

WEBINARS

EDUCATE. BUILD BRANDS. GENERATE LEADS.



YOUR ALL IN ONE SOLUTION TO REACH HVACR CONTRACTORS

The NEWS produces HVACR educational Webinars to help contractors grow their businesses. Each Webinar features professional audio/visual presentations from industry experts, YOU, along with live attendee-submitted Q&A sessions. Webinars are managed, hosted and marketed by *The NEWS*. Webinars hosted by *The NEWS* have produced outstanding results as a communications tool and lead generation device.

PAST NEWS WEBINAR RESULTS

FORCED AIR ZONE CONTROLS

Registrants: 511

Total Attendees: 295

UNDERSTANDING GEOTHERMAL LOOP INSTALLATION

Registrants: 746

Total Attendees: 412

FINAL R22 PHASE: PRODUCT AND SYSTEM IMPLICATIONS

Registrants: 617

Total Attendees: 329

BENEFITS OF PARTNERING WITH *THE NEWS*

GROW YOUR MARKET

Educating your customers and prospects about your product benefits and applications expands the opportunities within your market.

ONE-ON-ONE PRE-QUALIFIED SALES

Webinars provide an ideal opportunity to communicate one-on-one to a highly pre-qualified base of customers for only a small fraction of the cost of trade shows and personal sales calls.

THE POWER OF *THE NEWS*

Industry leading subscriber databases help ensure the highest quality registration.

REINFORCING YOUR BRAND

Companies that share technologies and support customer education strengthen their position as innovative industry leaders.

THE NEWS EXPERTISE

Our Webinar experts provide turnkey support and advice ensuring a satisfied and rewarding Webinar experience with minimal effort on your part.

MEASURABLE ROI

Tangible sales leads and post-event surveys provide you with two powerful ROI metrics.

PROMOTING EVENTS

PRINT & ONLINE MARKETING CAMPAIGN

SPONSOR PACKAGE INCLUDES...

AGGRESSIVE MARKETING CAMPAIGN — BEFORE & AFTER EVENT

- Feature story and front-page announcement in *The NEWS*
- Multiple promotional e-mail blasts to *The NEWS*' e-subscribers
- Skyscraper ad on www.achrnews.com
- Two print ads in *The NEWS*
- Multiple announcements in *The NEWS*' e-newsletter

RECOGNIZED MODERATOR

- *The NEWS* will provide a recognized editorial representative to oversee/moderate the session

REAL-TIME POLLING AND Q&A

- Capabilities include live polling and result presentation
- Viewer questions submitted to speaker during event
- Recorded video and pictures

QUALITY LEADS

- Receive high-quality registration leads (demographics)
- Q&A lead information also forwarded to sponsor

ARCHIVED EVENT

- Posted online at www.achrnews.com after the event
- Archived for one year with 24/7 accessibility

When you're ready to find new customers through the unprecedented reach of *The NEWS*, you're ready for a Webinar!

NEWS WEBINAR PRICING OPTIONS



PACKAGE 1

SHARED CONTENT DEVELOPMENT

The sponsor can share in content development with *The NEWS* and can help select experts to serve on a panel. The sponsor may also open the session, introduce the concept and the speakers.

COST: \$5,600



PACKAGE 2

CONTENT PROVIDED BY THE NEWS

We will create all of the content and the sponsor can purchase up to a 30-second commercial to tag on the beginning and end of the Webinar session. The sponsor can provide a camera-ready commercial or *The NEWS* can help with the creative development for an additional cost.

COST: \$4,400

[Does not include creative for commercials]

Visit us online at webinars.achrnews.com!

FOR MORE INFORMATION ON NEWS WEBINARS, PLEASE CONTACT YOUR SALES REPRESENTATIVE.

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