

the NEWS



**RETURN FORM BY:
October 01, 2007**

2008 ANNUAL HVACR DIRECTORY & SOURCE GUIDE

**FREE LISTING QUESTIONNAIRE
Manufacturer Section - January 2008**

Account No: 1W
Page: 1 of 3

Sales/Mktg. Mgr.

Please correct the contact and mailing information for the Person Responsible for Updating this Listing.

Your FREE listing will be exposed to over 100,000** contractors, wholesalers, technicians and other industry professionals who use this Directory as a resource. Plus, you'll receive a year's worth of additional exposure from the million plus visitors to www.achrnews.com.
TO ENSURE THAT YOUR LISTING STANDS OUT AND BUYERS CALL YOU, ORDER ENHANCEMENTS ON THE LAST PAGE.

Please complete this form, sign, date and return. To ensure accuracy, please clearly print or type any changes or additions to the listing information that follows. If you are not the correct person, please forward this form to that individual.

PUBLISHED COMPANY INFORMATION

Company: _____
 Division: _____
 Address: _____
 City: _____ State/Province: _____
 Zip/Postal Code: _____ Country: _____
 Phone: _____
 Fax: _____
 Email: _____
 Web/Home Page: _____
 For the company alphabetical index, indicate under which letter of the alphabet your company should appear: _____

CONTACT PERSONNEL

List key contacts and their titles. Please limit to six. The first six names will be used if more are provided.

Your listing will NOT be processed without the following information:	Please sign and return all pages of this form by October 1, 2007 in the envelope provided or by fax to Darlene Dipzinski at 248-244-3942.	
	Name: _____	Title: _____
	Signature: _____	Date: _____
	Email:* _____	Fax:* _____

*The NEWS is moving to an online listing form and future listing notifications will be sent via email. By providing your fax number you are giving the News permission to fax you with questions concerning this, or future listings. If you do not wish to receive faxes, please leave the fax field blank. All other fields required.

**Source: Audit Bureau of Circulation Pass-Along Study for the Nov. 24, 2003 Issue.

Occasionally, listed companies receive special email offers from relevant organizations. If you do not wish to receive such offers, please check here.



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COMPANY DESCRIPTION

GENERAL PRODUCT LINES: List general product lines only (no trade names), individual products are itemized under Product Codes below. Limit of 20 words or less. Longer descriptive wording will be edited.

REGISTERED NAMES AND TRADEMARKS - YOU MUST OWN THE REGISTERED NAME OR TRADEMARK

You must be the owner of the registered name or trademark to list it. Do not list registered names or trademarks if you are a distributor or manufacturer's rep. Limit of eight. Indicate Trademarks with an * sign and unregistered or pending trademarks with an = sign.

WHOLESALEERS/DISTRIBUTORS - PREMIUM LISTEES ONLY (See Order Form)

List your Wholesalers/Distributors with your Premium Listing. Please list company name only. Your Wholesalers/Distributors will appear under your HEADQUARTERS listing (online only). Additional Wholesalers/Distributors may be included on a separate sheet. See details on last page.

MANUFACTURER'S REPRESENTATIVES - PREMIUM LISTEES ONLY (See Order Form)

List your Mfg. Rep. offices with your Premium Listing (Online Only). Please list company name only. Additional Mfg. Reps may be included on a separate sheet. See details on last page.

PRODUCT LISTING SECTION - **IMPORTANT -You must Select Product Codes to be Searchable Online**

ALL PRODUCT CODES ARE FREE OF CHARGE. Your company name will appear under the following product categories. Add code numbers and descriptions of any additional headings under which you wish to be listed. Refer to the enclosed Product Heading List for the complete list of code numbers and headings available. To delete a category, "X" out the Product Code Number.

PLEASE NOTE: In order for your company to be searchable by product in the new online buyers guide you must select product codes.



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NEWS HVACR Directory & Source Guide – Listing Enhancements Order Form Manufacturer Section

To ensure your listing stands out and buyers call you, select the options below you would like added to your listing:

I plan to advertise in The NEWS Directory, please contact me.

CATEGORY	OPTION	PRICE
NEW Premium Listing:	YES! I want to get the best exposure for my products in print and online!	
	<input type="checkbox"/> Non-Advertiser	\$895
	<input type="checkbox"/> Directory Advertiser Discount	\$645
	<ul style="list-style-type: none"> • Top positioning in the product & alpha search results online with Star designation • Catalog Pages or ad included in online listing • 2 Product Photos • Logo in the print and web directory • Live web and e-mail links • List your wholesaler/distributors online • List your manufacturer's representatives online 	
Logos & Links	YES! Please include our logo to make our company listing stand out.	
	<input type="checkbox"/> Print Logo Only, Non-Advertiser Cost	\$400
	<input type="checkbox"/> Print Logo Only, Directory Advertiser Discount	\$180
	<input type="checkbox"/> Web Logo Only (with Web Link)	\$175
	<input type="checkbox"/> Web Link Only	\$100
Listing Only	<input type="checkbox"/> Run My Listing Only	FREE

Submit all ad materials by Oct. 15 for Logos, Catalog Pages & Product Shots to wraym@bnpmedia.com. (Logos & Product Shots: TIFF, JPG, EPS or BMT format at 300 dpi/450 pixels wide; Catalog Pages: Low-res text pdf.)

Please fill in payment information:

Method of Payment, Please Checkmark (**Payment Must Accompany Order**)

TOTAL AMOUNT:
\$ _____

Check (Payable to BNP Media in U.S. Funds – Mailed to Darlene Dipzinski) Check # _____

AMEX Visa MasterCard Diners Club

Card # Exp. Date _____

Authorized Signature _____ Print Name _____

Email Address for Receipt _____

All prices are net and non-commissionable. Credit Card payments will appear on your statement as BNP Media. NOTE TO COMPANIES OUTSIDE OF THE US AND CANADA: PAYMENT PREFERRED ON A CREDIT CARD. CHECKS MUST BE IN US FUNDS AND DRAWN ON A US BANK.