

NADCA

2025 MEDIA KIT

www.nadca.com



*The HVAC Inspection, Cleaning
and Restoration Association*

NADCA: The HVAC Inspection, Cleaning and Restoration Association, otherwise known as the National Air Duct Cleaners Association

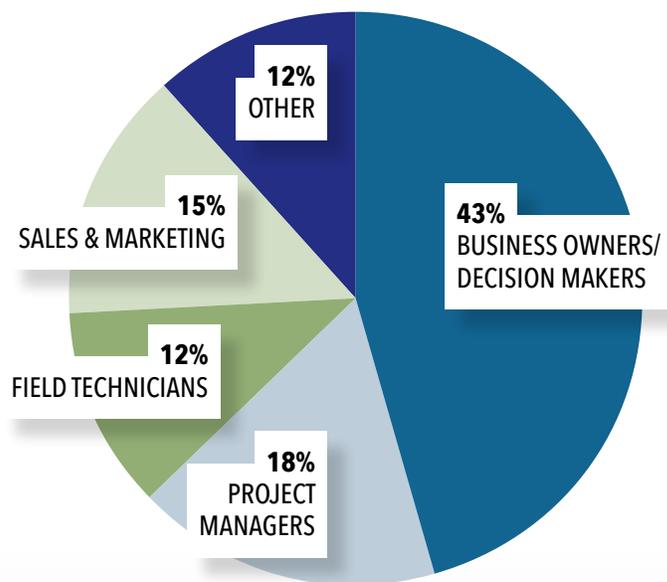
With over 1,500 members, NADCA is recognized worldwide as the leading provider of certification, education, and training for the industry

Benefits of Partnering with NADCA

- **Industry Authority:** Partnering with NADCA elevates your brand's credibility in the HVAC and air duct cleaning industry.
- **Targeted Reach:** Access to over 2,000 engaged HVAC professionals, contractors, and business owners.
- **Multi-Platform Exposure:** Visibility across the NADCA website, blog, social media, events, and *The HVAC Hygiene Journal* (formerly *DucTales Magazine*).

OUR REACH

Audience Overview



NADCA.com Annual Stats

266K WEBSITE USERS
Most visitors come to the site through organic search, with direct traffic being the #2 source

  NADCA IS ACTIVE ON **FACEBOOK & LINKEDIN**

BELOW DATA IS FROM OCTOBER 2023-OCTOBER 2024

 **FACEBOOK**
FOLLOWERS: **3.3K**
REACH: **82.2K**
CONTENT INTERACTIONS: **6.2K**
ENGAGEMENT RATE: **7.54%**

 **LINKEDIN**
PAGE VIEWS: **2.8K**
FOLLOWERS: **2.4K**
ORGANIC IMPRESSIONS: **64.7K**
CONTENT INTERACTIONS: **2.4K**

2025 Events

36th Annual Meeting & Expo
March 17 - 19, 2025
Savannah, GA
Savannah Convention Center

Fall Technical Conference
September 12 - 14, 2025
Minneapolis, MN
Hilton Minneapolis

AIR CONVEYANCE eNEWSLETTER

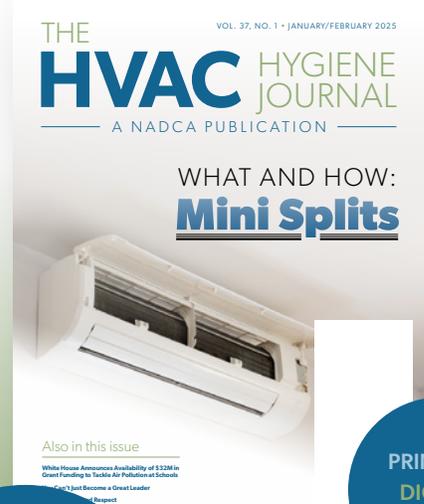
AUDIENCE:
3,570
INDUSTRY PROFESSIONALS
MONTHLY

AVG. OPEN RATE:
48%
(21% ABOVE
INDUSTRY AVG.)

Connecting **YOU** with the Most Targeted Audience in HVAC Inspection, Cleaning and Restoration Services!

The HVAC Hygiene Journal FORMERLY DUCTALES

The Official Magazine of NADCA has a new look and new name! *The HVAC Hygiene Journal* (formerly *DucTales*) is published six times annually in full color, is sent to a uniquely targeted audience looking for products and services aimed at HVAC inspection and restoration. Newly rebranded to represent the scientific efforts of the organization, this journal will also reach users of new technology in the broader indoor air quality industry.



PRINT and DIGITAL Versions

Circulation is to over **1,500+**

NADCA Associate Members earn **ONE PRIORITY POINT** for each full-page ad

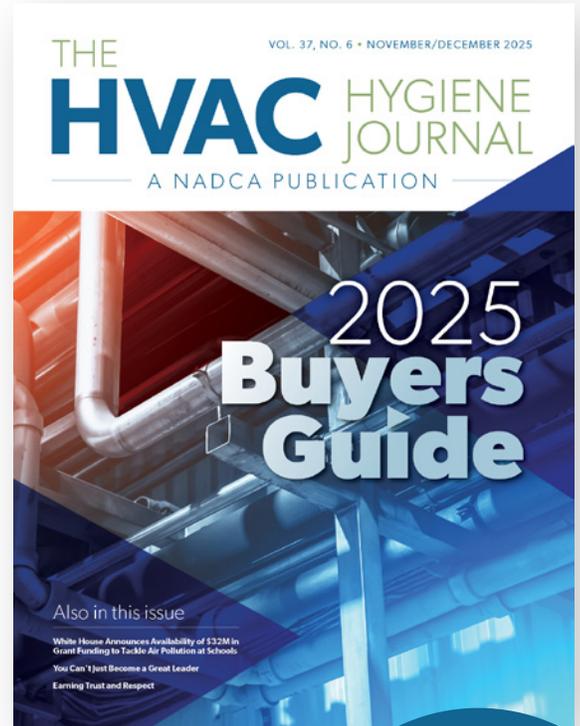
AD TYPE & DIMENSIONS	1 ISSUE	3 ISSUES	6 ISSUES
Member Rate			
Full-Page Bleed (8.5 x 11, .125" bleed)	\$910 each	\$820 each	\$720 each
Half Page Horizontal (7.5 x 5)	\$680 each	\$610 each	\$560 each
Half Page Vertical (3.75 x 10)	\$680 each	\$610 each	\$560 each
Non-Member Rate			
Full-Page Bleed (8.5 x 11, .125" bleed)	\$1,210 each	\$1,100 each	\$1,020 each
Half Page Horizontal (7.5 x 5)	\$910 each	\$830 each	\$760 each
Half Page Vertical (3.75 x 10)	\$910 each	\$830 each	\$760 each
PREMIUM POSITIONS		RATE PER ISSUE	
Inside Front Cover	\$250		
Inside Back Cover	\$250		
Back Cover	\$500		

The HVAC Hygiene Journal is a bi-monthly publication delivered via mail and digitally at the end of the month.

Buyers Guide

The HVAC Hygiene Journal Buyers Guide (Nov/Dec issue) connects you to the most trusted audience in HVAC Inspection, Cleaning and Restoration Services!

- NADCA's November/December issue of *The HVAC Hygiene Journal* (formerly *DucTales*) showcases the annual Buyers Guide, the HVAC inspection, cleaning and restoration industry's premier go-to resource for products and services.
- NADCA Associate Members earn one Priority Point for each full-page ad.



Each issue is available digitally at NADCA.com

CIRCULATION:
66,650+

1,500+
MEMBERS & SUBSCRIBERS

65,000+
AHR ATTENDEES

FEATURED LISTING: \$500

- Boxed listing with company contact info, logo & 50 word description
- Five Product categories
- Call out to the ad page for Buyers Guide advertisers!

BASIC LISTING: COMPLIMENTARY TO NADCA ASSOCIATE MEMBERS

- Company Contact Info
- Two Product Categories

ADDITIONAL PRODUCT CATEGORIES: \$25 EA

Company Name:
Address: 300 Turkey Street, Suite 100, Durham, NC 27601
Main Phone: (919) 287-8600
Primary Contact: Claire Ficks
Company Email: sales@company.com
Website: www.company.com/nadca

Controlled Release Technologies, Inc.
Address: 1016 Industry Drive, Shelby, NC 28152
Main Phone: (704) 487-0878
Primary Contact: Jenny Gillilan
Company Email: custserv@cleanac.com
Website: www.cleanac.com

DUCTMATE INDUSTRIES
Ductmate Industries, Inc.
Parent Company: DMI Companies
Address: 210 Fifth Street, Charlestown, PA 15022
Main Phone: (800) 245-3188
Primary Contact: Emily LaCarte
Contact Email: elacarte@ductmate.com
Website: www.ductmate.com
Ductmate has proven to be the industry's HVAC leader in engineered solutions for duct systems and components. We believe making the best products is only half the job; supplying our customers with

Company Name:
Address: 685 Lake Road, Webster, NY 14580
Main Phone: (585) 744-0473
Primary Contact: Cliff Buehler
Company Email: sales@inovate.com
Website: www.inovate.com

KGG Consulting
Address: 685 Lake Road, Webster, NY 14580
Main Phone: (585) 645-3538
Primary Contact: Rob Ambrosetti
Contact Email: ra@kggconsulting.com
Website: www.kggconsulting.com

Company Name:
Address: 1016 Industry Drive, Shelby, NC 28152
Main Phone: (704) 487-0878
Primary Contact: Jenny Gillilan
Company Email: custserv@cleanac.com
Website: www.cleanac.com
Meyer Machine Supply & Equipment is the premier manufacturer and supplier of Air Duct Cleaning equipment, tools, and accessories for residential, commercial, and industrial HVAC air-duct applications. Additionally, the Full line of Dryer Vent Cleaning supplies makes Meyer Machine & Equipment a true One-Stop for Successful Contractors in the HVAC Inspection, Maintenance, and Restoration Industry.

DEDICATED EMAIL BLAST \$750

Broadcast a targeted message about a new technology, process, product, or service to the entire NADCA membership.

Spotlight emails are limited to one advertiser per month and available on a first-come, first-served basis.

- Advertiser must design and provide HTML file of custom email (500 word limit)
- A disclaimer will be included at the top of email indicating Sponsored content
- All content subject to NADCA approval
- Messages are sent by NADCA through our Constant Contact email platform
- HTML guidelines are available upon request.

NADCA.COM

- 1.7 Million Visitors Per Year
- 190K Monthly Impressions
- 350 Average Clicks
- 18% CTR

NADCA Website Advertising

The NADCA website is the hub for our members and non-members alike looking for membership information, news, blog articles, resource directories and more.

DIGITAL AD POSITIONS	3 MONTHS*		6 MONTHS*		9 MONTHS*		12 MONTHS*	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Footer (728x90)	\$400	\$680	\$700	\$900	\$980	\$1,275	\$1,250	\$1,550
Homepage Side-bar (350 x 220)	\$400	\$680	\$700	\$900	\$980	\$1,275	\$1,250	\$1,550
Secondary Side-bar (350 x 220)	\$500	N/A	\$900	N/A	\$1,350	N/A	\$1,750	N/A
Video Side-Bar	\$500	N/A	\$900	N/A	\$1,350	N/A	\$1,750	N/A

*Ads must run consecutive months

Air Conveyance eNewsletter

NADCA's official monthly email newsletter reaching over 1500+ members per month

3 MONTHS*		6 MONTHS*		9 MONTHS*		12 MONTHS*	
Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
\$400	\$680	\$700	\$900	\$980	\$1,275	\$1,250	\$1,550

44%

OPEN RATE
(21% **ABOVE** the industry average)

8%

CLICK THROUGH RATE
(5% **increase** in CTRs this year)

3,572

SUBSCRIBERS &
INCREASING MONTHLY

42%

ENGAGEMENT
RATE



Thought Leadership

NADCA's content sponsorships offer a direct line to over 2,000+ HVAC professionals, delivering your message through trusted platforms. With strong **social media reach**, high **e-newsletter engagement**, and thousands of **blog visits annually**, your brand gains meaningful exposure.

By sponsoring content, you'll be featured across our **newsletter, email campaigns, blog, and social media**, positioning your company as a thought leader. This approach builds trust and credibility with industry professionals, making your brand stand out in the HVAC industry.

EXCLUSIVE FEATURE (\$5,000)

750 words max

- Air Conveyance E-Newsletter: Prominent placement with a full-feature article and CTA button to sponsor website.
- Email Blast: A stand-alone email campaign
- Blog Post: Article featured on the industry blog and shared on all social media platforms.
- Bonus Exposure: Inclusion in 2 additional social media posts across relevant channels (LinkedIn, Facebook) highlighting the sponsored content.

MID-LEVEL FEATURE (\$3,500)

500 words max

- Air Conveyance E-Newsletter: Mid-level placement with a dedicated section for the sponsor's article with a CTA button to read the full article.
- Email Blast: A stand-alone email campaign
- Blog Post: Article featured on the industry blog and shared on all social media platforms.

HIGHLIGHT FEATURE (\$2,000)

300 words max

- Air Conveyance E-Newsletter: Highlighted mention of sponsor's article with link to read more.
- Blog Post: Article featured on the industry blog and shared on all social media platforms.

Content sponsorships provide visibility, influence, and relationship-building opportunities.

AUDIENCE
2,000+
HVAC INDUSTRY
PROFESSIONALS

EDITORIAL GUIDELINES

At NADCA, we are committed to providing valuable, insightful content to our audience of air duct industry professionals. As part of our content feature packages, we invite sponsors to contribute **educational articles** that engage readers while offering relevant insights into industry trends, best practices, or innovations.

Rather than an advertisement, your sponsored content should:

- Be **educational** in nature, offering useful information or actionable insights that resonate with our professional audience.
- **Highlight** your company's product or service **organically**, ensuring the primary focus is on delivering value to the reader.
- Position your brand as a **thought leader** in the air duct and HVAC industry, creating trust and credibility through your expertise.

NADCA reserves the right to review, edit, and approve all sponsored content to ensure it aligns with our brand and provides value to our audience. We maintain the right to **refuse any content** that we feel does not meet these guidelines or is overly promotional. Our goal is to maintain the integrity of the information we provide to our readers while ensuring a positive experience for both sponsors and our audience.



NADCA Year-Round Advertising Order Form

COMPANY NAME _____

PARENT COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

PRIMARY CONTACT _____

TITLE _____

BILLING CONTACT (IF DIFFERENT) _____

EMAIL _____ PHONE _____

**PLEASE COMPLETE BOTH
PAGES OF THIS ORDER
FORM INCLUDING
PAYMENT DETAILS**



Year-Round Advertising Options

THE HVAC HYGIENE JOURNAL (FORMERLY DUCTALES)

AD TYPE & DIMENSIONS	1 ISSUE	3 ISSUES	6 ISSUES
Member Rate			
<input type="checkbox"/> Full-Page Bleed (8.5 x 11, .125" bleed)	<input type="checkbox"/> \$910 each	<input type="checkbox"/> \$820 each	<input type="checkbox"/> \$720 each
<input type="checkbox"/> Half Page Horizontal (7.5 x 5)	<input type="checkbox"/> \$680 each	<input type="checkbox"/> \$610 each	<input type="checkbox"/> \$560 each
<input type="checkbox"/> Half Page Vertical (3.75 x 10)	<input type="checkbox"/> \$680 each	<input type="checkbox"/> \$610 each	<input type="checkbox"/> \$560 each
Non-Member Rate			
<input type="checkbox"/> Full-Page Bleed (8.5 x 11, .125" bleed)	<input type="checkbox"/> \$1,210 each	<input type="checkbox"/> \$1,100 each	<input type="checkbox"/> \$1,020 each
<input type="checkbox"/> Half Page Horizontal (7.5 x 5)	<input type="checkbox"/> \$910 each	<input type="checkbox"/> \$830 each	<input type="checkbox"/> \$760 each
<input type="checkbox"/> Half Page Vertical (3.75 x 10)	<input type="checkbox"/> \$910 each	<input type="checkbox"/> \$830 each	<input type="checkbox"/> \$760 each
PREMIUM POSITIONS		RATE PER ISSUE	
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> \$250		
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> \$250		
<input type="checkbox"/> Back Cover	<input type="checkbox"/> \$500		

BUYERS GUIDE ISSUE

- FEATURED LISTING: \$500
- Basic Listing additional Categories: \$25
- # of additional categories _____

DEDICATED EMAIL BLAST

- Dedicated Spotlight Emails \$750

NADCA ASSOCIATE MEMBERSHIP

- \$1,500 (July 1 - June 30)
- \$100 Applications Fee for New or Lapsed Members

NADCA WEBSITE ADVERTISING

DIGITAL AD POSITIONS	3 MONTHS*		6 MONTHS*		9 MONTHS*		12 MONTHS*	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Footer (728x90)	<input type="checkbox"/> \$400	<input type="checkbox"/> \$680	<input type="checkbox"/> \$700	<input type="checkbox"/> \$900	<input type="checkbox"/> \$980	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,550
Homepage Side-bar (350 x 220)	<input type="checkbox"/> \$400	<input type="checkbox"/> \$680	<input type="checkbox"/> \$700	<input type="checkbox"/> \$900	<input type="checkbox"/> \$980	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,550
Secondary Side-bar (350 x 220)	<input type="checkbox"/> \$500	N/A	<input type="checkbox"/> \$900	N/A	<input type="checkbox"/> \$1,350	N/A	<input type="checkbox"/> \$1,750	N/A
Video Side-Bar	<input type="checkbox"/> \$500	N/A	<input type="checkbox"/> \$900	N/A	<input type="checkbox"/> \$1,350	N/A	<input type="checkbox"/> \$1,750	N/A

*Ads must run consecutive months

AIR CONVEYANCE eNEWSLETTER

3 MONTHS*		6 MONTHS*		9 MONTHS*		12 MONTHS*	
Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
<input type="checkbox"/> \$400	<input type="checkbox"/> \$680	<input type="checkbox"/> \$700	<input type="checkbox"/> \$900	<input type="checkbox"/> \$980	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,550

Campaign Run Date (months) _____

CONTENT PACKAGE

- Exclusive Feature \$5,000
- Mid-Level Feature \$3,500
- Highlight Feature \$2,000

PAYMENT INFORMATION

Return both pages of this order form to: ccalderone@nadca.com
 National Air Duct Cleaners Association, 1120 Rt. 73, Suite 200, Mount Laurel, NJ 08054
 NADCA Tax ID: 73-1340488

PAYMENT METHOD: Check Wire/ACH Amex Visa MasterCard Secured Payment Link

CARDHOLDER _____

CARD NUMBER _____

BILLING ADDRESS _____

EXPIRATION _____ CVV _____

CHARGE AMOUNT _____

SIGNATURE _____ DATE _____

By signing above, I acknowledge that I have read and agree to the payment terms and conditions in the NADCA Rules & Regulations

NADCA RULES & REGULATIONS

- Full payment must be received by the terms outlined on your invoice. Any company requesting to pay later than net 30 days after the receipt of invoice, agrees to pay a deposit in the amount equivalent to the cancellation processing fee.
- The cancellation processing fee for exhibits and sponsorship is 50% of total support.
- All cancellations must be submitted to NADCA in writing. The date of receipt of supporter's written notice of cancellation will be considered the official cancellation date. If support is canceled on or before 90 days from the event or campaign run date, a refund will be provided minus the cancellation fee.
- No refunds will be made after the 90 day cut off.
- Payment must be received in full for advertisements to run.
- NADCA reserves the right to approve any advertising content
- Exhibitors, Sponsors & Advertisers are responsible for ensuring the accuracy of all content. NADCA is not responsible for grammatical, spelling, or other errors appearing in the provided content.
- Print Ads must have a print quality of at least 300 dpi. Email digital ads to ccalderone@nadca.com. Ads must be high-resolution PDF to size and must be saved in CMYK. PMS and RGB colors can be converted to CMYK. NADCA cannot guarantee the output of colors in files that must be converted. Include all font files. All ads are printed in full-color. The advertiser is responsible for making sure the ad fits these specifications. No proofs will be supplied by NADCA. NADCA will not be held liable for any printing errors if the error is with the original PDF sent by the advertiser. All copy is subject to NADCA approval. In the case of yearlong contracts, NADCA reserves the right to run existing ad if new ad is not sent by the closing date.
- Web and Air Conveyance ads must be to exact size. Acceptable files are JPEG, PNG and GIF; file size <64MB. Please send exact URL for link.
- Dedicated emails require submission of 500-word email /graphics (photos, logos, etc.) submitted as HTML file. We use Constant Contact for email communications.
- Associate Membership of NADCA does not indicate an endorsement by the Association of any products or services offered.