

Air Conditioning | Heating | Refrigeration

# the NEWS

# 2008 Integrated Media Planner



## New Council Encourages Green World

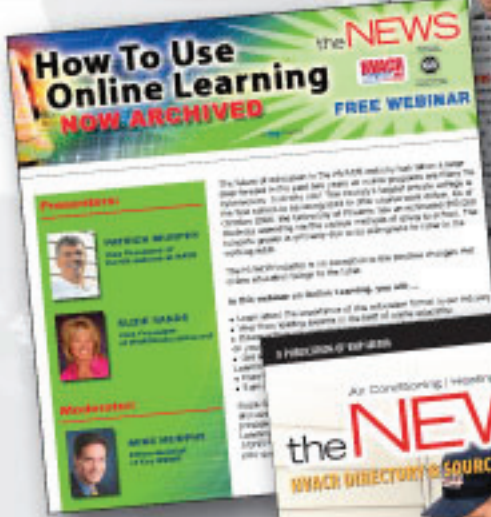
### Can Contractors Make a Difference?

As the industry's leading trade publication, the NEWS is proud to present a special feature on green building. This special feature is a collection of articles that explore the many ways in which contractors can make a difference in the world. The first article, "Can Contractors Make a Difference?" by [Author Name], discusses the importance of green building and the role of contractors in making a difference. The second article, "Green Building: A New Opportunity for Contractors" by [Author Name], discusses the many benefits of green building and the opportunities it offers for contractors. The third article, "Green Building: A Challenge for Contractors" by [Author Name], discusses the challenges of green building and the solutions that contractors can implement. The fourth article, "Green Building: A Future for Contractors" by [Author Name], discusses the future of green building and the opportunities it offers for contractors.



## Blue Dot Demise Ripples Through Communities

The blue dot demise, a phenomenon where a single point of failure can cause a system to collapse, is a real and growing concern for communities. This article explores the causes of blue dot demise and the steps that communities can take to prevent it. The article also discusses the impact of blue dot demise on communities and the role of contractors in preventing it.



Let Us Help You Customize Your Marketing Campaign!

# the NEWS

# Integrated Media Program Planner

Reach your marketing and communications goals when you use *The NEWS*' integrated media campaigns to reach buyers. Tell us what your specific goals are, and we'll work with you to build a customized campaign that achieves results and maximizes your return.

## Sample Campaigns

- ① Special Anniversary or Event
  - Custom 12-page advertorial from the editors of *The NEWS*
  - *The NEWS* editorial video of an event
  - Company produced video
  - Teaser ad series in *The NEWS*
  - Digital edition sponsorship on week of event
  - Ad on blog page for 2 months prior to event
- ② New Product Intro or Seasonal Sales Promotion
  - Kickoff insert
  - Weekly ads for 8 weeks
  - Video product demonstration
  - Rich media takeover ad
  - Online HVACR Directory ad
  - Ad within a feature online for 3 months
  - Ad on *The NEWS*' blog page for 3 months
- ③ Education Capability Campaign
  - Skyscraper ad on The Learning Center index page
  - Ad campaign in *The NEWS*
  - Webinar series sponsorship (3 webinars on achnews.com)
  - Ad on blog page for 2 months
  - Podcast sponsorship



## TRADITIONAL MEDIA

	COMMENTS	TIMEFRAME	COST
<input type="checkbox"/> Print Advertising			
<input type="checkbox"/> Classified Advertising			
<input type="checkbox"/> HVACR Directory & Source Guide			
<input type="checkbox"/> Best of The NEWS Supplement			
<input type="checkbox"/> Conservation & Comfort Insert Series			
<input type="checkbox"/> Industry Calendar			

# ONLINE

	COMMENTS	TIMEFRAME	COST
<input type="checkbox"/> <b>Tile Ads</b>			
<input type="checkbox"/> <b>Banner Ads</b>			
<input type="checkbox"/> <b>Skyscraper Ads</b>			
<input type="checkbox"/> <b>Ad Within a Feature</b>			
<input type="checkbox"/> <b>Rich Media</b>			
<input type="checkbox"/> <b>Site Sponsorships</b>			
<input type="checkbox"/> <b>Online Directory</b>			
<input type="checkbox"/> <b>E-Newsletter</b>			
<input type="checkbox"/> <b>Digital Edition Sponsorship</b>			
<input type="checkbox"/> <b>Other</b>			




# NEW ONLINE PRODUCTS

	COMMENTS	TIMEFRAME	COST
<input type="checkbox"/> <b>Videos</b>			
<input type="checkbox"/> <b>Blogs</b>			
<input type="checkbox"/> <b>Podcasts</b>			
<input type="checkbox"/> <b>Webinar Series</b>			
<input type="checkbox"/> <b>Custom Webinars</b>			




## CUSTOM MARKETING

	COMMENTS	TIMEFRAME	COST
<input type="checkbox"/> Market Research			
<input type="checkbox"/> Custom Publishing			
<input type="checkbox"/> HVACXchange			



**Clear Seas**  
RESEARCH  
Captiv Audience • Industry Knowledge • Clear Insight.



**HVACXchange**

## DIRECT MARKETING

<input type="checkbox"/> Postcards			
<input type="checkbox"/> Lit Focus			
<input type="checkbox"/> List Rental			
<input type="checkbox"/> Editorial Reprints			



**Total Cost =** \_\_\_\_\_

**– Multi-Program Discount =** \_\_\_\_\_

**Total Program Cost =** \_\_\_\_\_

Contact Your Sales Representative to Get Started!

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

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

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

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

**KATHY JANES**  
Business Development Manager  
Phone: 248-244-6457 • Fax: 248-244-3927  
kathyjanes@achrnews.com

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

