... 3 col. x 15.5"

Horizontal ..... 4 col. x 11"

### 1/2 Page

Vertical ..... 2 col. x 15.5"

Horizontal ..... 4 col. x 7.5"

Portrait ..... 3 col. x 10"

### 1/4 Page

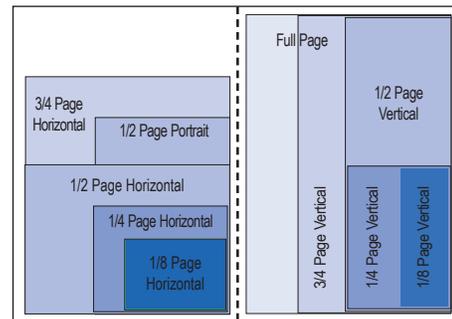
Vertical ..... 2 col. x 7.5"

Horizontal ..... 3 col. x 5"

### 1/8 Page

Vertical ..... 1 col. x 7.5"

Horizontal ..... 2 col. x 4"



## Print Specifications

Page size: 11.375" x 17.125"

Live area: 10.25" x 16"

One column width: 2.437"

Two column width: 5.041"

Three column width: 7.646"

Four column width: 10.25"

**HVACR**  
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# Deadlines & Rates 2024

## Advertising Deadlines

Issue	Publication Date	Space RSVPs due	Ads due
January	1/4/24	12/20/23	12//22/23
February	2/8/24	1/25/24	2/1/24
March	3/7/24	2/22/24	2/29/24
April	4/4/24	3/21/24	3/28/24
May	5/9/24	4/25/24	5/2/24
June	6/6/24	5/23/24	5/30/24
July	7/4/24	6/20/24	6/27/24
August	8/8/24	7/25/24	8/1/24
September	9/5/24	8/22/24	8/29/24
October	10/3/24	9/19/24	9/26/24
November	11/7/24	10/24/24	10/31/24
December	12/5/24	11/21/24	11/28/24
January 2024	1/9/25	12/26/24	1/2/25



*HVACR Today* publishes on Thursday after the first Tuesday of every month.

Deadlines to reserve space are usually the third Thursday of each month, with ads due the following Tuesday.

Please contact us if you have any questions about deadlines.

## Display Advertising Rates

Ad Size	Number of Issues				
	Open	2-4	5-8	9-11	12
Full Page	\$1885	\$1705	\$1608	\$1567	\$1440
3/4 Page	\$1437	\$1319	\$1259	\$1186	\$1111
1/2 Page	\$991	\$906	\$863	\$837	\$775
1/4 Page	\$597	\$529	\$502	\$486	\$452
1/8 Page	\$433	\$378	\$364	\$351	\$329
Back Cover*	NA	NA	NA	NA	\$2257
Double Truck	\$3661	\$3374	\$3284	\$3186	\$2837

\* includes color

Rates shown are per ad, black and white.

## Classified Advertising Rates

Ad Size	Number of Issues			
	1	2	3-11	12
1" min.; .25" increments	\$35.00 pci	\$31.50 pci	\$28.00 pci	\$26.25 pci

## Color – Display

Four-color process (full color) \$500/ad

Black plus one color \$200/ad

For double truck ads, add \$200 for each color category

## Color – Classified

Four-color process (full color) \$150/ad

Black plus one color \$75/ad

## Commission

Commission paid to qualified agencies on Display/Online-Only ad(s) with ads provided to specifications and paid within 30 days. No commission paid on ads produced by *HVACR Today*. All ads should be emailed to [adsales@elaz.org](mailto:adsales@elaz.org).



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