

Air Conditioning | Heating | Refrigeration

the **NEWS**

**CONSERVATION**

**+ comfort**

**A SPECIAL INSERT SERIES  
FOR HVACR CONTRACTORS**

**6-Time  
Insert**

**Reserve your  
ad space now!**

- **Marketing and sales opportunities for contractors**
- **Features on technologies that dramatically cut energy costs for homeowners**
- **Selling strategies and tools for marketing high efficiency systems**
- **New opportunities for indoor air quality products**
- **Exploring the myths of R410A refrigerants and products**

**INSERT SERIES PRODUCED AND PUBLISHED FROM THE EDITORIAL STAFF OF *THE NEWS***

The HVAC industry landscape is teeming with new products, new technologies, and new government mandated efficiency standards. Consumers are looking for new solutions from their HVAC systems.

- Can I save on energy costs?
- Will my new system be environmentally friendly?
- Can I control the temperature and humidity?
- Will my home be healthier?

# CONSERVATION + comfort *Insert Series Issue Topics + Dates*

## **1** *Conservation + Comfort: Building The Case*

The first insert will preview the tremendous opportunities for contractors to grow their businesses by focusing on these two dynamic forces in the consumer market. Those who become the recognized expert in at least one of these will be able to differentiate their services and product offerings. Build a business strategy for incorporating energy conservation and true comfort into your business. (This insert will provide a glimpse into the rest of the year.)

*Issue Date:* Feb. 25, 2008

*Ad Closing:* Jan. 29, 2008

## **2** *Energy Conservation*

Contractors have an answer for skyrocketing energy cost — energy conservation. Selling strategies and tools for marketing high efficiency systems including high SEER condensing units and 90+ furnaces, and new technologies that drastically cut energy costs are how smart contractors are setting themselves up for success. Get a look at proven technologies that help consumers cut their energy consumption, and expand a contractor's business. See the latest technologies from products to software.

*Issue Date:* April 21, 2008

*Ad Closing:* March 25, 2008

## **3** *Going Green*

Green products and sustainable green construction are all the rage as contractors look for ways to not only be green, but to profit from it as well. New high efficiency products are profiled as well as alternative refrigerants. Industry experts provide suggestions for contractors to position themselves as trend-setters in this growing market. You will also get a slice of leading edge technologies that are helping the environment.

*Issue Date:* June 23, 2008

*Ad Closing:* May 27, 2008

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online at [www.achrnews.com](http://www.achrnews.com)

Consumer needs will provide business-building opportunities for contractors in 2008. That is why the editors of *The NEWS* will produce a series of six special inserts that revolve around solutions that customers are most calling for — *Conservation + Comfort*.

Contractors who can successfully provide customers with a window into the future of green building technologies and the benefits of true comfort in the home are those who are prepared for the next generation of HVAC. It's no longer enough to just provide box solutions at a time when homeowners want to know if the products they are purchasing are good for the environment.



## **4** *Home Comfort Is Still #1*

Help customers get what they want, and the company ultimately gets what it wants. When presented with choices for true comfort in the home, the result is always a more satisfied customer. The cheap price doesn't win out in the end — the customer wins and so does the contractor. Consumer research shows that homeowners want their HVAC systems to do more than ever before. Zoning, temperature control, humidity control, and better indoor air quality are all sought-after features in new home construction. Successful RNC contractors share their secrets for selling comfort instead of boxes.

**Issue Date:** Aug. 25, 2008

**Ad Closing:** July 29, 2008

## **5** *Indoor Environmental Control*

Savvy contractors are stepping up as comfort specialists in a world of sick buildings. EPA studies indicate that indoor air levels of many pollutants may be 2-5 times, and on occasion more than 100 times higher, than outdoor levels. This is of particular concern because it is estimated that most people spend as much as 90% of their time indoors. Still, most homeowners don't know about the solutions that HVAC contractors can provide. Learn how to "expose" homeowners to indoor environmental control, and turn health and wellness issues into a profitable business endeavor.

**Issue Date:** Sept. 29, 2008

**Ad Closing:** Aug. 27, 2008

## **6** *Alternative Refrigerants to the Rescue*

Concerns for global warming and discussions of carbon footprints are making newspaper headlines; contractors have practical answers for conservation. Contractors who understand the alternatives to R-22 are in greater demand. Concerned consumers want to be assured that they are being good stewards of the environment. Dispel the myths about R-410A while positioning yourself as a leading company for preserving the environment. See products for managing, reclaiming, and recycling refrigerants and learn from successful contractors how they are building an environmentally sensitive company.

**Issue Date:** Nov. 10, 2008

**Ad Closing:** Oct. 14, 2008

# CONSERVATION + comfort



## Circulation + Readership

Strategically positioned throughout the year, *The NEWS' Conservation + Comfort* insert series will reach the entire circulation of *The NEWS*. Your ad will be exposed to over 112,000\* contractors, wholesalers and other HVACR industry professionals. These 8" x 10 3/4" inserts will be tipped into the regular issues of *The NEWS*. The condensed size makes each insert stand out and brings added attention to your advertising message.

## Advertising Rates

Ads in the *Conservation + Comfort* insert series are available at a significant reduced rate from our 1-time rate card rate. You can purchase a full page, 4-color ad for only \$6,030, which represents a 35% discount.

SIZE	DIMENSIONS	1X	6X
Full Page, 4-color	7 1/4" x 10"	\$6,030	\$5,470
1/2 Page Vertical, 4-color	3 3/8" x 10"	\$3,620	\$3,225
1/2 Page Horizontal, 4-color	7" x 4 7/8"	\$3,620	\$3,225

**Position yourself as a market leader. Advertise in *The NEWS' Conservation + Comfort* insert series and maximize your exposure.**

## Call today for details!

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\*Source: ABC Pass-Along Study for Nov. 27, 2006 Issue