

HVACR DIRECTORY & SOURCE GUIDE

The HVACR Industry's Most Referenced Buyers Guide!



Maximize Your Exposure in Print & Online

Advertising Deadline: October 15, 2007 ■ Issue Date: January 1, 2008

the NEWS 2008 HVACR DIRECTORY & SOURCE GUIDE

The Industry's Most Referenced Buyer's Guide

By advertising in the HVACR Directory & Source Guide, you'll be among hundreds of advertisers who share in thousands of sales. Here is your once-a-year opportunity to present your company and the products and services you supply to the HVACR industry.

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.

IN PRINT & ONLINE

Your listing will also appear in the online, "searchable" version of the Directory. You receive a year's worth of additional exposure from the million plus visitors to www.achrnews.com.

YEAR-LONG SHELF LIFE

Buyers keep and reference the Directory for an entire year. They use the online Directory over and over again for continued exposure.

(*Source: December 2006 ABC Circulation Statement)

(*Source: Audit Bureau of Circulation Pass-Along Study for the Nov. 24, 2003 Issue)



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Advertising Opportunities

MINI ADS

New this year — add color to your mini ad!

1-Inch Mini Ad..... 1 3/8" x 1" \$355

2-Inch Mini Ad..... 1 3/8" x 2" \$543

3-Inch Mini Ad..... 1 3/8" x 3" \$684

Business Card Ad..... 3" x 1 1/2" \$585

Online Mini Ad..... add'l \$210

1 Color Added to Mini Ad add'l \$210

LOGOS

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

	ADVERTISER	NON-ADVERTISER
Manufacturer Section	\$180.....	\$400
Services Section.....	\$130.....	\$180
Web Logo Only	\$150.....	\$175

InterFace
Solutions

Interface Solutions, Inc.
216 Wohlens Way, Lancaster, PA 17603
(800) 942-7538; (717) 207-6006 Fax: (717) 207-6080
www.sealinfo.com

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 5/8" x 7 1/2"	\$3,490
2/3 Page Horizontal.....	4 5/8" x 5 1/2"	\$2,695
2/3 Page Vertical.....	3" x 7 1/2"	\$2,695
1/2 Page.....	4 5/8" x 3 5/8"	\$2,205
1/3 Page.....	3" x 4"	\$1,590
1/4 Page Horizontal.....	4 5/8" x 1 3/4"	\$1,185
1/4 Page Vertical.....	1 3/8" x 5"	\$1,185

COLOR RATES

Standard Color: \$608 ■ 4-Color: \$1,742

FULL PAGE AD DIMENSIONS

Bleed Size: 5 1/2" x 8 3/4" ■ Trim Size: 5 1/4" x 8 1/2"

INSERTS

Competitive rates for supplied and ROP catalog inserts quickly available.

SPECIAL POSITIONS

Tabbed Indicator Page
Position Charge: \$1,055

Back Cover Position Charge: \$1,055

Inside Cover Position Charge: \$587

Cover Logo Ads: \$3,085



Free Bold Face Listing for All Display Advertisers!

Premium Listing

Want to make a big splash? Choose our Premium Package and you'll get the BEST exposure in print and online!

YOU'LL RECEIVE:

- 4/color logo in print and online directory
- Top positioning in online product search
- Catalog pages or ad included online
- Two product photos included online
- Live Web and e-mail links

AD RATES:

- Advertiser: \$645
- Non-Advertiser: \$895

Best Value & Exposure!



HOTLINKS

Drive leads to your Web site. A hotlink lets buyers find you with a simple click!

Online Hotlink..... \$100

the NEWS

THE #1 BUYING & SELLING GUIDE FOR 74 YEARS!

Make sure your company stands out from the competition!

- ✓ Readers use The Directory more than a half million times annually.
- ✓ The Directory is used 14 times per subscriber within a six-month period.
- ✓ More than 9 out of 10 took action as a result of ads that ran in The Directory.
- ✓ Four out of five users contacted a company that advertised in The Directory.

(Source: The NEWS HVACR Directory Study)

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