

FRIENDLY
HEATING AND AIR
123-456-7890



Trust Us: It's Tune-Up Time



Phil N. Blank

You can't put a price on the peace of mind you enjoy from dealing with a reputable company that has earned your trust.

As your home comfort specialist, we adhere to only the highest standards, which means we have a commitment to customer service and professionalism all year. We continue to offer highly-trained technicians and the highest-quality products available in today's market.

You can also depend on us to keep your heating system running smoothly and at peak performance. Routine maintenance lowers the risk of needing emergency service, so you — and your furnace — will be prepared for the coldest weather imaginable. After all, you don't want to wait for a cold day to find that your home's heating system isn't prepared!

Friendly Heating and Air is committed to delivering prompt, professional service for all your heating and cooling needs. So when it's time to choose, install or service your comfort equipment, we hope you'll continue to call us at **123-456-7890**.

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24-HOUR EMERGENCY SERVICE AVAILABLE

FUNNIEST KID FACE PHOTO CONTEST! WIN A FREE THERMOSTAT!

Ever capture the perfect moment ... your kid making a funny face? Well, now you'll be glad you did. **Friendly Heating and Air** is giving away a **FREE thermostat**. AND, we will install it for you, **FREE of charge!**



Frowns, smiles, smirks, cute, absurd ... we want to see it all! So give it a shot. If you think your kid's photo will make us burst out laughing, like us on Facebook (if you haven't already) and message us your photo along with your contact information. All photos will be judged by our office staff. The winner will be contacted, and their picture posted on our site. Don't miss your opportunity! Submit your photo today on our Facebook page.

All photos must be submitted by the deadline. The winner will be announced at a later date. All photos will be posted on our website and/or our Facebook page. Good luck!

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Spring 2015

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See back for
seasonal savings!

Prepare For Cooling Comfort

As spring is officially underway and the days gradually become longer, chilly temperatures become a distant memory. Priorities shift from keeping warm to keeping cool, hot chocolate has been swapped for iced tea, and sweaters are changed out for t-shirts. Here are a few ways to ensure you'll enjoy a comfortable cooling season around your home:

Program your thermostat, stat! Using a programmable thermostat can help

Continued from page 1

control costs since it can be set to automatically raise and lower the temperature to correspond with your cooling needs and schedule. You may even consider a “smart” thermostat to further maximize energy savings and your HVAC system’s efficiency.

Equipment — out with the old, in with the new. If your system is more than 10 years old, it’s performing much less efficiently than it used to. Investing in a new system with a higher SEER (Seasonal Energy Efficiency Ratio) rating will pay off with lower utility bills and a much cooler — and more comfortable — home.

A breath of clean air. Cleaner indoor air can reduce the likelihood that you’ll suffer from respiratory issues, headaches or even nausea. Selecting the right air filtration system can help your home’s air stay cleaner — making for a healthier environment.

Regular maintenance makes good sense. By putting your home comfort system on a maintenance schedule, you’ll enjoy smoother operation, prevent unexpected major repairs, receive increased performance efficiency and extend the lifespan of your system.

Whether it’s an indoor air quality challenge, a recommendation for new cooling equipment or scheduling a seasonal tune-up, our comfort professionals are ready to help get your home in shipshape for spring! ■



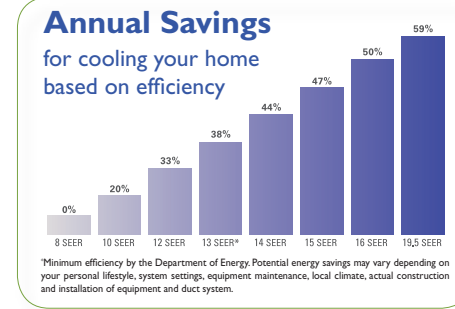
Be sure your A/C is ready to provide you with a comfortable cooling season. Call us today to schedule a pre-season check.

Your A/C: Savings vs. SEER Ratings

As we are easing into spring, summer may feel like a far-off notion. Unless your air conditioning system is on its last legs, in which case, summer may come much too quickly. If that’s the case, it may be time to think about a system upgrade now.

Older systems have lower efficiency ratings and rely on older technology. Today’s systems offer higher efficiency ratings, and use innovative technologies to manage humidity, provide cleaner, healthier indoor air and provide quieter, more reliable performance.

The Seasonal Energy Efficiency Ratio, or SEER, is the best way to evaluate a new cooling system. For example, if your current system is 12 to 15 years old, it probably is a 10 SEER or less. Many cooling systems today have SEERs up to and exceeding 20 SEER, offering twice the energy efficiency of your existing system. When you’re ready to consider a system upgrade, give us a call. Our experts are here to guide you to an energy-efficient decision. ■



Tip Keep exterior doors closed and limit the times they are opened and closed. Open doors let the hot air in.

Say Goodbye To Indoor Pollution

All homes, no matter how clean they appear, are contaminated with dirt and dust. According to the U.S. Environmental Protection Agency, the air inside the average home is up to five times more polluted than the air outside. To breathe good, clean air indoors, air must be purified. This can be done with the help of air filters.

Disposable filters are the most common, available and inexpensive type, but are not as effective as other filters.

The most effective filters are high-efficiency particulate air (HEPA) filters. They remove even the smallest particles to deliver the cleanest possible indoor air.

Consider your options, choose the filter type that works best in your home, and keep your family breathing easy. We are always here to help with your indoor air quality (IAQ) needs. ■



Replace your air filter frequently during heavy use. A dirty filter can restrict airflow and waste energy.

Question & Answer



How can I be prepared for a power outage?

It takes only one experience with a power outage to understand just how much we depend on electricity, and the difficulty of unexpectedly living without it. It’s best to be prepared to ensure your family’s safety and comfort, so keep these items readily available:

- Flashlights
- Fresh batteries
- Battery-operated clock radio
- Corded telephone
- Fully charged cell phone
- Car charger for your phone
- Non-perishable foods
- Blankets

If a storm is on its way, you should have at least half a tank of gas in your car in the event a power outage affects service to neighborhood gas stations. And unplug appliances so they won’t be damaged by a power surge. If you use a home generator, follow manufacturer instructions to locate it in a well-ventilated area. ■

Earth & Atmosphere

Moon And Tides

Tides are a result of the gravitational attraction of the moon, and to a lesser extent the sun, on the oceans of the Earth. As the moon travels around the Earth, and together, they travel around the sun, the combined gravitational forces cause the world’s oceans to rise and fall. In most places, this happens twice per day.

At times when the sun and moon are aligned, the gravitational pull of both are combined, causing very high and very low tides. This occurs when the moon is full or new.

When the sun and moon are perpendicular to one another with respect to the Earth, gravitational forces are canceled out and tides are not as high and low. This occurs during each quarter moon.

To determine whether a tide was rising or falling, ancient sailors had a prediction method that still holds true today. In the northern hemisphere, if the moon is east of south, the tide is rising. If it is west of south, the tide is falling. ■



www.saltwatertides.com is a good site covering most U.S. tide forecasts.