

## Headline

“How About A Hammock...Right Here in the Living Room!”

## Subhead

Forgotten what it feels like to be cool and comfortable in your own home? Then perhaps it's time for a **new or replacement central air conditioning system**. But before you start stirring up the iced tea, here's a guide to help you choose wisely.

## Text

There are lots of ways to “keep your cool” indoors.

Sitting on a block of ice, for example. Fast and sure relief, but a little inconvenient... especially while mowing the lawn. Wait, how about an outdoor swimming pool? Wonderful to have, but *not* if you're the one who has to clean and maintain it. So let's see now, what does that leave? Hmmmm....

Central air conditioning, of course: the ultimate warm weather relief-giver. And in some cases, **a medical necessity for people with allergies and other health-related issues**.

Here's a guide to help you get the most system for your money. For starters, if you already have central air and/or forced-air heating, **a new system can be installed in less than a day** with existing ductwork. A lot of that depends on just how well and evenly your ductwork now distributes air throughout your home.

You also should **consider purchasing a combined, high-efficiency heating and cooling system**, especially if your existing furnace or boiler is more than 10 years old. You'll pay a little more for the installation, but **you'll make back the difference -- and more -- with increased energy savings**. Not to mention a great big boost in annual indoor comfort.

Page Two

Just how much cooling system do you need? That depends on several factors, including:

- Approximate square footage
- One or two stories
- When your home was built
- Number of openings (windows and doors)
- Extent of weather-stripping and insulation

When all is said and done, you can **expect to purchase an AC system with about one ton (12,000 BTUs) of air conditioning per 1,000 square feet of house.**

After determining the tonnage your home requires, it's then a matter of choosing a unit with the appropriate SEER rating. **The higher the rating, the more efficient the system.** We also work hard to provide you with noise-free and draft-free operation

If central air has been on your mind lately, then (company name) would like to help you get the most system for your money. And that includes **an instant \$200 savings on a new or replacement system with the coupon below.**

We're here to help...all you have to do is make the call.

### **Main Coupon**

Upgrade Your Central Air System

**Save \$200...**

...on a fully-installed new or replacement central air conditioning system. This offer may not be combined with any other discount or promotion.

Page Three

## **Teaser Copy**

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

Thinking about a new or replacement AC system?  
Then here's a guide to help you get the most system  
for your money.

Plus...

3 Coupons You Can Use Now!