

Air Conditioning | Heating | Refrigeration

# the **NEWS**

YOUR INTEGRATED MARKETING PARTNER FOR

# Multi-Media Solutions!

| PRINT

| ONLINE

| NEW FOR 2008 |

▶▶ **HOMEPAGE VIDEO ADS**

▶▶ **SPONSORED VIDEOS**

▶▶ **WEBINAR SERIES**

▶▶ **BLOGS**

▶▶ **PODCASTS**

▶▶ **CUSTOM MEDIA**

▶▶ **E-NEWSLETTER TEXT ADS**

▶▶ **AND, MUCH MORE!**

# Reach

**PROSPECTS IN PRINT, ONLINE, AND IN PERSON**



**ACHIEVE MEASURED**

# Results



**GAIN THE BEST**

# Return



**ON YOUR MEDIA INVESTMENT**

Air Conditioning | Heating | Refrigeration

the **NEWS**

**PROVIDING INTEGRATED MEDIA SOLUTIONS TO HELP ACHIEVE YOUR MARKETING GOALS**

# the NEWS

▶ YOUR INTEGRATED MEDIA MARKETING PARTNER

## ▶ Why...

### Integrated Marketing?

The market is changing and prospects are changing the way they seek information. Decision-makers are using a variety of media at different stages of their decision process.

- Decision-makers report reading 4 BtoB magazines and visiting 7 BtoB Websites in the past month. *Source: American Business Media, Harris Study, 2006*
- Nine out of 10 agree a brand is top-of-mind if they see it in more than one medium. *Source: American Business Media, Harris Study, 2006*
- 55% of business decision-makers have increased their Web usage over the past 12 months. *Source: Washington Post*

## ▶ Why...

### Multiple Media Channels?

Using multiple media channels means that you can reach niche markets — in print, online and in person. With the explosion of the Internet, marketers are taking advantage of the new online ad formats to deliver relevant, useful information to decision-makers.

- Online ad revenue is projected to reach \$16 billion by 2008. *Source: Internet Advertising Bureau*
- BtoB marketers have shifted 25% of their overall ad budget to digital media. *Source: Forrester Research/American Business Media, November 2005*
- Online video ad sales are booming — up 60% from 2006. *Source: PriceWaterhouseCoopers Global Entertainment and Media Outlook 2007-2011*

## ▶ Why...

### The NEWS Is Your #1 Resource?

Whether your goal is to increase sales, build brand awareness, or generate leads, *The NEWS* is your #1 resource for reaching and influencing the HVACR marketplace.

- Recognized by *BtoB* magazine as one of the “Top 100” trade publications in the U.S. *Source: BtoB Magazine, 2006*
- Most preferred and most useful HVACR publication. *Source: 2007 Readex Research Publication Preference Study*
- Leading industry Website with more than 85,000 monthly visits. *Source: NetTracker, March 2007*

PRINT ADS



ONLINE VIDEO



DIRECTORY ADS



WEBINARS



ONLINE AD PROGRAMS



POSTCARDS



## IT'S ALL ABOUT YOUR...

### Reach

THE RIGHT PROSPECTS — IN PRINT, ONLINE, OR IN PERSON

- Reach all of your prospects with multi-media channels
- Reach them at work, at home — 24 hours a day
- Reach and influence buyers when they are making purchasing decisions

ACHIEVE MEASURED

### Results

FROM YOUR MARKETING CAMPAIGN

- Create awareness and build your brand
- Generate leads and responses to your ads
- Drive traffic to your Website

GAIN THE MAXIMUM

### Return

ON YOUR MEDIA INVESTMENT

- Target your audience
- Distribute media dollars when and where they work best
- Make an investment that works all the time — 24 hours a day, every day

NICHE PUBLICATIONS



# Traditional Media for a Traditional Market

## Readers With Buying Power

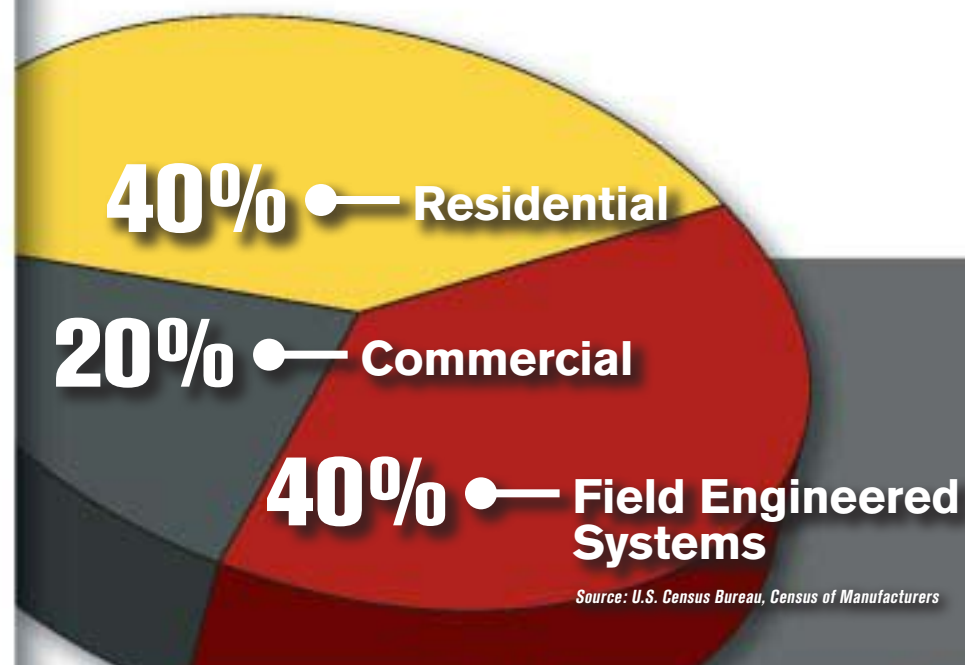
The NEWS contractor readers encompass a unique mix of top decision-makers responsible for making today's purchasing decisions.

- ▶▶ **98%** OF SUBSCRIBERS HAVE PURCHASING INFLUENCE
- ▶▶ **80%** OF READERS ARE OWNERS OR EXECUTIVES
- ▶▶ **\$1 MILLION** AVERAGE IN ANNUAL BUSINESS
- ▶▶ **5 TRUCKS** OPERATED PER COMPANY
- ▶▶ **8 EMPLOYEES** PER COMPANY
- ▶▶ **28 YEARS** OF EXPERIENCE

Source: 2006 Reader Profile Study — Contractor Segment (Median Numbers)

## The \$100 Billion HVACR Market

The residential market has experienced consistent growth since 2000, based on a strong housing market. The commercial market has rebounded since the economic slowdown in 2001. This all adds up to a tremendous marketing opportunity in a \$100 billion market, according to the U.S. Census Bureau.



## The HVACR Supply Chain



Two words describe the HVACR industry:

# BUYING POWER!

The NEWS is an excellent vehicle to reach and influence key market segments of the HVACR industry.



## New Homes Completed with Central Air Conditioning



Source: U.S. Census Bureau, Characteristics of New Housing



# The Only Paid Circulation Publication in the Industry!

## Paid Circulation Equals Industry Impact

The NEWS is the only paid-circulation publication in the HVACR industry. Readers are willing to pay for the valuable news and information every week making it an outstanding communication vehicle.

## Reaching 112,000 Industry Professionals Every Week

According to an Audit Bureau of Circulation's (ABC) study of The NEWS circulation and pass-along readership... 112,787 industry professionals see The NEWS every week. This includes over 80,000 contractors and technicians and 10,000 wholesaler personnel.



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

TOTAL CIRCULATION  
**33,767**

Source: December 2007 ABC Publisher's Statement

## Recognized as "Top 100" Trade Magazine

The NEWS ranked #58 in the top 100 business-to-business publications in 2006, according to BtoB magazine. This represented a jump in eight spots from 2005! As the only HVACR magazine on this list – The NEWS has proven to be the magazine of choice among HVACR advertisers.



## Third-Party Study Shows The NEWS is Most Preferred

A third-party research company (Readex Research) conducted a direct mail preference survey from a national HVACR contractors mailing list provided by Dun & Bradstreet. The result established The NEWS as the clear leader to reach and influence the contractor market.

Source: 2007 Readex Research Publication Preference Study

TOTAL REACH  
**112,787**

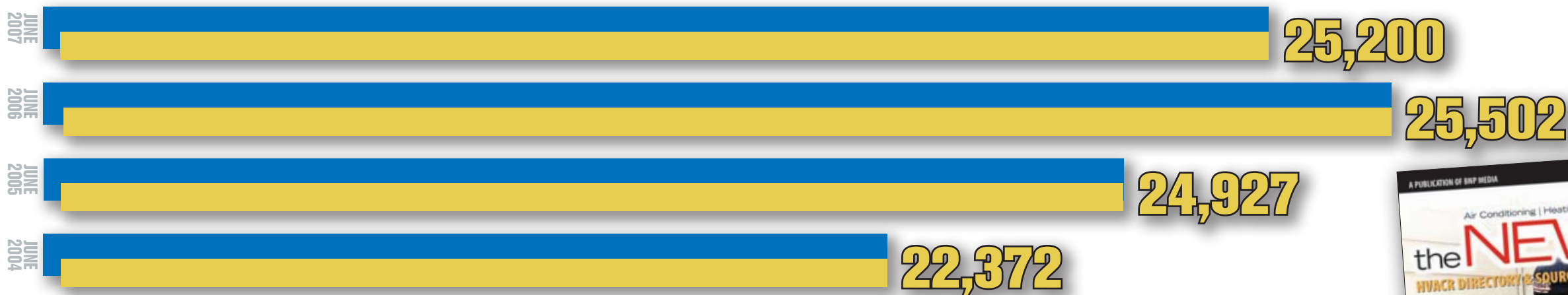
Source: ABC Pass-Along Study for Nov. 27, 2006 Issue

### NEWS RANKS #1:

- ▶ MOST PREFERRED
- ▶ MOST USEFUL
- ▶ HIGHEST QUALITY EDITORIAL
- ▶ EASIEST TO READ

Source: 2007 Readex Research Publication Preference Study

## Contractor Subscriptions



Source: Analyzed issues from ABC Publisher's Statements for the six month periods ending June 2004-June 2007

▶▶ CONTRACTOR SUBSCRIPTIONS GROW TO 25,000+



# Editorial Excellence & Unsurpassed Coverage



Mike Murphy  
Editor-in-chief



Kyle Gargaro  
Managing Editor



Mark Skaer  
Senior Editor



Greg Mazurkiewicz  
Web Editor



Barbara Checket-Hanks  
Service & Maintenance Editor



John R. Hall  
Business Editor



Peter Powell  
Refrigeration Editor



Joanna Turpin  
Contributing Editor



Angela D. Harris  
News & Legislation Editor



Cherie R. Preville  
Associate Editor

The NEWS' editorial team has 10 full-time editors who bring more than 8 decades of combined experience to the industry. Go to an industry event, an association meeting, even a distributor open house, and you'll probably see an editor from *The NEWS*.



## Editorial Leadership

The NEWS publishes more editorial pages than any other publication in the HVACR industry. In a one-year time period, *The NEWS* published nearly **SIX TIMES** more staff-written articles than our nearest competitor.

Total Number of  
**STAFF-WRITTEN  
ARTICLES**

386

62

THE NEWS COMPETITOR

Source: Publisher's Own Data, June 2006-May 2007

Total Number of  
**FEATURE  
ARTICLES**

597

228

THE NEWS COMPETITOR

## Award-Winning Editorial

The NEWS is trusted by your customers because our editorial quality is second to none. Our expert editorial staff has amassed a total of 40 journalistic awards among them. This includes a 2007 ASBPE National Silver Award for a feature article from our Senior Editor, Mark Skaer.



Magapaper & Newspaper  
Design & Layout



National Silver Award  
Feature Article –  
Newsletter



## Key Issues Every Year:

- ▶▶ 3 AHR EXPO SHOW ISSUES
- ▶▶ ACCA CONVENTION ISSUE
- ▶▶ COOLING PRODUCT SHOWCASES
- ▶▶ HEATING PRODUCT SHOWCASES
- ▶▶ DEALER DESIGN AWARDS ISSUE
- ▶▶ HVACR DIRECTORY & SOURCE GUIDE
- ▶▶ HIGH-END HVAC SYSTEMS
- ▶▶ SCHOOL MARKET
- ▶▶ INDUSTRY CALENDAR

▶▶ **THE VOICE OF THE INDUSTRY FOR MORE THAN 80 YEARS!**

# Powerful Ways to Reach Your Target Market

## WHAT USERS SAY

“The HVACR Directory & Source Guide is like **HOLDING A GOLD PIECE IN YOUR HAND.**”

John Justice  
CMS Mechanical Service, Inc.

“**THE INDUSTRY BIBLE** when it comes to researching target markets in the HVAC industry.”

Frank Caporale  
Kele, Inc.

“I use the Directory every day to **LOCATE PRODUCTS.**”

Bobby Wilson  
Fenco Supply Co.

## The HVACR Directory & Source Guide

The #1 product and source directory in the industry with over 1,800 manufacturer listings and 1,700 product listings and an excellent place for repeated exposure!

- ▶ **TARGETED, POWERFUL BUYERS**  
Reach thousands of professionals who use the Directory throughout the year – contractors, wholesalers, technicians, and other marketing professionals.
- ▶ **PRINT & ONLINE VISIBILITY**  
Your free listing will appear in print and online! Complement your listing with a display ad or upgrade your listing to our Premium Package for maximum exposure.
- ▶ **LONG-LASTING VALUE & EXPOSURE**  
Economical listing packages deliver big value – your message reaches every buyer who searches in your category for an entire year.

[www.achrnews.com/thedirectory](http://www.achrnews.com/thedirectory)



**FREE Bold Listing for All Display Advertisers!**

*The NEWS* can provide names and special direct marketing tools that can reach your prospects in a cost-effective manner.

## Classified Advertising

If your ad budget is limited and you want to gain exposure for your product on a repetitive basis, then the display classified pages of *The NEWS* are right for you. *The NEWS* offers a variety of classified sections to choose from including positions available, computers and software, equipment for sale/rent, and much more. Contact Mike O'Connor at 610-353-9552 or via e-mail at [oconnorm@bnpmedia.com](mailto:oconnorm@bnpmedia.com).

## Editorial Reprints

Use articles from *The NEWS* to complement your sales, promotion, or education programs. If your company has been featured in a recent article, don't miss the opportunity to put a reprint to work for you. Reprints are available in quantities of 500 or more and can be ordered in color or black and white. Contact Jill DeVries today at 248-244-1726 or [devriesj@bnpmedia.com](mailto:devriesj@bnpmedia.com) for more information.

## Subscriber List Rental

Reinforce your advertising program, introduce new products, test new markets, or announce special offers with *The NEWS*' exclusive subscriber list. For more information, contact our list manager Shawn Kingston at 800-409-4443 or [shawn.kingston@epostdirect.com](mailto:shawn.kingston@epostdirect.com).

## Postcards

If response is your goal, then take advantage of *The NEWS*' postcard decks. Reach the entire circulation of *The NEWS* in the spring and fall for less than 4 cents per card. Your card will also be posted on *The NEWS*' Website and e-mailed to 9,000 *NEWS* subscribers. Contact Mary Wray at 248-244-6488 or [wraym@bnpmedia.com](mailto:wraym@bnpmedia.com) for more information.  
SPRING POSTCARD AD CLOSING: MARCH 15, 2008  
FALL POSTCARD AD CLOSING: SEPTEMBER 15, 2008

## Lit Focus

This four-color catalog stitched into the June 23 issue of *The NEWS* features reproductions of advertisers' literature, product descriptions, and contact information. Include your product/literature photo and copy and reach the entire circulation of *The NEWS*. Contact Mary Wray at 248-244-6488 or [wraym@bnpmedia.com](mailto:wraym@bnpmedia.com) for more information.  
PUBLISHING DATE: JUNE 23, 2008 ■ AD CLOSING: MAY 15, 2008



## Premium Listing Package

THE BEST EXPOSURE IN PRINT AND ONLINE!

- Top positioning online
- 4-color logo in print and online
- Live Web and e-mail links
- Catalog or ad included online
- 2 product photos online

Advertiser Rate: \$645 ■ Non-Advertiser Rate: \$895

**2008 DIRECTORY:**  
Issue Date: Jan. 1, 2008 ■ Ad Deadline: Oct. 15, 2007

**2009 DIRECTORY**  
Issue Date: Jan. 5, 2009 ■ Ad Deadline: Oct. 15, 2008



# Marketing Opportunities for Niche Industry Markets



## Custom Market Research

- Searching for ways to better position your company in the market?
- Seeking new ideas on how to improve your product acceptance?
- Venturing into new markets and not sure which path to take?

Clear Seas Research is a division of BNP Media, a multi-media company and publisher of *The NEWS*. Industry knowledge and research expertise allows Clear Seas Research to deliver superior market intelligence — resulting from sound, strategic practices.

Services range from customized quantitative mail/online surveys to focus groups and in-person interviews. Clear Seas Research specializes in benchmarking, brand awareness, positioning, and syndicated b2b research on market trends, product usage, and brand preferences.

For more information, please contact:

**Beth McGuffin**  
Executive Director  
Mechanical Systems Division  
Phone: 248-786-1619  
mcguffinb@clearseasresearch.com  
www.clearseasresearch.com



## A Strategic Forum for High-Level Sales Networking

HVACXchange is a revolutionary sales event developed to connect leading vendors of HVACR solutions with senior executives at contracting companies who install, service, and maintain HVACR and mechanical systems.

- Reach and influence leaders in the commercial HVAC market.
- Meet with executives of leading design-build mechanical contractors.
- Achieve superior efficiency with 10-15 customized meetings over 2 days.
- Over \$4 billion of purchasing power represented by 25 top contractors.

For more information, please contact your sales manager or:

**Mike Murphy**  
Editor-in-Chief  
Manager of Conferences  
Phone: 248-244-6446  
mikemurphy@achrnews.com  
www.hvacxchange.com



## Great Ways to Get Publicity in *The NEWS*

### WHAT'S NEW SECTION

New products are featured in the "What's New" section of *The NEWS* every week. Submit your product for free exposure.

### ONLINE PRODUCT GALLERY

Display advertisers can submit a product for our Online Product Gallery for 30 days.

### EDITORIAL FOCUS ISSUES

Every week *The NEWS* has a different focus topic. If you have a story that applies — we'll try to get it into the issue.

### DEALER SUCCESS STORIES

Does your product have a dealer success story? Our editorial staff can help you write an article or you can submit your own.

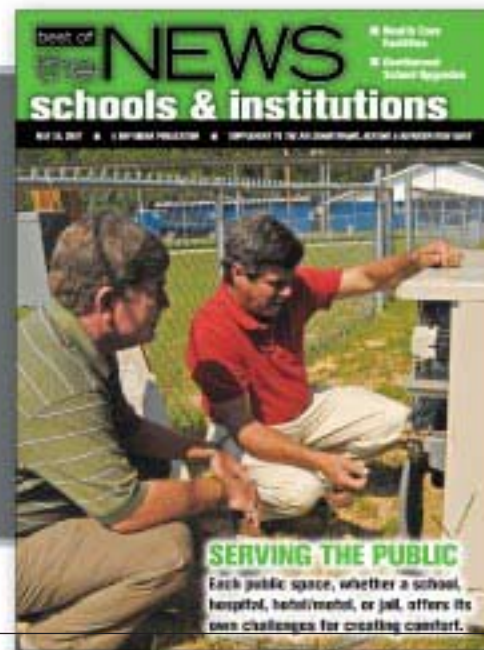
### EXTRA EDITION

You'll find Web-exclusive articles on Extra Edition. The focus is on "in-depth" articles on technical and business management.

## Special Supplement

### BEST OF THE NEWS

A special supplement published twice a year containing a collection of articles all on one particular product category or market. Taken from past issues of *The NEWS*, these feature stories and technical articles are helpful to contractors and used as "reference guides" — referred to over and over again. Past supplement topics have included: Indoor Air Quality, Instruments & Controls, Tools & Testing Equipment, School Market, Air Distribution, Contractor Services & Software, and Meters, Monitors and Sensors & Controls.



## Insert Series

### CONSERVATION & COMFORT

This targeted editorial series of six inserts gives contractors' business building ideas they can use in their local market. This is a perfect editorial environment for marketers of energy conservation products, new refrigerants, and "green" products. IAQ marketers can also take advantage of one or more products.

## Additional Opportunities

### CUSTOM PUBLISHING

Let *The NEWS* and our Custom Media Division create, write, design, and produce your company newsletter, a booklet for a special event, or even a series of white papers on unusual product applications. The custom publishing options also involve the Internet with Web portals, microsites, or online resource centers. For more information, contact John Conrad at 479-236-6000 or johnconrad@achrnews.com.

**www.ACHRNEWS.com**

Refreshed and updated every week, achrnews.com has more breaking news and in-depth content than any other online HVACR information source. Our entire issue is posted online and our editorial archives draw thousands of visitors that can search through more than 22,000 articles.

**Special Website Features**

**EXTRA EDITION**

Unlimited access for subscribers containing more than 350 articles.

**LEARNING CENTER**

Convenient and cost-effective online learning for HVACR contractors.

**PRODUCT GALLERY**

Print advertisers can feature their products free for 30 days.

**EDITORIAL ARCHIVES**

Visitors can search for articles all the way back to 1999.

**HVACR DIRECTORY**

One of the most-visited pages on our Website.

**BLOGS**

Online journals with regular entries about key industry topics or events.

**DIGITAL EDITIONS**

Key issues reproduced online with free digital ads for advertisers.

Featuring an enhanced, easy-to-read format, achrnews.com offers comprehensive information and the tools decision-makers need for achieving results.

**ACHRNEWS.COM REACHES MORE THAN:**

**85,000 visits** per month

**50,000 unique visitors** per month

Source: March 2007 NetTracker Data

**NEW PRODUCTS FOR 2008!**

**Integrated Media Solutions**

The NEWS has launched an array of new multimedia products that expand and complement the print and online content already available on our Website. These new, interactive products allow decision-makers to access content via multiple media formats.

**ONLINE VIDEOS**

Video ads are one of the most effective ways to advertise online. Promote your company or product with a 90-second video located prominently on our homepage. Video ads are ideal for new product introductions, demonstrations, training videos, or branding campaigns.

▶▶ **70% STREAM VIDEO ONLINE**  
OF ALL U.S. WEB USERS

Source: comScore Video Metrix, March 2007

▶▶ **ONLINE VIDEO AD SPENDING INCREASES**  
PROJECTED TO REACH \$1 BILLION BY 2009

Source: eMarketer, Dec. 2005

**BLOGS**

An online journal where our editorial staff will feature opinions, questions and comments and a place where readers can comment and respond. Sponsor a blog and reach a devoted audience niche.

▶▶ **12 MILLION ADULT BLOGGERS**  
IN THE UNITED STATES

▶▶ **57 MILLION ADULT BLOG READERS**  
IN THE UNITED STATES

Source: Pew Internet & American Life Project Report, 2006



**PODCASTING**

Connect with your customers in a dynamic way! Podcasts are the hottest new way to share information and connect with a specific audience. Now, you can benefit from this unique one-on-one communication. Sponsor a podcast and get your valuable content to the potential customers who are listening for the latest HVACR information and ready to act.

**WEBINARS**

With all of the competition in the HVACR industry, advertisers are looking for new ways to complement their print and online campaigns and to stand out in a sea of other advertisers. The NEWS' Webinars give you an engaging, thought-provoking way to communicate with your customers.

**THE NEWS' 2008 WEBINAR SERIES**

In 2008, The NEWS will produce a series of educational Webinars on various HVACR training topics. Each Webinar will feature a moderator from The NEWS along with live speakers and audio. Become an official sponsor and you'll receive exclusive branding opportunities, highly qualified sales leads and a promotional package before and after the event. All webinars are archived online at www.achrnews.com for one year or more. You'll receive qualified leads every time someone watches the broadcast!

**WEBINAR TOPICS INCLUDE:**

- Consumer Financing
- Online Marketing & Selling
- Selling to Women
- Healthy Home Control
- Refrigerant Changes
- And More!

**CUSTOM WEBINARS**

Tailor-made for your company, custom Webinars are a great way to focus on a specific industry topic or service. We'll work with you to develop a timely, insightful Webinar featuring a NEWS editor to moderate the discussion. Become an exclusive Webinar sponsor and you'll receive extensive branding opportunities throughout the Webinar's marketing campaign. This custom program allows you to deliver your message in a high-impact and thought-provoking manner while generating guaranteed registration and lead generation data.



**ONLINE EVENTS**

**MORE THAN 61%**  
ARE REPLACING TRADITIONAL  
IN PERSON EVENTS WITH WEB  
SEMINARS.

**32% INCREASE IN LEADS**  
WHEN USING WEB EVENTS OVER  
TRADITIONAL MEDIA.

Source: Wainhouse Research Survey

**NEWS CONTRACTOR READERS:**

▶▶ **89% USE**  
THE INTERNET FOR  
PRODUCT SPECIFICATIONS

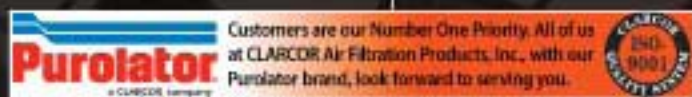
▶▶ **8 HOURS**  
SPENT ONLINE FOR  
BUSINESS EACH WEEK

▶▶ **89% VISIT**  
HVACR MANUFACTURERS'  
WEBSITES

Source: 2004 Internet Usage Study (Mean numbers among contractors who use computer/Internet for business purposes)

# Advertising Opportunities at [www.achrnews.com](http://www.achrnews.com)

## Banner Ads



Great for exposure of a new product or seasonal information. Located at the top of every page. Banner ads rotate and can be animated.

## Skyscraper Ads

Dynamic and highly visible vertical ads on our homepage and interior pages. These ads rotate and can be animated.



## Rich Media

Moving ads and ads that involve user interaction located on our homepage.

## Tile Ads

Exclusive sponsorship positions with high visibility throughout our Website. These ads do not rotate and can be animated.



## Ad Within a Feature

Ads located within current and archived feature articles throughout our Website. These ads rotate and can be animated.



## Online HVACR Directory

Maximize your exposure in *The NEWS'* Online Directory and make sure every visitor searching for information — finds you! Our newly expanded Online Directory is easy to use, always available and provides key information to make well-informed purchasing decisions. Ad options include...

- **DIRECTORY SPONSORSHIPS:** Tile and banner ads are available on the Directory homepage.
- **PREMIUM PACKAGE:** Includes 4/color logo, product photos, Web and e-mail links, top positioning, and more!
- **LOGO LISTING:** Add a logo to your online listing and stand out.
- **HOTLINK:** Drive leads to your Website.

## e-Newsletter



Every Monday our e-newsletter is sent to more than 7,000 subscribers who demand the latest industry news and information. Ad options include...

- **TILE ADS:** Located on the left-hand side of the e-newsletter. These ads do not rotate and can be animated.
- **BANNER AD:** Located at the top of the e-newsletter. These ads do not rotate and can be animated.
- **NEW! TEXT ADS:** Located within the main body of the e-mail. These text-based ads do not rotate.

## Digital Edition Sponsorship

Key issues throughout the year will be digitally reproduced online. All advertisers from the print issue will receive a free electronic replica of their ad in our digital edition. E-mailed to more than 15,000 e-subscribers and located on our homepage for 30 days, our digital editions expand your reach. Sponsorships are available and include a digital ad and company/brand logo on every page.

## Additional Sponsorships

We also have a variety of sponsorship opportunities available on some of our featured pages online...

- **EXTRA EDITION**
- **LEARNING CENTER**
- **CAREER CENTER**

## Online Product Gallery

Advertisers who run a display ad in *The NEWS* can feature their products in our Online Product Gallery FREE for 30 days. We'll include your copy (50 words or less), a product photo, and a link to your Website.

YOUR #1 INTEGRATED MARKETING PARTNER FOR

# Multi-Media Solutions!

## ▶ THE NEWS

Whether your goal is to increase sales, build brand awareness, or generate leads, *The NEWS* is your #1 marketing resource for reaching and influencing the HVACR marketplace.

## ▶ [www.ACHRNEWS.com](http://www.ACHRNEWS.com)

Offering a wide variety of dynamic, online programs that deliver measurable marketing results, [achrnews.com](http://achrnews.com) is the HVACR industry's #1 online resource for news and information.

**IN PRINT, ONLINE OR IN PERSON**  
*The NEWS* provides the best vehicles to:

- **REACH** prospects
- **Achieve RESULTS**
- **Maximize your RETURN** on investment



Air Conditioning | Heating | Refrigeration

# the NEWS

Air Conditioning | Heating | Refrigeration

# the **NEWS**

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