

## Your customers are on HeatingandVentilating.net, are you?

The industry website for heating and ventilating professionals

**www.heatingandventilating.net helps you reach your customers online by:**

- Generating more business leads and sales
- Increasing exposure and traffic to your website
- Building your brand to the right people
- Be found easily on our site and through search engines.

### Online

- HVR sends out over 8,300 subscription email newsletters/alerts which constantly drives traffic to www.heatingandventilating.net
- HVR provides constantly updated news feeds
- Google finds over 100,000 pages from the site – this gives HVR and its clients massive exposure across the internet in general
- HVR encourages users to respond to articles/products to online advertisers, and enjoys huge benefits from word of mouth marketing
- HVR regularly takes online advertising and email marketing on other related industry sites



### Digital issues

All HVR magazines and supplements are available in digital format. Digital issues, or ebooks, are interactive with live hyperlinks, video capabilities, and additional advertising opportunities which target the evolving online generation through tablets and smart phones as well as the classic desktop PC.

- Full page advert appearing to the left of the front page when digital issue is loaded: price on application
- Ticker across all pages of digital issue: price on application

### Magazine App

- Quarter page advert on the welcome page of the app: price on application

## BOOKING INFORMATION

To book your space on  
**www.heatingandventilating.net**  
 contact:

**Colin Ball**  
 01622 669167  
 cball@datateam.co.uk

## Spend less - Archive more - Grow faster - Adapt to change

### Upgrade your company listing

Link to your website, your company logo on all your pages, full use of heatingandventilating.net enquiry system, priority positioning compared to free entries, one press release or editable product page.

12 months	£395
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### Publish specific product pages

Buyers search for specific products. Ensure they find yours by publishing specific pages relevant to your main products. This will generate more enquiries of better quality.

1 page	£175/year
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Up to 5 pages	£500/year
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Up to 25 pages	£995/year
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### High profile sponsorship

Influence customers before they search for a supplier.

Site sponsor (shared banner on all site pages)	£2,400/year
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Button banner on all site pages	£1,500/year
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Homepage banner	£500/month
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Banner blitzer (run of site banners) —15,000 displays	£500
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### Communicate by newsletter

Broadcast your message in the weekly digital newsletter to over 8,100 subscribers.

1 issue	£105
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3 issues	£210
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### Sponsor the e-newsletter

Positioning and prices available on request subject to availability.

### Get top billing

Company listings are displayed 15 to a page. Guarantee a top position for a year when customers look in a category or search for a keyword that matches your products.

### Targeted e-shots

Sending an email shot is a cost-effective way of ensuring your message reaches the air conditioning and refrigeration market.

An e-shot sent through HVR will allow you to create and send high-impact branded HTML emails to the customers that you specifically wish to target.

Included are detailed reports feeding back the effectiveness of your campaigns. You will be able to find out how many opened your email, how many clicked on which links and how many forwarded it.

### Recruitment advertising

Hot job: one month in Job Centre + 2 weeks on Job Centre homepage and weekly newsletter

£225

### Digital catalogues

Upload your digital catalogue on to your listing in PDF format.

Up to 100 pages	£150/year
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Up to 250 pages	£250/year
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Over 500 pages	£500/year
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Or for a more professional look, we can convert your catalogue to an ebook format.

Up to 250 pages	£250
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Up to 500 pages	£500
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Over 500 pages	£800
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## All of this and many more online opportunities available