



▶ **09** EDITORIAL CALENDAR
& RATE CARD

+

**THE #1
INFORMATION
RESOURCE**

























FOR HVACR CONTRACTORS
& WHOLESALERS SINCE 1926.

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09 Editorial Calendar


















Refrigeration
Commercial
Hydronics

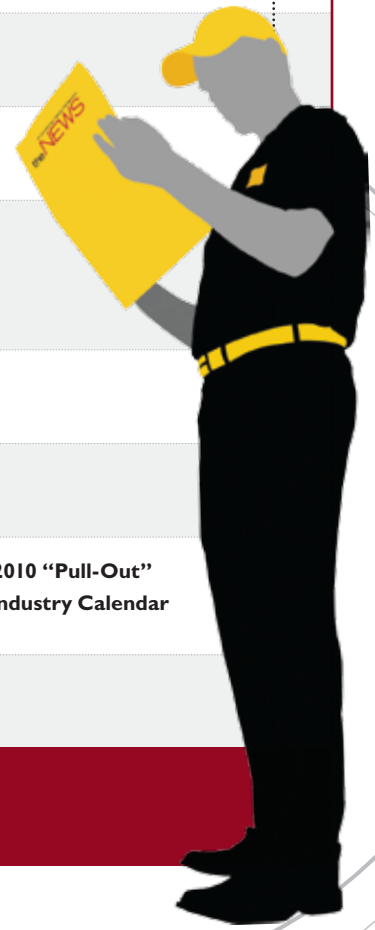
Readership
Study

Issue	Editorial Focus	Ad Close				Bonus Distribution	
Jan 05	2009 HVACR DIRECTORY & SOURCE GUIDE Industry's most comprehensive buyer's guide.	10.15.08*					
Jan 12	AHR EXPO PRE-SHOW ISSUE Preview of events and products that will be featured in Chicago.	12.19.08*					
Jan 19	BUILDERS GOING GREEN Green wave hit residential construction in a big way. HVAC contractors are major part of the solution.	01.07.09					
Jan 26	AHR EXPO SHOW ISSUE Industry's best-read & most comprehensive show issue.	01.12.09*				AHR Expo – Jan 26-28	
Feb 02	2010 REFRIGERATION MANDATES ...THE INDUSTRY PREPARES <i>The NEWS</i> polls the industry on refrigerant mandate preparations.	01.21.09					
Feb 09	BUSINESS TECHNOLOGY TRENDS Computers, networks, and new communication technologies.	01.28.09					
Feb 16	AHR EXPO POST-SHOW ISSUE Extensive report on the new products that were introduced at the show.	02.02.09*					
Feb 23	ACCA CONVENTION ISSUE Preview of seminars and new association programs.	02.11.09				ACCA – Feb 24-26 MCAA – Mar 2-6	
Mar 02	BECOMING A SUSTAINABLE CONTRACTOR How commercial contractors deal with market pushes for energy efficiency and sustainability.	02.18.09					
Mar 09	REFRIGERATION RECOVERY & RECLAMATION TECHNOLOGY Includes leak detection, vacuum pumps, leak monitors, and gauges. Also, tools & test instruments.	02.25.09					
Mar 16	INDOOR COMFORT & HEALTH FOR THE HOME Including filters, air purifiers and cleaners, duct cleaning equipment, and more.	03.04.09				IIAR – Mar 22-25	
Mar 23	HVAC INDUSTRY ANNUAL REPORT Financial recap of key industry companies.	03.11.09					
Mar 30	COMPRESSORS New and rebuilt compressors and compressor parts. Also, condenser products.	03.18.09					
Apr 06	ENERGY ANSWERS... MOTORS, DRIVES & VARIABLE-SPEED PRODUCTS Valves, motors, drives, and other products designed to enhance system performance and efficiency.	03.25.09					
Apr 13	RESIDENTIAL COOLING SHOWCASE Roundup of the latest products for the cooling season.	04.01.09					
Apr 20	VENTILATION & AIR FILTRATION Power ventilators, dampers, fans, blowers, and more.	04.08.09					
Apr 27	DUCTLESS A/C SYSTEMS New products for add-on/replacement market and special commercial applications.	04.15.09					
May 04	COMMERCIAL COOLING SHOWCASE What's new in the commercial market.	04.22.09					

* Early Ad Closing

Issue	Editorial Focus	Ad Close				Bonus Distribution	
May 11	CHILLER PRODUCTS & SYSTEMS Liquid, air-cooled, and water-cooled products.	04.29.09					
May 18	ZONING PRODUCTS & SYSTEMS Products and systems to enhance airflow indoor comfort in the home and office.	05.06.09					
May 25	UNITARY & LIGHT COMMERCIAL HEAT PUMPS New heat pump technology for the home and office.	05.13.09					
Jun 01	REFRIGERATION COILS & CONDENSING UNITS New products and new technologies for energy efficiency and system performance.	05.20.09					
Jun 08	TRAINING & EDUCATION TRENDS Products and services to help the dealer's business grow and run smoothly.	05.27.09					
Jun 15	ROOFTOPS & AIR HANDLERS New high-efficiency systems for light commercial and commercial applications.	06.03.09				Skills USA – June 22-28	
Jun 22	HIGH-END HVAC SYSTEMS Products and services geared towards the homeowner who wants the best of everything.	06.10.09				LIT FOCUS ISSUE Ad Closing – May 15	
Jun 29	PORTABLE AIR CONDITIONING & HEATING UNITS Temporary heating and/or cooling products. Also, special spot cooling applications.	06.17.09					
Jul 06	ICE MACHINES, FREEZERS & COOLERS New product innovations and new capacities are highlighted.	06.24.09					
Jul 13	DEALER DESIGN AWARDS Our expert contractor panel judges top products designed with the HVACR dealer in mind.	07.01.09					
Jul 20	DISTRIBUTOR GROUPS... A MARKET UPDATE <i>The NEWS</i> editors explore the changing role of the HVAC distributor.	07.08.09					
Jul 27	TOOLS, TRUCKS & TECHNOLOGY New tools of the trade. Plus, products for dispatching and traveling to and from the jobsite.	07.15.09					
Aug 03	SCHOOL MARKET HVACR products geared towards the growing school market.	07.22.09					
Aug 10	HUMIDIFICATION, DEHUMIDIFICATION & MOLD REMEDIATION Products to help contractors condition the air and environment in homes and buildings.	07.29.09					
Aug 17	EMERGING PARTS & SERVICE BUSINESS How distributors and dealers profit from selling parts and promoting service.	08.05.09					
Aug 24	COMMERCIAL HEATING Steam and hot water boilers, gas/oil burners, unit heaters, duct heaters, and infrared.	08.12.09					
Aug 31	TOP OF THE LINE HEAT PUMP SOLUTIONS The best of heat pump design including geothermal.	08.19.09					
Sep 07	SUPERMARKET & RESTAURANT REFRIGERATION Refrigeration products including freezers, refrigerated cases, and ice machines.	08.26.09					

Issue	Editorial Focus	Ad Close				Bonus Distribution	
Sep 14	RESIDENTIAL HEATING SHOWCASE New products for the residential and light commercial heating season. Also, forced air and wet heat.	09.02.09					
Sep 21	THERMOSTATS, CONTROLS & BAS Products and systems to monitor and control heating, cooling, and more.	09.09.09					
Sep 28	AIR MOVEMENT & CONTROL PRODUCTS Ventilators, dampers, and other special products.	09.16.09				RSES	
Oct 05	DUCT PRODUCTS, INSTALLATION & CLEANING Product review of sheet metal, spiral, flexible, and fiber duct.	09.23.09				SMACNA – Oct 11-15	
Oct 12	CONTRACTORS GUIDE TO GREEN PRODUCTS Residential and commercial products that save energy, money, and the environment.	09.30.09				2010 HVACR Directory Ad Closing: Oct 15	
Oct 19	HYDRONIC & RADIANT HEATING PRODUCTS Products, trends, and new applications.	10.07.09					
Oct 26	DISTRIBUTION TRENDS How distributors are changing to meet market needs.	10.14.09				HARDI – Oct 31-Nov 3	
Nov 02	HEALTH CARE MARKET HVACR products geared towards the health care market.	10.21.09					
Nov 09	EMERGING TECHNOLOGY PRODUCTS Including geothermal, water-source products, ERVs, dual fuel products, and more.	10.28.09				AHRI Annual Meeting – Nov 15-17	
Nov 16	FURNACES... HIGH-END BRANDS Top-of-the-line products in efficiency, features, and performance.	11.04.09					
Nov 23	OIL-FIRED PRODUCTS Residential and commercial-industrial oil-fired products and services.	11.11.09					
Nov 30	QUALITY INSTALLATIONS (QI) COMES OF AGE How ACCA, marketers, and contractors are teaming up.	11.18.09					
Dec 07	REFRIGERANT REVOLUTION...AN 11TH HOUR UPDATE & PRODUCT PREVIEW What is the status of preparations for the 2010 mandates?...trends, products, and forecasts.	11.24.09*					
Dec 14	IS IT SMART TO SELL SMART PRODUCTS? How to take advantage of intelligent products.	12.02.09					
Dec 21	NEWSMAKERS OF 2009 Industry leaders who made news in 2009.	12.09.09					
Dec 28	LEAN & GREEN BUILDING DESIGNS How commercial contractors deal with market pushes for more green and energy efficiency.	12.16.09				2010 "Pull-Out" Industry Calendar	
Jan 04 2010	2010 HVACR DIRECTORY & SOURCE GUIDE Industry's most comprehensive buyer's guide.	10.15.09					



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09 Advertising Rates

No. 105 ■ Effective Jan. 1, 2009 ■ Current advertisers protected at rate card No. 104 until Dec. 31, 2008

Ad Size	Dimensions	Col. In.	1x	6x	13x	20x	26x	52x	Specs For Bleeds
Tabloid Page (Non-Bleed)	10 $\frac{1}{8}$ " x 14"	70	\$11,780	\$9,605	\$9,290	\$8,700	\$8,275	\$7,775	Tabloid page trim size 10 $\frac{1}{8}$ " x 14 $\frac{3}{4}$ "
Tabloid Spread (Non-Bleed)	21" x 14"	140	18,090	17,085	16,505	15,740	14,080	13,660	Tabloid page bleed 11 $\frac{1}{8}$ " x 15"
Junior Page	8 $\frac{1}{8}$ " x 10"	40	7,830	7,245	6,655	6,480	5,850	5,435	Tabloid spread, full bleed 22" x 15"
Junior Spread	16 $\frac{3}{4}$ " x 10"	80	14,830	12,835	12,065	11,705	10,865	10,450	Tabloid spread, gutter bleed only 21" x 14"
$\frac{2}{3}$ Vertical	4" x 13 $\frac{1}{2}$ "	27	5,670	5,130	4,860	4,590	4,455	3,915	Junior page trim size 8 $\frac{3}{8}$ " x 10 $\frac{3}{4}$ "
$\frac{2}{3}$ Square	6" x 8"	24	5,040	4,560	4,320	4,080	3,960	3,480	Junior page bleed 8 $\frac{3}{4}$ " x 11"
$\frac{1}{2}$ Vertical	4" x 10"	20	4,200	3,800	3,600	3,400	3,300	2,900	Junior spread, gutter bleed 17" x 10"
$\frac{1}{2}$ Horizontal	8 $\frac{1}{8}$ " x 5"	20	4,200	3,800	3,600	3,400	3,300	2,900	Vital matter must be kept at least $\frac{3}{8}$ " from trim edges on bleed pages. Trim is $\frac{1}{8}$ " on top, $\frac{1}{8}$ " on bottom and face.
$\frac{1}{3}$ Vertical	4" x 7 $\frac{1}{2}$ "	15	3,225	2,925	2,775	2,625	2,550	2,400	
$\frac{1}{3}$ Square	6" x 5"	15	3,225	2,925	2,775	2,625	2,550	2,400	
$\frac{1}{4}$ Vertical	1 $\frac{7}{8}$ " x 10"	10	2,150	1,950	1,850	1,750	1,700	1,600	
$\frac{1}{4}$ Square	4" x 5"	10	2,150	1,950	1,850	1,750	1,700	1,600	
$\frac{1}{6}$ Vertical	1 $\frac{7}{8}$ " x 5"	5	1,075	975	925	875	850	800	
$\frac{1}{6}$ Horizontal	4" x 2 $\frac{1}{2}$ "	5	1,075	975	925	875	850	800	

General Advertising 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
02-19	\$215	\$195	\$185	\$175	\$170	\$160
20-39	210	190	180	170	165	145
40-79	195	180	165	160	145	135
80+	185	160	150	145	135	130

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. (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	\$655	\$910
Matched Color	\$935	\$1,352
Metallic Color	\$2,530	

3 COLOR	PAGE OR LESS	SPREAD
Standard Color	\$1,590	\$1,985
Matched Color	\$2,035	\$3,065

4 COLOR	PAGE OR LESS	SPREAD
Process Color	\$1,880	\$2,870

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: oconnorm@bnpmedia.com

CLASSIFIED AD RATES:

Frequency	1x	6x	13x	20x	26x	52x
Display Classified Per column inch. Min depth: 2"	\$190	\$175	\$165	\$155	\$145	\$135
Line Classified Per insertion of 50 words	160	155	140	135	125	115
Each Add'l Word	2.20	2.10	2.00	1.90	1.75	1.60

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 \$1,060, 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.

Mechanical Requirements

PUBLICATION TRIM SIZE: $10\frac{7}{8}$ " 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.

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.

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	\$540
TWO COLOR	\$645
FOUR COLOR	\$865
INSERTS	\$1,040

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

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, 2008. New rate card goes into effect January 1, 2009.

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 West Big Beaver Road, Suite 700, Troy, MI 48084
PH // 248.244.6246 • FX // 248.244.3924 • EM // coppinsk@bnpmedia.com

SALES STAFF:

▶ **DWAIN HOLMGREN**
Central Advertising Manager
PH // 219.926.5173 • FX // 219.926.5915
EM // dwainholmgren@achrnews.com

▶ **FELIPE ARIAS**
Eastern Advertising Manager
PH // 864.288.2231 • FX // 864.288.2232
EM // felipearias@achrnews.com

▶ **MICHAEL O'CALLAGHAN**
Southwest/Western Advertising Manager
PH // 770.967.9413 • FX // 770.967.9414
EM // michaelocalaghan@achrnews.com

▶ **KATHY JANES**
Business Development Manager
PH // 248.244.6457 • FX // 248.244.3927
EM // kathyjanes@achrnews.com

▶ **MIKE O'CONNOR**
Classified Advertising Manager
PH // 610.354.9552 • FX // 610.354.9390
EM // oconnorm@bnpmedia.com

▶ **MARY WRAY**
HVACR Directory Publisher
PH // 248.244.6488 • FX // 248.244.3920
EM // wraym@bnpmedia.com

CORPORATE HEADQUARTERS

▶ **BNP MEDIA** • 2401 West Big Beaver Road, Suite 700, Troy, MI 48084

Air Conditioning | Heating | Refrigeration

the **NEWS**