

Nexstar News/Offer Program
HVAV Article #4 – Zoning for Comfort

Headline

You are Now Entering “*The Comfort Zone.*”

Subhead

At twilight or any time of day at all, you’ll heat your home more efficiently – and for less money – through zoning.

Text

Picture this.

It’s a cold winter’s night. All the day’s chores and activities are completed, and it’s time to watch your favorite TV show. You have three TVs to choose from: so which one will it be? Chances are, the one where you feel the warmest and most comfortable...right?

Which is to say, certain areas of your home or office are likely to be more comfortable than others. The size of your rooms, the floor plan and many other factors result in uneven temperatures throughout your home. So what’s the answer?

Here’s one: **by zoning your home you can customize the climate from one room to another.** For example, you can keep your bedrooms cooler at night, adjust your living room temperature to account for large windows, or help control the temperature difference between floors. **How we custom zone your home is up to you.**

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Zoning produces the greatest changes to indoor comfort and reduced energy bills when one or more of the following conditions exist in your home:

- Multiple levels;
- Sprawling design (wings or “ranch” style);
- A room(s) with large expanses of windows;
- Large open areas (vaulted ceilings, foyer, atrium, solarium, etc.);
- Room(s) in a finished basement or attic;
- And so on.

If your home is longer than it is tall, zoning can compensate for the poor airflow associated with long duct runs. And what about if you have a home-based business with lots of electronic equipment that tends emits heat? Once again, it’s zoning to the rescue.

And now, (company name) is pleased to offer you a **\$50 discount toward a custom zoning solution**. At your request, we’ll evaluate your airflow, listen to your particular needs and concerns, and develop a plan you can live with, *comfortably*, for many years to come.

We look forward to seeing you again...“Around the House.”

Main Coupon

Zoning for Comfort

Save \$50...

...on a custom-designed zoning solution for your home. 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”...

Freezing cold in your bedroom, and sweating bullets in other areas of your home? A word or two about “zoning.”

Plus...

3 Coupons You Can Use Now!