

Celebrating 75 Years with the **NEWS** 2009 HVACR DIRECTORY & SOURCE GUIDE

75th Anniversary Issue!

First Issue

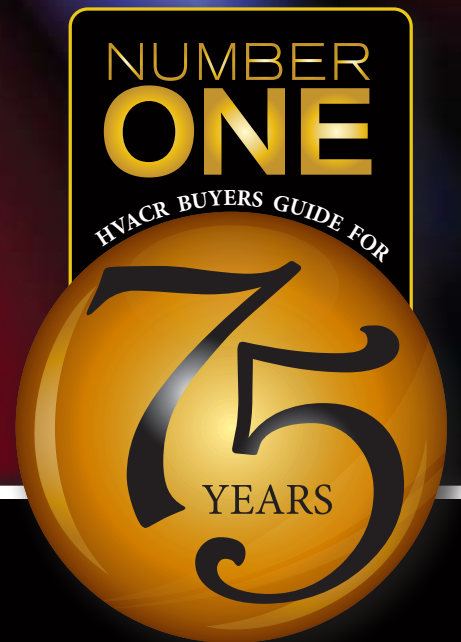
Current Issue

The *NEWS*' 2009 Directory proudly celebrates its heritage of being the most widely referenced printed resource in the HVACR industry. Since 1934, The Directory has been a coveted friend to contractors, engineers, distributors, manufacturers and anyone that could get their hands on a copy.

Ad Closing: Oct. 15, 2008 • Issue Date: Jan. 5, 2009



In Print
& Online



Celebrate the Past While Showcasing
Your Products to the HVACR Industry!

The Industry's Most Referenced Buyers Guide

History of The Directory

The 2009 Directory will contain a historical review of 1934. A lot of the names have changed in 75 years, but the times are no less exciting today than they were back in 1934. If your company was around in 1934, contact us to be included in this section.



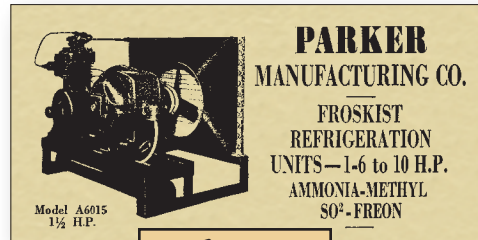
Celebrating 75 Years!

Help us celebrate the history and longevity of *The NEWS'* Directory with a historical ad showcasing your company and/or products.

- Purchase a display ad and receive a historical ad at 25% off the ad cost. Historical ads are available in business card and 1/4 page ad sizes.
- Purchase a full-page ad and receive a 1/2 page historical ad at 50% off the ad cost.

ADVERTISING RATES

1/2 Page (with purchase of full-page ad)	\$1,147
1/4 Page.....	\$922
Business Card Ad.....	\$439



Sample Historical Ad

All historical discounted ads must contain historical company or product information. Limit one historical ad per advertiser. Historical ads will be placed in the Directory's HVACR Products Section.

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.

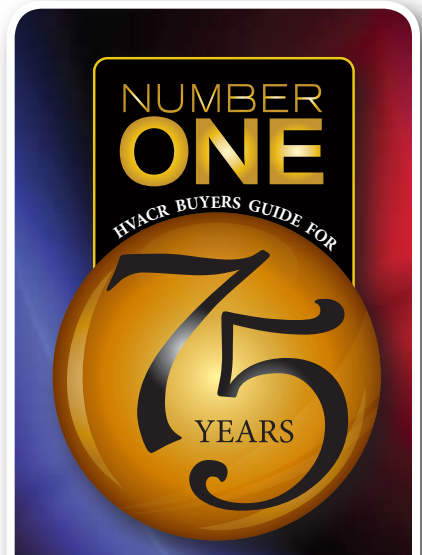
In Print & Online

Your listing will also appear in the online, "searchable" version of the Directory 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.

(*Source: ABC Pass-Along Study for the Nov. 27, 2006 Issue)



Ad Deadline: Oct. 15, 2008

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E GUIDE

Online advertising opportunities ➤

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".....	\$3,630
2/3 Page Horizontal.....	4 5/8" x 5 1/2".....	\$2,800
2/3 Page Vertical.....	3" x 7 1/2".....	\$2,800
1/2 Page.....	4 5/8" x 3 5/8".....	\$2,295
1/3 Page.....	3" x 4".....	\$1,655
1/4 Page Horizontal.....	4 5/8" x 1 3/4".....	\$1,230
1/4 Page Vertical.....	1 3/8" x 5".....	\$1,230

COLOR RATES

Standard Color..... \$630 4-Color..... \$1,810

FULL PAGE AD DIMENSIONS

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

SPECIAL POSITIONS

Tabbed Indicator 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 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
One Color Added to Mini Ad.....	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

*Free Bold Face Listing
for All Display Advertisers!*

Recent Research Study Reveals...

- 65% of NEWS subscribers visited a company's Website after viewing their ad.
- 53% of Directory users have purchased products and/or services as a result of seeing an ad.
- 62% of NEWS subscribers keep their Directory for more than one year.

(Source: 2008 Directory Usage Study)

ONLINE ADVERTISING 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



Sample:
DIRECTORY HOME PAGE



Sample:
REQUEST FOR PROPOSAL



Sample:
COMPANY PREMIUM LISTING PAGE



Sample (Choose One - Banner Ad or Video):
COMPANY PREMIUM PLUS LISTING PAGE

Sales Staff

MARY WRAY
Directory Publisher
Phone: 248/244.6488
wraym@bnpmedia.com

DWAIN HOLMGREN
Central Advertising Manager
Phone: 219/926.5173
dwainholmgren@achrnews.com

FELIPE ARIAS
Eastern Advertising Manager
Phone: 864/288.2231
felipearias@achrnews.com

MICHAEL O'CALLAGHAN
SW/Western Advertising Manager
Phone: 770/967.9413
michaelocallaghan@achrnews.com

KATHY JANES
Business Development Manager
Phone: 248/244.6457
kathyjanes@achrnews.com