

# the NEWS

# 2008 Internet Rate Card

PRINT

ONLINE

NEW FOR 2008

▶ BANNER & TILE ADS

▶ SKYSCRAPER ADS

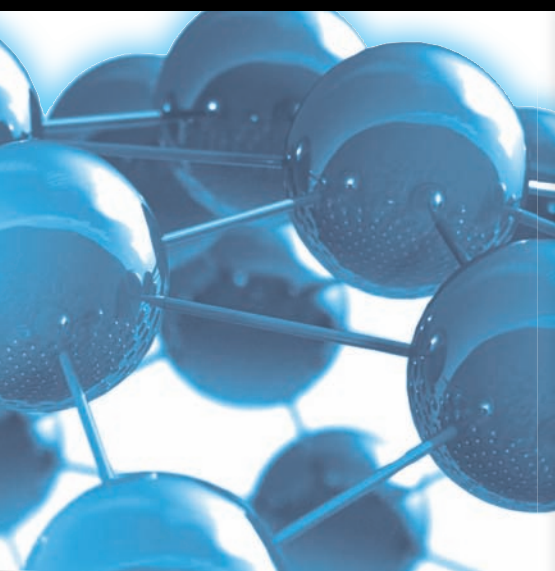
▶ AD WITHIN A FEATURE

▶ RICH MEDIA

▶ E-NEWSLETTERS

▶ ONLINE DIRECTORY

▶ ADS ON KEY WEB PAGES

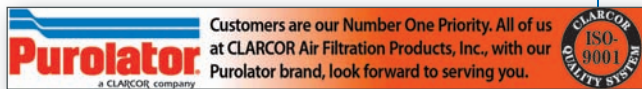


Your HVACR Marketing Partner for Integrated Media Solutions!

# Advertising Opportunities at [www.achrnews.com](http://www.achrnews.com)

## Banner Ads

AD SIZE: 468 x 60 pixels ■ AD COST: \$6,240 per year



## Sponsor Buttons

AD SIZE: 120 x 60 pixels  
AD COST: \$8,040 per year



## Skyscraper Ads

AD SIZE: 120 x 600 pixels ■ AD COST: \$990 per month

## Rich Media

### ▶ EXPANDABLE SKYSCRAPER

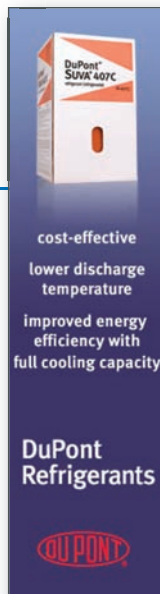
AD SIZE: 120 x 600 pixels ■ EXPANDS TO: 300 x 600 pixels  
AD COST: \$2,060 per month

### ▶ PAGE PEEL AD

AD SIZE: 150 x 150 pixels ■ EXPANDS TO: 600 x 600 pixels  
AD COST: \$2,060 per month

### ▶ OVER-THE-PAGE AD

AD SIZE: 120 x 60 pixels resting area  
(animation size varies)  
AD COST: \$1,855 per month



## Ad Within a Feature

AD SIZE: 300 x 250 pixels  
AD COST: \$520 per month



## Blog Page

### ▶ SPONSOR BUTTON

AD SIZE: 120 X 60 pixels  
AD COST: \$4,020 per year

### ▶ SKYSCRAPER

AD SIZE: 120 x 600 pixels  
AD COST: \$665 per month

**Blogs** More...

**Survey Says: HVAC Over Heidi Klum**  
Coors Brewing Co. released an interesting survey concerning the importance of air conditioning. According to [www.coors.com](http://www.coors.com), a survey of 1,500 adult men ages 21-44 found that nearly 75 percent of men would rather have air conditioning in their homes during a heat wave than win a date with a supermodel.

**Protect the Trademarks**  
Trademarks must be protected or they otherwise can be lost. Protected means threatening to sue when someone else uses your name without the appropriate ™ or ® marking. However, how is everyone supposed to know what is a trademark violation and what is not? Oh, was I supposed to capitalize and place trademarks on those words? Sue me.

## Learning Center Page

### ▶ SPONSOR BUTTON

AD SIZE: 120 X 60 pixels ■ AD COST: \$3,490 per year

### ▶ SKYSCRAPER

AD SIZE: 120 x 600 pixels ■ AD COST: \$610 per month

## Online Video

AD SIZE: 320 x 240 pixels  
AD COST: \$1,855 for 2 weeks



## e-Newsletter

### ▶ TILE AD

AD SIZE: 125 x 125  
AD COST: \$525 per month (\$140 per week)

### ▶ BANNER AD (ONE AD PER E-MAIL)

AD SIZE: 468 x 60 pixels  
AD COST: \$525 per month (\$140 per week)

### ▶ TEXT AD

AD SIZE: 6 lines of text  
AD COST: \$735 per month (\$190 per week)

## Online Directory

### ▶ TILE AD

AD SIZE: 125 x 125 pixels  
AD COST: \$4,160-\$2,860 per year (based on position)

### ▶ PREMIUM LISTING

ADVERTISER COST: \$645 per year  
NON-ADVERTISER COST: \$895 per year

### ▶ WEB LOGO

DIRECTORY ADVERTISER: \$150 per year  
DIRECTORY NON-ADVERTISER: \$175 per year

### ▶ WEBLINK

DIRECTORY ADVERTISER: \$100 per year  
DIRECTORY NON-ADVERTISER: \$100 per year

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the **NEWS**