



2026/27 Media Kit

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20,000

TRADE BUYERS

A new brand connecting your business with buyers at every level of distribution.

- Distributors
- Jobbers
- Repair Outlets
- OE Car/Truck Service Departments

YOUR MESSAGE. MEASURABLE RESULTS.

We focus on **lead generation** for our clients. We deploy your marketing item and provide the metrics you need to evaluate the results:

- Number deployed
- Number opened and open rate
- Contact information for click-throughs

100 UNIQUE CLICKS
GUARANTEED, OR WE REDEPLOY FREE.



THANK YOU & CONGRATULATIONS

Walker Products, our charter advertiser, achieved a **33% open rate** with their initial program with us!

33%
OPEN RATE

Have something in mind besides eblasts? We can make it happen.

Contact Brad Glazer 216-233-6943 | brad@autoaftermarket.net

EBLASTS FOR LEAD GENERATION

- White Papers
- Case Studies
- Technical Articles
- Videos
- New Products/
Sales promotions

Advertisers are deployed “alone”...deployments have one client each. Deployments are done twice weekly, Tuesday and Thursday. All E-Blasts are archived on our site:

<https://www.appliancehvacreport.com/custom-e-blasts/>

Clients receive the following from us:

- Number deployed
- Number delivered
- Number opened
- Open rate percent
- Full contact information for those who click on your link

EBLAST RATES

\$1470 PER DEPLOYMENT, \$2940 FOR 3 DEPLOYMENTS

Guarantees you 100 unique clicks or we re-deploy for free.

Metrics supplied for all eblasts.

E-BLAST SUBMISSION GUIDELINES

Custom E-Blasts: Submit a single image or HTML design no wider than 640 pixels. HTML must reference images hosted on your server using absolute URLs. Multiple links are welcome. Avoid JavaScript, embedded videos, external CSS, animated GIFs and iframes. For a simple layout we can recreate, send text and individual images, plus an image or PDF showing the layout.

Whitepaper E-Blasts: Send the whitepaper title, short description, company logo, PDF or hosted link, and a representative image (or we can create one from the PDF). A registration page is optional because subscriber contact information and clicks are already tracked.

Video E-Blasts: Send a YouTube, Vimeo or similar hosted video link, or a webpage featuring the video. Include your company logo, video title and short description.

For every submission: Include a suggested subject line, ideally under 75 characters. You may also provide email addresses for proofs and a suppression list of unsubscribed or competitor addresses to exclude.