

Air Conditioning | Heating | Refrigeration

the **NEWS**

2008 Editorial Calendar & Rate Card

PRINT

ONLINE

NEW FOR 2008

» FOCUS ISSUES

» ANNUAL DIRECTORY

» ADVERTISING RATES

» DISPLAY CLASSIFIED

» LIT FOCUS

» CARD DECKS

» INSERTS

» INDUSTRY CALENDAR



Your HVACR Marketing Partner for Integrated Media Solutions!

▶▶ 2008 EDITORIAL CALENDAR

ISSUES	EDITORIAL FOCUS	AD CLOSE	MARKET COVERAGE	BONUS COPIES SPECIALS	READERSHIP STUDY
Jan. 1	2008 HVACR Directory & Source Guide Industry's most comprehensive buyer's guide.	10/15			
Jan. 7	AHR Expo Pre-Show Issue Preview of events and products that will be featured in New York.	12/20*	 		
Jan. 14	Design/Build Contracting How successful contractors make it work.	1/2	 		
Jan. 21	AHR Expo Show Issue Industry's best-read & most comprehensive show issue.	1/7*	 	AHR Expo: Jan. 22-24	
Jan. 28	Doing Business on the Internet ... Also, Website Designs E-commerce trends and Websites of importance.	1/16			
Feb. 4	ACCA Convention Issue Preview of seminars and new association programs.	1/23			
Feb. 11	Marketing to Builders Big & Small Dealers share their marketing secrets. Also, a profile of products geared to new homes.	1/30		Intl. Builders Show: Feb. 13-16	
Feb. 18	AHR Expo Post-Show Issue Extensive report on the new products that were introduced at the show.	2/4*	 		
Feb. 25	Computers, Systems & Software What manufacturers and marketers have to offer in 2008.	2/13			
Mar. 3	Lean & Green Building Designs How commercial contractors deal with market pushes for more green and energy efficiency.	2/20		MCAA: Mar. 2-6	
Mar. 10	Refrigeration Tools, Test Instruments & Recovery Products Includes leak detection, vacuum pumps, leak monitors, and gauges. Also, reclaim, recycle, and recovery products.	2/27		IAR: Mar. 16-19	
Mar. 17	Indoor Comfort & Health for the Home Including filters, air purifiers and cleaners, duct cleaning equipment, and more.	3/5			
Mar. 24	HVAC Industry Annual Report Financial recap of key industry companies.	3/12		CMX: Mar. 27-29	
Mar. 31	Compressors New and rebuilt compressors and compressor parts. Also, condenser products.	3/19			
Apr. 7	Motors, Drives & Variable-Speed Products Valves, motors, drives, and other products designed to enhance system performance.	3/26	 		
Apr. 14	Residential Cooling Showcase Roundup of the latest products for the cooling season.	4/2			
Apr. 21	Ventilation & Air Filtration Power ventilators, dampers, fans, blowers, and more.	4/9			
Apr. 28	Ductless A/C Systems New products for add-on/replacement market and special commercial applications.	4/16		GAMA: May 6-9	

*Early Ad Closing

www.achrnews.com

Key to Market Coverage

C = Commercial, **H** = Hydronics, **R** = Refrigeration

ISSUES	EDITORIAL FOCUS	AD CLOSE	MARKET COVERAGE	BONUS COPIES SPECIALS	READERSHIP STUDY
May 5	Commercial Cooling Showcase What's new in the commercial market.	4/23	 		
May 12	Chiller Products & Systems Liquid, air-cooled, and water-cooled products.	4/30			
May 19	Zoning Products & Systems Products and systems to enhance airflow indoor comfort in the home and office.	5/7			
May 26	Unitary & Light Commercial Heat Pumps New heat pump technology for the home and office.	5/14			
Jun. 2	Refrigeration Coils & Condensing Units New products and new technologies for energy efficiency and system performance.	5/21			
Jun. 9	Training & Education Trends Products and services to help the dealer's business grow and run smoothly.	5/28			
Jun. 16	Rooftops & Air Handlers New high-efficiency systems for light commercial and commercial applications.	6/4		Skills USA: June 22-28	
Jun. 23	High-End HVAC Systems Products and services geared towards the homeowner who wants the best of everything.	6/11		Lit Focus Issue Ad Closing: May 15	
Jun. 30	Portable Air Conditioning & Heating Units Temporary heating and/or cooling products. Also, special spot cooling applications.	6/18			
Jul. 7	Ice Machines, Freezers & Coolers New product innovations and new capacities are highlighted.	6/24*	 		
Jul. 14	Dealer Design Awards Our expert contractor panel judges what the top products designed with the HVACR dealer in mind are, in areas such as ease of installation, use and serviceability.	7/1*		Perdue Compressor & Refrigeration Conference: July 14-17	
Jul. 21	Distributor Groups ... A Market Update <i>The NEWS</i> editors explore the changing role of the HVACR distributor.	7/9			
Jul. 28	Tools, Trucks & Technology New tools of the trade. Plus, products for dispatching and traveling to and from the jobsite.	7/16			
Aug. 4	School Market HVACR products geared towards the growing school market.	7/23	 		
Aug. 11	Humidification, Dehumidification & Mold Remediation Products to help contractors condition the air and environment in homes and buildings.	7/30			
Aug. 18	Emerging Parts & Service Business How distributors and dealers profit from selling parts and promoting service.	8/6			
Aug. 25	Commercial Heating Steam and hot water boilers, gas/oil burners, unit heaters, duct heaters, and infrared.	8/13	 		
Sept. 1	Supermarket & Restaurant Refrigeration Refrigeration products including freezers, refrigerated cases, ice machines, and filter driers.	8/20			

ISSUES	EDITORIAL FOCUS	AD CLOSE	MARKET COVERAGE	BONUS COPIES SPECIALS	READERSHIP STUDY
Sept. 8	Energy-Efficient Products & Systems Residential and commercial products that save energy and money.	8/27			
Sept. 15	Residential Heating Showcase New products for the residential and light commercial heating season. Forced air and wet heat.	9/3		RSES: Sept. 21-27	
Sept. 22	Thermostats, Controls & BAS Products and systems to monitor and control heating, cooling, humidification, and more.	9/10			
Sept. 29	Air Movement & Control Products Ventilators, dampers, and other special products.	9/17			
Oct. 6	Hydronic & Radiant Heating Products Products, trends and new applications.	9/24	  	2009 HVACR Directory Ad Closing: Oct. 15!	
Oct. 13	Duct Products, Installation & Cleaning Product review of sheet metal, spiral, flexible, and fiber duct.	10/1		MSCA: Oct. 14-17 SMACNA: Oct. 19-23	
Oct. 20	Distribution Trends How distributors are changing to meet market needs.	10/8		HARDI: Oct. 25-28	
Oct. 27	Raising the Bottom Line Industry professionals share their success keys.	10/15			
Nov. 3	Healthcare Market HVACR products geared towards this growing market.	10/22	 		
Nov. 10	New & Emerging Technology Products Including geothermal, water-source products, ERVs, dual-fuel products, and more.	10/29		ARI: Nov. 15-18	
Nov. 17	Furnaces ... High-End Brands Top-of-the-line products in efficiency, features, and performance. Also, case studies on contractors who market and sell high-end heating products.	11/5			
Nov. 24	Oil-Fired Products Residential and commercial-industrial oil-fired products and services.	11/12	 		
Dec. 1	Refrigerants ... Who's Selling What to Whom? The latest in products, codes, and standards.	11/19			
Dec. 8	Is it Smart to Sell Smart Products? How to take advantage of "intelligent" products.	11/25*			
Dec. 15	Energy Prices & The Commercial Contractor Market How are trends in energy costs and availability affecting the commercial contractor.	12/3			
Dec. 22	Top Stories of 2008 Issues and challenges that dominated HVACR in 2008. Also, "pull-out" 2009 Industry Calendar.	12/10		Special "Pull-Out" 2009 Industry Calendar	
Jan. 5, '09	2009 HVACR Directory & Source Guide Industry's most comprehensive buyer's guide.	10/15/08*			

Your HVACR Marketing Partner for Integrated Media Solutions!

▶▶ 2008 ADVERTISING RATES

No. 104 • Effective Jan. 1, 2008 • Current advertisers protected at rate card No. 103 until Dec. 31, 2007

the **NEWS**

AD SIZE	DIMENSIONS	COL. IN.	1x	6x	13x	20x	26x	52x	SPECIFICATIONS FOR BLEEDS
Tabloid Page (Non-Bleed)	10 1/8" x 14"	70	\$11,440	\$9,280	\$8,935	\$8,325	\$7,920	\$7,440	Tabloid page trim size 10 1/8" x 14 3/4"
Tabloid Spread (Non-Bleed)	21" x 14"	140	17,565	16,510	15,870	15,065	13,475	13,075	Tabloid page bleed 11 1/8" x 15"
Junior Page	8 1/8" x 10"	40	7,600	7,000	6,400	6,200	5,600	5,200	Tabloid spread, full bleed 22" x 15"
Junior Spread	16 3/4" x 10"	80	14,400	12,400	11,600	11,200	10,400	10,000	Tabloid spread, gutter bleed only 21" x 14"
2/3 Vertical	4" x 13 1/2"	27	5,535	4,995	4,725	4,455	4,320	3,780	Junior page trim size 8 3/8" x 10 3/4"
2/3 Square	6" x 8"	24	4,920	4,440	4,200	3,960	3,840	3,360	Junior page bleed 8 3/4" x 11"
1/2 Vertical	4" x 10"	20	4,100	3,700	3,500	3,300	3,200	2,800	Junior spread, gutter bleed 17" x 10"
1/2 Horizontal	8 1/8" x 5"	20	4,100	3,700	3,500	3,300	3,200	2,800	Vital matter must be kept at least 3/8" from trim edges on bleed pages. Trim is 1/8" on top, 1/8" on bottom and face.
1/3 Vertical	4" x 7 1/2"	15	3,150	2,850	2,700	2,550	2,475	2,325	
1/3 Square	6" x 5"	15	3,150	2,850	2,700	2,550	2,475	2,325	
1/4 Vertical	1 7/8" x 10"	10	2,100	1,900	1,800	1,700	1,650	1,550	
1/4 Square	4" x 5"	10	2,100	1,900	1,800	1,700	1,650	1,550	
1/6 Vertical	1 1/8" x 5"	5	1,050	950	900	850	825	775	
1/6 Horizontal	4" x 2 1/2"	5	1,050	950	900	850	825	775	

▶▶ GENERAL AD RATES

FREQUENCY RATES: Determined by number of insertions used within 12 months from date of first insertion. Minimum rate holder size for earning frequency rate on larger space: 10 column inches. Advertisements are accepted in any size, 2 column inches or more in depth.

COL. IN.	1x	6x	13x	20x	26x	52x
2-19	\$210	\$190	\$180	\$170	\$165	\$155
20-39	205	185	175	165	160	140
40-79	190	175	160	155	140	130
80+	180	155	145	140	130	125

Cost is per ad, per inch. Tab pages and tab spreads are discounted as shown above.

COMBINATION RATES & PROGRAMS: Special programs and rates for advertisers running in *The NEWS*, and other BNP Media publications are available. Contact the Publisher.

SPECIAL CONTRACT RATES ARE AVAILABLE BASED ON AD SIZE AND FREQUENCY. CONTACT YOUR SALES MANAGER OR KATHY JANES FOR MORE INFORMATION.

▶▶ PUBLICATION CLOSING DATES

Published 52 Mondays each year. Last advertising forms for all materials close 12 days prior to date of issue except for special issues designated on calendar. Holidays may affect the closing of an issue by one day. (See calendar.) When proof must be submitted for approval, copy must be in the hands of Publisher two weeks preceding date of insertion.

PLEASE NOTE: Closing date is Wednesday noon, 12 days prior to date of issue.

▶▶ COLOR RATES

Cost Per Color, Per Page, Over Space Cost

2 COLOR	PAGE OR LESS	SPREAD
Standard Color	\$630	\$875
Matched Color	\$900	\$1,300

3 COLOR	PAGE OR LESS	SPREAD
Standard Color	\$1,530	\$1,910
Matched Color	\$1,960	\$2,950
Metallic Color	\$2,435	

4 COLOR	PAGE OR LESS	SPREAD
Process Color	\$1,810	\$2,760

Color (other than black) available in all sizes. Standard colors are red, blue, green, yellow.

▶▶ CLASSIFIED ADVERTISING

PAYMENT/COMMISSION: Payment with order required. No agency commission on line ads: 15% commission allowed on display ads provided to specifications.

CLOSING: Classified advertising closes ten days before issue date (Friday).

In the event of a Monday holiday, the closing is one day earlier (Thursday).

SHIPPING: Address all classified space orders, artwork, proofs, copy, and digital files to *The NEWS'* Classified Ad Manager at the Troy, MI address.

TO RESERVE SPACE: Contact the Classified Ad Manager, Michael O'Connor, Phone: 610-354-9552, Fax: 610-354-9390, E-mail: oonorm@bnpmedia.com

CLASSIFIED AD RATES:

FREQUENCY	1x	6x	13x	20x	26x	52x
Display Classified Per column inch. Min. depth: 2 column in.	\$185	\$170	\$160	\$150	\$140	\$130
Line Classified Per insertion of 50 words.	155	150	135	130	120	110
Each Add'l Word	2.10	2.00	1.95	1.85	1.70	1.55

▶ INSERTS

RATES: Competitive rates for supplied and ROP inserts quickly available. Contact territory representative or *The NEWS* Production Manager. If $\frac{3}{8}$ " pick up on high folio or if $\frac{1}{8}$ " head trim is omitted, there will be a tipping charge. On inserts of less than 4 pages, a 4 $\frac{1}{2}$ " bind-in flap is required for stitching. A 5 $\frac{1}{2}$ " x 3 $\frac{1}{2}$ " stitch-in card can be run. A 4 $\frac{1}{2}$ " bind-in flap required for stitching. If card needs to tip, call Production Manager for minimum tipping size. Cost is \$1,020, plus mechanical costs incurred will be billed. Consult *The NEWS* Production Manager for details.

PRODUCTION REQUIREMENTS: Contact *The NEWS* Production Manager for available issues and specifications.

STOCK: Maximum insert weight 80 lb. coated 25" x 38" or equivalent. Send mock-up sample to *The NEWS* Production Manager for approval.

SHIPPING: Consult *The NEWS* Production Manager for address. A label must be affixed to each carton indicating:

Attention: *The NEWS*, issue date, name of insert, and individual count per carton. Charges will be billed for unpacking and counting inserts. Inserts must arrive at least two weeks prior to date of issue.

▶ REGIONAL AND SPLIT RUN

Insertions made on state basis or by business classification. Accepted in junior or tabloid page ads. Advertisers not listed in the advertisers' index. Availability may be limited, consult Publisher. Rates are proportionate to amount of circulation used, with a minimum fee of 42% of regular advertising rates, plus non-commissionable handling charge for each regional ad:

BLACK & WHITE.....\$520
TWO COLOR.....\$620
FOUR COLOR.....\$830
INSERTS.....\$1,040

Consult *The NEWS* Production Manager for additional costs related to demographic splits.

▶ MECHANICAL REQUIREMENTS

PUBLICATION TRIM SIZE: 10 $\frac{1}{8}$ " x 14 $\frac{3}{4}$ "

TYPE OR PAGE SIZE: 10 $\frac{1}{8}$ " x 14"

BINDING: Saddle stitched.

DIGITAL FILES: Please call your *NEWS* Production Manager for specs on creating and sending digital files.

COMPOSITION: All material requiring alteration or design work must be received by the Production Department at least one week prior to ad closing date. Mechanical charges based on Publisher's prevailing rate will be billed for all production work at gross. Proofs will be sent to the advertiser or agency for approval provided deadlines are met.

PRINTING: Heat-set, web-fed offset.

PAPER: 40-pound, white, machine-coated.

SCREEN: 133 lines recommended.

▶ SPECIAL POSITIONS

Over 30 column inches – 10%

30 column inches or under – 20%

Back page ad must be 70 column inches, four-color.

A maximum of 12 back pages, and/or special positions can be reserved.

▶ TERMS AND CONDITIONS

The following terms and conditions shall be assumed incorporated in every insertion order or space contract received by *The NEWS*, unless modified by written agreement signed by the Publisher, and shall supercede any ambiguous or inconsistent statement in said order or contract.

RATE PROTECTIVE CLAUSE: As new rates are announced, contract advertisers will be protected at their contract rates until December 31, 2007. New rate card goes into effect January 1, 2008.

AGENCY COMMISSION: 15% of gross billing allowed to recognized agencies on space, color, and position. Bills are dated Monday, same day as publication. Commission not allowed on other charges, such as insert handling, special binding, or trimming of inserts, reprints, other mechanical charges, and non-display classified advertising.

PAYMENT TERMS: Invoices are payable in U.S. funds only, net 30 days. 1 $\frac{1}{2}$ % per month service charge thereafter ($\frac{1}{2}$ % in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs, and attorney fees.

COPY AND CONTRACT: Advertiser and advertising agency assume liability for all content (including text, representation, and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher. Acceptance of advertising copy and art is subject to Publisher's approval.

SHORT RATES AND REBATES: Advertisers will be short rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient space to warrant a lower rate than that at which they have been billed.

ADDITIONAL INFORMATION

▶ SHIPPING INSTRUCTIONS

Ship correspondence, space orders, insertions, proofs, and digital files to:

KAREN COPPINS
2401 W. Big Beaver Road, Ste. 700, Troy, MI 48084
Phone: 248-244-6246 • Fax: 248-244-3924
coppinsk@bnpmedia.com

the **NEWS**

▶ SALES STAFF

DWAIN HOLMGREN
Central Advertising Manager
Phone: 219-926-5173 • Fax: 219-926-5915
dwainholmgren@achmews.com

KATHY JANES
Business Development Manager
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kathyjanes@achmews.com

FELIPE ARIAS
Eastern Advertising Manager
Phone: 864-288-2231 • Fax: 864-288-2232
felipearias@achmews.com

MIKE O'CONNOR
Classified Advertising Manager
Phone: 610-354-9552 • Fax: 610-354-9390
oconnorm@bnpmedia.com

MICHAEL O'CALLAGHAN
Southwest/Western Advertising Manager
Phone: 770-967-9413 • Fax: 770-967-9414
michaelocallaghan@achmews.com

MARY WRAY
HVACR Directory Publisher
Phone: 248-244-6488 • Fax: 248-244-3920
wraym@bnpmedia.com

▶ CORPORATE HEADQUARTERS



BNP Media
2401 West Big Beaver Road, Suite 700
Troy, MI 48084