

▶ 09 INTEGRATED MEDIA PLANNER

PRINT ADVERTISING



ADVERTISING VIDEOS



CUSTOM WEBINARS



SUPPLEMENTS & INSERTS



INTERNET ADVERTISING



ANNUAL DIRECTORY



LET US HELP YOU CUSTOMIZE YOUR MARKETING CAMPAIGN

Integrated Media **Planner**

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

TRADITIONAL MEDIA

▶ PRINT ADVERTISING

Comments _____

Time Frame _____ Cost _____

▶ CLASSIFIED ADVERTISING

Comments _____

Time Frame _____ Cost _____

▶ HVACR DIRECTORY & SOURCE GUIDE

Comments _____

Time Frame _____ Cost _____

▶ BEST OF THE NEWS SUPPLEMENT

Comments _____

Time Frame _____ Cost _____

▶ REFRIGERANT MANDATE INSERT SERIES

Comments _____

Time Frame _____ Cost _____

▶ INDUSTRY CALENDAR

Comments _____

Time Frame _____ Cost _____



ONLINE ADVERTISING

▶ BANNER ADS

Comments _____

Time Frame _____ Cost _____

▶ SPONSOR BUTTONS

Comments _____

Time Frame _____ Cost _____

▶ SKYSCRAPER ADS

Comments _____

Time Frame _____ Cost _____

▶ AD WITHIN A FEATURE

Comments _____

Time Frame _____ Cost _____

▶ VIDEOS

Comments _____

Time Frame _____ Cost _____

▶ RICH MEDIA Page Peel Expandable Skyscraper Over-the-Page

Comments _____

Time Frame _____ Cost _____

▶ SITE SPONSORSHIPS Blog Sponsorship Learning Center Career Center

Comments _____

Time Frame _____ Cost _____

▶ E-NEWSLETTER Tile Button Banner Ad Text Ad

Comments _____

Time Frame _____ Cost _____

▶ WEBINARS

Comments _____

Time Frame _____ Cost _____



CUSTOM MARKETING

▶ MARKET RESEARCH

Comments _____

Time Frame _____ Cost _____

▶ CUSTOM PUBLISHING

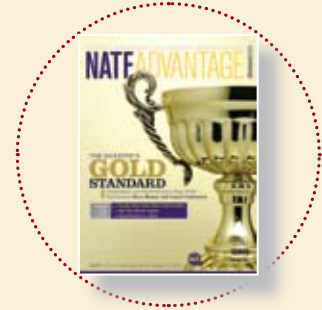
Comments _____

Time Frame _____ Cost _____

▶ HVAC-MECHANICAL XCHANGE

Comments _____

Time Frame _____ Cost _____



DIRECT MARKETING

▶ LIT FOCUS

Comments _____

Time Frame _____ Cost _____

▶ SUBSCRIBER LIST RENTAL

Comments _____

Time Frame _____ Cost _____

▶ EDITORIAL REPRINTS

Comments _____

Time Frame _____ Cost _____



Total Cost _____

- Multi Program Discount _____

TOTAL PROGRAM COST _____



INTEGRATED AD CAMPAIGN **EXAMPLES** ▼

1

SPECIAL ANNIVERSARY OR EVENTS

- ▶ 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*
- ▶ Ad on blog page for two months prior to event

2

NEW PRODUCT INTRO OR SEASONAL SALES PROMOTION

- ▶ Kickoff insert
- ▶ Weekly ads for eight weeks
- ▶ Video product demonstration
- ▶ Rich media takeover ad on homepage
- ▶ Online HVACR Directory ad
- ▶ Ad within a feature online for three months
- ▶ Ad on *The NEWS*' blog page for three months

3

EDUCATION CAPABILITY CAMPAIGN

- ▶ Skyscraper ad on the Learning Center index page
- ▶ Webinar series sponsorship (3 webinars on achrnews.com)
- ▶ Ad campaign in *The NEWS*
- ▶ Ad on blog page for two months

***The NEWS is the
HVACR Industry's***



**#1 INTEGRATED
MARKETING RESOURCE**

Contact Your Sales Representative Today to Get Started!

▶ **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 // michaelocallaghan@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