



## Make an Impact & Engage Customers.

### HOMEPAGE VIDEOS

Use the high engagement factor of video to attract customers as never before. Promote your brand, drive buyers to your website, demo products and experience a lift in sales through online video advertising.

#### Video Ads Include...

- Headline (3 words or less)
- Description (28 words or less)
- 2 Spots for Web Links

#### Video Rotation

- 1<sup>st</sup> Week: Mainframe video box
- 2<sup>nd</sup> Week: Left-hand thumbnail
- 3<sup>rd</sup> Week: Right-hand thumbnail

#### Advertiser Cost

\$1,855 for 3 weeks (less than 2 minutes)

#### Non-Advertiser Cost

\$1,945 for 3 weeks (less than 2 minutes)

### EDITORIAL SPONSORED VIDEOS

Sponsor an editorial video on our website and reach a highly-engaged and targeted audience. Your video ad will be seen before the editorial video and is available in 15 second and 35 second ad durations.

**Editorial sponsored videos are always located in the mainframe video spot and are online for 2 weeks.**

	<b>15 Sec.</b>	<b>35 Sec.</b>
<b>Advertiser Cost:</b> .....	\$540	\$810
<b>Non-Advertiser Cost:</b> .....	\$640	\$910



### VIDEO AD SPECS

- Video Size:** 320 x 240 pixels
- File Size:** 20 MB
- Formats:** Windows Streaming Media (WMV), Quicktime, Flash Video (SWF), Flash Streaming (FLV)

*Video must be submitted as a digital file, fully edited and in the finished version.*

### MORE OPTIONS

**You Can Also Purchase Videos On Our Other Microsites:**

- Countdown to 2010 Microsite
- Dealer Design Awards Microsite
- AHR Expo Microsite



[Click here for more information on Jackson Systems.](#)

#### Carrie L. Cypert

Production Manager  
Ph: 248/786-1688  
cypertc@bnpmedia.com

#### Dwain Holmgren

Central Advertising Mgr.  
Ph: 219/926.5173  
dwainholmgren@achrnews.com

#### Felipe Arias

Eastern Advertising Mgr.  
Ph: 864/288.2231  
felipearias@achrnews.com

#### Michael O'Callaghan

Southwest/West Advertising Mgr.  
Ph: 770/967-9413  
michaelocalaghan@achrnews.com

#### Kathy Janes

Business Development Mgr.  
Ph: 248/244.6457  
kathyjanes@achrnews.com

#### Mary Wray

HVACR Directory Publisher  
Ph: 248/244.6488  
wraym@bnpmedia.com

CONTACT YOUR SALES REP FOR MORE INFORMATION