

Online advertising rates

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

- Generate more business leads and sales
- Increase exposure and traffic to your site
- Build your brand to the right people
- Be found easily on our site and the search engines

Upgrade your company listing

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

12 months	£395
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Publish 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
Up to 5 pages	£500/year
Up to 25 pages	£995/year

High profile sponsorship

Influence customers before they search for a supplier.

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

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.

	Sub-categories /keywords	Top-level categories
Banner	£895	£1,400
No.1	£350	£395
Top 5	£245	£295
Top 15	£100	£125

Communicate by email

Broadcast in the newsletter your customers read.

1 press release	£105
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Product video

Includes production and promotion. The video is yours to keep.

1 minute	£495
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Targeted email shots

Sending an email shot is an effective way of ensuring your message reaches the heating, ventilating and air conditioning market.

An emailshot sent through HVR will allow you to create and send high-impact branded HTML emails to your target customers, with 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.

Cost – with over 9,000* subscribers registered to receive our weekly e-newsletter, an email shot at 30p per email is an economical and effective marketing tool.

Recruitment advertising

Basic job listing: 1 month in Job Centre

£115

Hot job: 1 month in Job Centre + 2 weeks on Job Centre homepage and weekly newsletter

£225

Recruitment packages

Platinum Up to 250 standard job listings per month, a dedicated page and CV submission form in Job Centre and 50% discount on all Hot Jobs

£1,125/quarter or £3,375/year

Gold Up to 100 standard job listings per month, a dedicated page and CV submission form in Job Centre and 50% discount on all Hot Jobs

£885/quarter or £2,400/year

Silver Up to 50 standard job listings per month, a dedicated page and CV submission form in Job Centre and 50% discount on all Hot Jobs

£615/quarter or £1,800/year

Bronze Up to 10 standard job listings per month, a dedicated page and CV submission form in Job Centre and 50% discount on all Hot Jobs

£450/quarter or £1,350/year

- Extend your candidate reach further with HVR's print recruitment sections.

*The number of subscribers to HVR e-newsletter is ever increasing.

From the publisher of HVR – Heating & Ventilating Review

Online

- HVR sends out 9,580 email alerts/newsletters which continuously drives traffic to www.heatingandventilating.net
- The website provides constantly updated newsfeeds
- Google gives the site a 5/10 rating and finds over 100,000 pages from the site – this gives HVR and its clients massive exposure across the internet
- HVR encourages users to respond to articles/products from online advertisers, and enjoys huge benefits from word-of-mouth marketing
- The website regularly takes online advertising and email marketing on other related industry sites

In person

- HVR has a prominent presence at Faversham House's industry events, both at the events themselves and during the pre-show marketing campaigns (HVR Awards, ACR News Awards, and the ACR Show).
- HVR also exhibits strategically at other key national events.

Booking information

To book your space on www.heatingandventilating.net contact **Colin Ball** on +44 (0)1622 699 167, or email cball@datateam.co.uk

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