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 |
|---|---|---------|
| ² / ₃ Page Horizontal | 4 ⁵ / ₈ " x 5 ¹ / ₂ " | \$2,800 |
| ² / ₃ Page Vertical | 3" x 7 ½" | \$2,800 |
| ½ Page | 4 ⁵ / ₈ " x 3 ⁵ / ₈ " | \$2,295 |
| ¹ / ₃ Page | | \$1,655 |
| 1/4 Page Horizontal | 4 5/8" x 1 3/4" | \$1,230 |
| ¹ ⁄ ₄ Page Vertical | 1 ¾" x 5" | \$1,230 |

COLOR RATES

| Standard Color\$630 4-C | olor \$1,810 |
|-------------------------|--------------|
|-------------------------|--------------|

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

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Maximize Your Exposure — in Print and Online!