

**ACHRNEWS**.COM**RATE CARD**

AD TYPE	AD SIZE	ADVERTISER COST	NON-ADVERTISER COST
<b>HOMEPAGE</b>			
Sponsor Button	120 x 60 pixels	\$9,305 per year	\$9,370 per year
Banner Ad	468 x 60 pixels	\$6,545 per year	\$7,275 per year
Skyscraper Ad	120 x 600 pixels	\$1,095 per month	\$1,155 per month
Article Sponsorship	300 x 250 pixels	\$480 per month	\$600 per month
<b>VIDEOS</b>			
Homepage Videos	320 x 240 pixels	\$2,040 for 3 weeks	\$2,140 for 3 weeks
Editorial Sponsored Videos			
- 15 Seconds	320 x 240 pixels	\$595 for 2 weeks	\$705 for 2 weeks
- 35 Seconds	320 x 240 pixels	\$890 for 2 weeks	\$1,000 for 2 weeks

AD TYPE	AD SIZE	ADVERTISER COST	NON-ADVERTISER COST
<b>RICH MEDIA</b>			
Expandable Skyscraper	<b>120 x 600 pixels</b> (expands to 300 x 600 pixels)	<b>\$2,270 per month</b>	<b>\$2,380 per month</b>
Page Peel	<b>150 x 150 pixels</b> (expands to 600 x 600 pixels)	<b>\$2,270 per month</b>	<b>\$2,380 per month</b>
Over-The-Page	<b>120 x 60 pixels</b> (expands to 600 x 400 pixels)	<b>\$2,040 per month</b>	<b>\$2,140 per month</b>
<b>EXTRA EDITION PAGE</b>			
Sponsor Button	<b>120 x 60 pixels</b>	<b>\$405 per month</b>	<b>\$425 per month</b>
Banner Ad	<b>468 x 60 pixels</b>	<b>\$295 per month</b>	<b>\$330 per month</b>
Skyscraper Ad	<b>120 x 600 pixels</b>	<b>\$795 per month</b>	<b>\$840 per month</b>
<b>LEARNING CENTER/CAREER CENTER PAGE</b>			
Sponsor Button	<b>120 x 60 pixels</b>	<b>\$320 per month</b>	<b>\$335 per month</b>
Banner Ad	<b>468 x 60 pixels</b>	<b>\$230 per month</b>	<b>\$260 per month</b>
Skyscraper Ad	<b>120 x 600 pixels</b>	<b>\$670 per month</b>	<b>\$705 per month</b>
<b>BLOG PAGE</b>			
Sponsor Button	<b>120 x 60 pixels</b>	<b>\$370 per month</b>	<b>\$385 per month</b>
Banner Ad	<b>468 x 60 pixels</b>	<b>\$270 per month</b>	<b>\$300 per month</b>
Skyscraper Ad	<b>120 x 600 pixels</b>	<b>\$725 per month</b>	<b>\$765 per month</b>
<b>ONLINE HVACR DIRECTORY &amp; SOURCE GUIDE</b>			
Tile Button	<b>125 x 125 pixels</b>	<b>\$4,160-\$2,860 per year</b> (based on position)	<b>\$4,370-\$3,005 per year</b> (based on position)
Premium Listing	—	<b>\$675 per year</b>	<b>\$940 per year</b>
Premium Plus Listing	—	<b>\$1,050 per year</b>	<b>\$1,300 per year</b>
<b>E-NEWSLETTER</b>			
Tile Button	<b>125 x 125 pixels</b>	<b>\$575 per month (\$155/wk)</b>	<b>\$605 per month (\$160/wk)</b>
Banner Ad	<b>468 x 60 pixels</b>	<b>\$575 per month (\$155/wk)</b>	<b>\$605 per month (\$160/wk)</b>
Text Ad	<b>6 lines of text or 60 words</b>	<b>\$810 per month (\$215/wk)</b>	<b>\$845 per month (\$220/wk)</b>
<b>WEBINARS</b>			
Shared Content Development		<b>\$5,600</b>	<b>\$5,600</b>
Content Provided by <i>The NEWS</i>		<b>\$4,400</b>	<b>\$4,400</b>
All Webinars include marketing campaigns before and after the event, a recognized moderator, real-time polling, Q&A, quality sales leads and the archived event posted online at <a href="http://achrnews.com">achrnews.com</a> for one year.			

## SALES STAFF

Air Conditioning | Heating | Refrigeration  
the **NEWS**

### ■ DWAIN HOLMGREN

Central Advertising Manager  
PH // 219.926.5173 • FX // 219.926.5915  
EM // [dwainholmgren@achrnews.com](mailto:dwainholmgren@achrnews.com)

### ■ FELIPE ARIAS

Eastern Advertising Manager  
PH // 864.288.2231 • FX // 864.288.2232  
EM // [felipearias@achrnews.com](mailto:felipearias@achrnews.com)

### ■ MICHAEL O'CALLAGHAN

Southwest/Western Advertising Manager  
PH // 770.967.9413 • FX // 248.502.2105  
EM // [michaelocallaghan@achrnews.com](mailto:michaelocallaghan@achrnews.com)

### ■ KATHY JANES

Business Development Manager  
PH // 248.244.6457 • FX // 248.244.3927  
EM // [kathyjanes@achrnews.com](mailto:kathyjanes@achrnews.com)

### ■ CARRIE CYPERT

Production Manager  
PH // 248.786.1688  
EM // [cypertc@bnpmedia.com](mailto:cypertc@bnpmedia.com)

### ■ MARY WRAY

HVACR Directory Publisher  
PH // 248.244.6488 • FX // 248.244.3920  
EM // [wraym@bnpmedia.com](mailto:wraym@bnpmedia.com)