

HOME

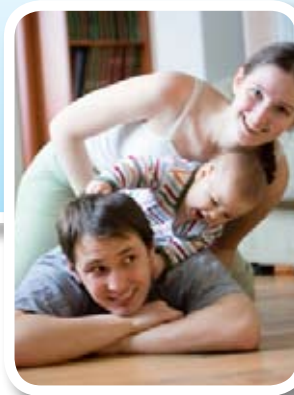
Health+Comfort

A MARKETING GUIDE

In 2010, **The NEWS** will bring you a quarterly feature section titled **Home Health & Comfort: A Marketing Guide**. These highly focused, in-depth issues will feature targeted editorial to help contractors take advantage of the business building opportunities that come from marketing and promoting indoor air quality and home health.

Reach and Readership

Positioned four times throughout the year, these key **Home Health & Comfort** special sections will reach the entire circulation of **The NEWS**. Your ad will be exposed to over 112,000* contractors, wholesalers and other HVACR industry professionals.



1

ISSUE DATE: MARCH 22

IAQ & Home Comfort Introduction

- **Overview of ASHRAE Standard 62.2:** What does it say, how contractors utilize it, where will it go in the future.
- **IAQ Solutions from OEMs:** Contractor viewpoint of how offering OEM products has boosted their profitability and increased customer satisfaction.
- **Profitable Add-ons:** Manufacturers share their views on add-ons contractors can offer to increase sales and improve home comfort.

AD CLOSING: MARCH 10, 2010

3

ISSUE DATE: AUGUST 23

Marketing Health & Comfort in the Home

- **Zoning:** Contractors share how zoning has boosted sales and improved home comfort for customers.
- **Use and Mis-use of ERVs:** Manufacturers discuss where ERVs can (and should) be used, as well as where they shouldn't be used.
- **Thermostats:** A look at what's new in temperature control.

AD CLOSING: AUGUST 11, 2010

2

ISSUE DATE: MAY 31

How IAQ Products Help Your Business

- **CO Monitors/UV Lights/Radon Mitigation:** Contractor viewpoints on how promoting safety and health can strengthen relationships with customers.
- **Filters:** What contractors need to know about specifying high-efficiency filters so that equipment performance doesn't suffer. Installation and maintenance issues also discussed.
- **Humidification/Dehumidification:** Manufacturers share information about new and/or improved products, as well as tips on how contractors can present humidity control options to customers.

AD CLOSING: MAY 19, 2010

4

ISSUE DATE: NOVEMBER 8

Contractor Success Stories & Best Practices

- **Energy Audits and IAQ:** A look at how contractors can use Energy Star's online benchmarking information for energy audits.
- **Success Stories:** Contractors share how offering a wide range of IAQ products has improved business and customer satisfaction.
- **Best IAQ Practices:** Experts provide guidelines on best practices for equipment selection, installation, and service.

AD CLOSING: OCTOBER 27, 2010

(*ABC Audited Pass-Along Study)

HOME

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A MARKETING GUIDE

Quarterly
Feature Section
Published in
the **NEWS**



Advertising Rates

Ads in this feature section are available at a significantly reduced rate from our 1-time rate card rate. You can purchase a full-page, 4-color ad for only \$8,920 — that's a 35% discount!

B&W RATES	DIMENSIONS	1-2x	3-4x
Tab Page	10 ¹ / ₈ " x 14	\$8,190	\$7,205
Jr. Page	8 ¹ / ₈ " x 10"	\$5,420	\$4,850
² / ₃ Page Vertical	4" x 13 ¹ / ₂ "	\$3,940	\$3,435
² / ₃ Page Square	6" x 8"	\$3,790	\$3,055
¹ / ₂ Page Vertical	4" x 10"	\$2,965	\$2,560
¹ / ₂ Page Horizontal	8 ¹ / ₈ " x 5"	\$2,965	\$2,560
¹ / ₃ Page Vertical	4" x 7 ¹ / ₂ "	\$1,780	\$1,535
¹ / ₃ Page Square	6" x 5"	\$1,780	\$1,535
¹ / ₄ Page Square	4" x 5"	\$1,355	\$1,215
¹ / ₄ Page Vertical	1 ⁷ / ₈ " x 10"	\$1,355	\$1,215
¹ / ₆ Page Horizontal	4" x 2 ¹ / ₂ "	\$695	\$625
¹ / ₆ Page Vertical	1 ⁷ / ₈ " x 5"	\$695	\$625
COLOR CHARGES			
2-Color: \$360 additional per ad		4-Color: \$730 additional per ad	

Take advantage of the many growth opportunities that are available from marketing and selling health and comfort in the home.

To advertise in this special feature section, please contact a sales manager today.

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