

Nexstar News/Offer Program
HVAC Article #3 – “Value of an Heating Tune-up”

Headline

A “Fine Tune” for the Winter Months Ahead.

Subhead

Fact: your heating system will last longer and conserve precious energy with regular system maintenance. Here’s how and why.

Text

On average, **American families spend hundreds if not thousands of dollars every year to heat and cool their homes.** That’s the bad news. The good news is that it’s relatively easy to cut those energy costs.

For starters, check your window caulking for cracks, the better your windows and their insulation, the more you’ll save on your fuel bill.

Here are other energy-saving measures you can employ on your own:

- Clean or change your heating system filter monthly;
- Seal and insulate your air ducts... heat loss from leaky, un-insulated ducts reduces the efficiency of your heating system by as much as 30%;
- Vacuum the cobwebs from your registers;
- Vacuum the fins on your baseboard heaters.

What’s more, we encourage you to have your system tuned up and inspected before the heating season gets underway. That way, **we can spot small problems before they**

become large repair bills, ensure the safe operation of your system, and keep it running at maximum efficiency.

At (company name), these are just some of the steps included in our tune-up and inspection service:

- Start up the system and check all working components;
- Test for carbon monoxide;
- Check furnace filter
- Check ignition and firing;
- Check safety controls;
- Lubricate all necessary parts;
- Test for gas leaks;
- And much more.

Here are some additional means of enhancing your indoor comfort while reducing energy consumption:

- “Whole house” humidifier;
- Automatic set-back thermostat;
- Electronic “whole house” air cleaner.

Today, (company name) invites to save \$35 on our heating system tune-up and inspection service with the attached coupon. It’s just one more way we’re working to make your life easier... *“Around the House.”*

Main Coupon

Heating System Tune-Up

Save \$35...

...off our regular price for a thorough cleaning and inspection of your home heating system. This offer may not be combined with any other discount or promotion.

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Teaser Copy

Inside This Issue of “Around the House”...

Before your heating system acts up, act now to ensure uninterrupted indoor comfort.

Plus...

3 Coupons You Can Use Now!