

lit focus 09

EXPAND YOUR REACH

with this Cost-Effective Marketing Opportunity!

Profile your company's literature, product or Website with The NEWS' 2009 Lit Focus. A perfect way to complement your advertising program, and a great way to generate additional sales leads.

ISSUE DATE: June 22, 2009

AD CLOSING: May 15, 2009

This 8" x 10 3/4", 4-color stitched supplement in the June 22 issue has its own reader service card. Plus, you'll get product exposure on The NEWS' Webcard.

GET MORE RESULTS

Sent to more than 33,000* HVACR professionals who pay up to \$87 per year to stay abreast of industry happenings and new technology. The NEWS' Lit Focus has proven to be effective in generating incredible responses with inquiries.

HOW DO I PARTICIPATE?

Just send us a copy of your brochure, photo, or artwork (art can be submitted on disk or e-mail), with 25-50 words of descriptive copy. We will do the typesetting and the scanning.

"It's effective, cost efficient and gets results!"

— 2008 Lit Focus Advertiser

*June 2008 ABC Circulation Statement

VAISALA LAUNCHES REVOLUTIONARY POLYMER SENSOR FOR DEWPOINTS TO -112°F.

The Vaisala DRYCAP® Dewpoint Transmitter DMT152 uses a new polymer sensor technology to measure dewpoint temperatures down to -112°F. Patented AUTO-CALIBRATION feature provides excellent long term stability, full recovery from condensation and a wet to dry response time measured in minutes. NIST certificate and one week delivery. For information visit: www.vaisala.com/DMT152; E-mail: instruments@vaisala.com; Tel: 1-888-VAISALA (824-7252)



eProduct #842

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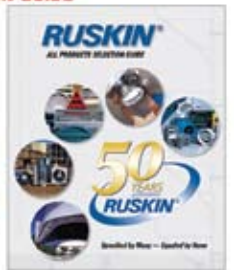
Solaronics' energy efficient 'TRUE DUAL' 2-stage heaters bring unprecedented fuel cost savings of up to 75% for commercial and industrial buildings. Both air and gas flows of the patented Solaronics system provide for precise air-to-gas ratios at both the high- and low-heat stages for optimum efficiency. Applications include: manufacturing plants, warehouses, aircraft hangars, fire stations, loading docks, auto dealerships and body shops, ice/roller rinks. Solaronics, Inc.; 800-223-5335; Fax: 248-651-0357; e-mail: sales@solaronicsusa.com; web: www.solaronicsusa.com



eProduct #825

RUSKIN ALL PRODUCTS SELECTION GUIDE

Ruskin's newly revised All Products Selection Guide (RAPSG) features over 296 pages of specification, application and technical data on the entire product line, including control dampers, fire dampers, smoke dampers, combination fire/smoke dampers, radiation dampers, backdraft dampers, louvers, penthouses, air monitoring stations, sound control and energy recovery ventilator products. Many new products and features have been included in this updated edition. The RAPSG is a perfect desktop companion for Engineers, Architects, Contractors and OEM Manufacturers. For more information visit www.ruskin.com, or call 816-761-7476.



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eProduct #838

lit focus advertising rates

Your lit focus includes a copy of your brochure, photos, or artwork (art can be submitted on disk or via e-mail), with 25-50 words of descriptive copy. We will do the typesetting and the scanning.

5% Early Bird Discount Offer Ends 4/30

	5% DISCOUNT	AFTER 4/30
1 LIT	\$1,111	\$1,170
2 LITS	\$888	\$935
3 LITS	\$670	\$705
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For more information, please contact:

MARY WRAY
Phone: 248/244.6488 • Fax: 248/244-3920
wraym@bnpmedia.com



THE NEWS' 2009 LIT FOCUS RESERVATION FORM

- Yes, please include me in the 2009 Lit Focus.
- I'm interested in running my literature in the 2009 Lit Focus. Call me with details.

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Please return this reservation form to Mary Wray at wraym@bnpmedia.com or fax it to 248/244.3920.