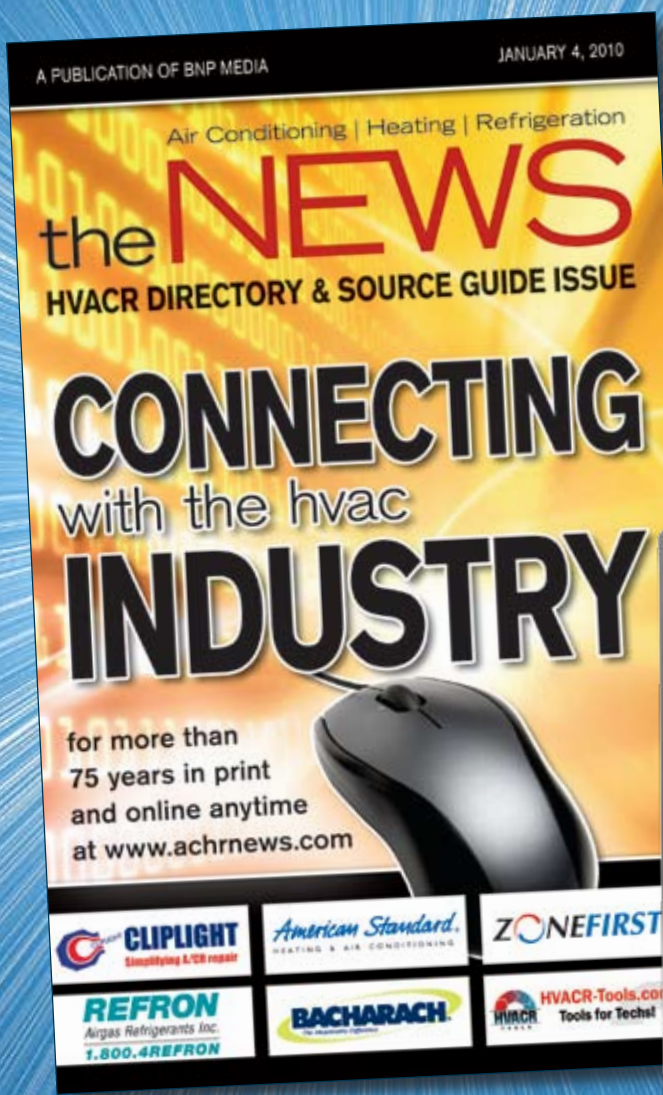


the NEWS

HVACR DIRECTORY & SOURCE GUIDE

The HVACR Industry's Most Referenced Buyers Guide!



**MAXIMIZE
YOUR EXPOSURE
IN PRINT & ONLINE AT
WWW.ACHRNEWS.COM/THE DIRECTORY**



Ad Closing: October 15, 2009
Issue Date: January 4, 2010

the NEWS HVACR DIRECTORY & SOURCE

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

the NEWS 2010 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



SAMPLE:
DIRECTORY HOME PAGE



SAMPLE:
DIRECTORY REQUEST FOR PROPOSAL



SAMPLE:
COMPANY PREMIUM PLUS LISTING



SAMPLE (CHOOSE 1 – BANNER AD OR VIDEO):
PREMIUM PLUS BANNER SEARCH

CONTACT A SALES REPRESENTATIVE TODAY FOR MORE INFORMATION.

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

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

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

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

MICHAEL O'CALLAGHAN
Southwest/Western Advertising Manager
Phone: 770/967.9413
michaelocallaghan@achrnews.com

Maximize Your Exposure — in Print and Online!