# the NEWS HVACR DIRECTORY & SOURCE GUIDE

## The HVACR Industry's Most Referenced Buyers Guide!



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## The Industry's Most Referenced Buyers Guide

### **REACH A FOCUSED AUDIENCE**

Your ad message in the Directory will be exposed to over 100,000+\* contractors, wholesalers, technicians and other industry professionals who use the Directory as a resource. (*Source: ABC Pass-Along Study for the Nov. 27, 2006 Issue*)

### **IN PRINT & ONLINE**

Your listing will also appear in the online, "searchable" version of the Directory where you'll receive a year's worth of additional exposure.

## **YEAR-LONG SHELF LIFE**

In a recent Directory usage study, 62% of *NEWS* subscribers keep their Directory for more than one year. This extended shelf life can provide continued sales for many years to come.

#### "The HVACR Directory & Source Guide is like HOLDING A GOLD PIECE IN YOUR HAND."

— John Justice, CMS Mechanical Service, Inc.

"THE INDUSTRY BIBLE when it comes to researching target markets in the HVAC industry."

— Frank Caporale, Kele, Inc.



#### ACTIONS TAKEN AS A RESULT OF ADS/DATA FOUND IN THE DIRECTORY

(Source: May 2008 Directory Usage Study)

Visited Listed Company's Website: 65%

Purchased Products and/or Services: 53%

**Requested Additional Information: 47%** 

Saved Ad/Data for Future Reference: 40%

Discussed Ad/Data with Someone Else: 36%

Recommended the Purchase of Products/Services: 34%

Forwarded Ad/Data to Someone Else: 31%

### **AD CLOSING: OCT. 15, 2009 ISSUE DATE: JAN. 4, 2010**

For Over 75 Years, Your Customers Have Been Referencing and

# E GUIDE

### IN PRINT & ONLINE AT WWW.ACHRNEWS.COM/THEDIRECTORY

## Online Advertising Opportunities $\rightarrow$

#### **DISPLAY ADS**

Display ads in the HVACR Directory & Source Guide are placed near the product listing of your choice. Or, an advertiser may choose a special location on one of the Tabbed Indicator Pages or Covers.

Full Page	4 5%" x 7 ½"	\$3,630
<sup>2</sup> / <sub>3</sub> Page Horizontal	4 <sup>5</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>2</sub> "	\$2,800
<sup>2</sup> / <sub>3</sub> Page Vertical	3" x 7 ½"	\$2,800
½ Page	4 <sup>5</sup> / <sub>8</sub> " x 3 <sup>5</sup> / <sub>8</sub> "	\$2,295
<sup>1</sup> / <sub>3</sub> Page		\$1,655
1/4 Page Horizontal	4 5/8" x 1 3/4"	\$1,230
<sup>1</sup> ⁄ <sub>4</sub> Page Vertical	1 ¾" x 5"	\$1,230

#### **COLOR RATES**

Standard Color\$630 4-C	olor \$1,810
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#### FULL PAGE AD DIMENSIONS

#### **SPECIAL POSITIONS**

Tabbed Indictor Page Position Charge	\$1,095
Back Cover Position Charge	\$1,105
Inside Cover Position Charge	\$610
Cover Logo Ads	\$3,205

#### **MINI ADS**

1-Inch Mini Ad	1 ¾" x 1"	\$355
2-Inch Mini Ad	1 ¾" x 2"	\$543
3-Inch Mini Ad	1 ¾" x 3"	\$684
Business Card Ad	3" x 1 ½"	\$585
One Color Added to Mini A	d	additional \$210
Online Mini Ad		additional \$210

#### LOGOS

Add a logo to your listing in print or online. Four-color logos are available to make your listing stand out and attract attention!

LOCATION	ADVERTISER	NON-ADVERTISER
Manufacturer Section	\$180	\$400
Services Section	\$130	\$180
Web Logo Only	\$150	\$175
Online hotlink	\$100	\$100





MANUFACTURER SECTION LOGO

Free Bold Face Listing for All Display Advertisers!

## Purchasing Products Found in *The NEWS*' HVACR Directory.

AMPLE

MINI AD BUSINESS CARD ADS

CD3

# the NEWS ONLINE OPPORTUNITIES

## Online at www.achrnews.com/thedirectory

#### **ONLINE PREMIUM LISTING** BEST VALUE & EXPOSURE

- Top positioning in the alpha and product search results online with star designation
- Catalog pages or ads included online
- Four-color logo in print and online directory
- Three product photos
- Live Web links
- E-mail lead form

Advertiser	.\$645
Non-Advertiser	.\$895

#### **ONLINE PREMIUM PLUS LISTING**

Includes the Premium Listing Package – PLUS inclusion in our Request for Proposal Program (Leads!) and your choice of one of the following two options (choose one).

- Three product specific banner ads
- Video

Advertiser	\$1,050
Non-Advertiser	\$1,300

#### **SPONSORSHIP RATES**

Sponsorship ads do not rotate and appear on all online Directory pages. They include a link to your Website.

Position #1	\$4,160
Position #2	\$3,900
Position #3	\$3,640
Position #4	\$3,380
Position #5	\$3,120
Position #6	\$2,860









#### CONTACT A SALES REPRESENTATIVE TODAY FOR MORE INFORMATION.

#### MARY WRAY

Directory Publisher Phone: 248/244.6488 wraym@bnpmedia.com

#### **DWAIN HOLMGREN**

Central Advertising Manager Phone: 219/926.5173 dwainholmgren@achrnews.com

#### FELIPE ARIAS

Eastern Advertising Manager Phone: 864/288.2231 felipearias@achrnews.com

#### MICHAEL O'CALLAGHAN

Southwest/Western Advertising Manager Phone: 770/967.9413 michaelocallaghan@achrnews.com

#### **KATHY JANES**

Business Development Manager Phone: 248/244.6457 kathyjanes@achrnews.com

## Maximize Your Exposure — in Print and Online!