

the NEWS

COVERS THE 2012 AHR EXPO IN CHICAGO

THE BIGGEST SHOW. THE BEST MAGAZINE & WEBSITE. The Most Comprehensive Show Coverage!



- 3 Print Show Issues
- Special Online Show Coverage
- Video Booth Tours
- Digital Editions



SPECIAL DISCOUNTS & BONUSES FOR ADVERTISERS!



the NEWS 2012 AHR EXPO IN CHICAGO

THE NEWS' MOST COMPREHENSIVE SHOW COVERAGE – EVER!

The AHR Expo Expects to Set Records in Chicago!

- Over 52,000 visitors are expected to visit McCormick Place
- Over 1,700 booths are reserved – making it the largest exposition of all-time **STAND OUT** by advertising in The NEWS and on achrnews.com.

3 Print Show Issues

Special Online Discounts for Show Issue Advertisers!



Pre-Show Issue

- Special feature section on AHR Expo Innovation award winners
- Preview of the products, events and ASHRAE sessions

Value-Added Advertiser Bonuses

- Free laminate of your Pre-Show ad to display at your AHR Expo booth
- Free product listing online on our AHR Expo "Post-Show Product Roundup" page
- Free ad in our Pre-Show issue digital edition (exact replica of print issue)
- Discounts on our AHR Expo microsite web ads and video booth tours

Issue Date: Jan. 9 | Ad Closing: Dec. 16



Show Issue

- Featuring our Best Contractor to Work For winners
- On-site distribution at the AHR Expo – from our booth and registration area

Value-Added Advertiser Bonuses

- Free bonus distribution at the Expo
- Free ad in our Show issue digital edition (exact replica of print issue)
- Free product listing online on our AHR Expo "Post-Show Product Roundup" page
- Discounts on our AHR Expo microsite web ads and video booth tours

Issue Date: Jan. 23 | Ad Closing: Jan. 9



Post-Show Issue

- Comprehensive coverage of the new products from the AHR Expo
- High reader interest issue published only 3 weeks after the show ends

Value-Added Advertiser Bonuses

- Free ad in our Post-Show issue digital edition (exact replica of print issue)
- Free product listing online on our AHR Expo "Post-Show Product Roundup" page
- Discounts on our AHR Expo microsite web ads and video booth tours
- Advertising readership study issue

Issue Date: Feb. 13 | Ad Closing: Feb. 1



ALL 3 SHOW ISSUES TURNED INTO DIGITAL EDITIONS
Sponsor one today and open your ad up to an audience of buyers!

The NEWS' 2012 AHR Expo Microsite

Register today for complete access to Achrnews.com!

the NEWS

LEADERBOARD

WIDE SKYSCRAPER

MEDIUM RECTANGLE

New Site Design!

25% OFF all AHR Expo microsite web ads for show issue advertisers.

Online Show Coverage

Jan. 1 - April 1

Before, during and after the show, achrnews.com will host a special microsite online for all of our AHR Expo show coverage. Thousands of contractors and wholesalers will visit this area for the latest show information, new products, innovations, convention happenings, videos and so much more.

The NEWS' AHR Expo Microsite Features...

- Expo Preview:** Before the show begins, we'll highlight the wide range of new products to be introduced at the show, providing an advance look from a variety of exhibitors.
- Daily Reports:** Every day during the show we'll post the latest convention happenings coming straight from the show floor.
- Photo Gallery:** Photos and captions of key events and products will be posted online after the show is over.
- Post-Show Product Roundup:** Product listings, weblinks, photos and product brochures supplied by advertisers will be posted online when the show is over.

The NEWS' Microsite Advertising Opportunities

Take advantage of our microsite advertising opportunities and reach buyers at a time when they are ready and interested to buy. All ads purchased are for three months and are a great way to strengthen and complement your AHR Expo advertising campaign.

- **Leaderboard** (728 x 90 pixels): \$840 (for 3 months)
- **Wide Skyscraper** (160 x 600 pixels): \$700 (for 3 months)
- **Medium Rectangle** (300 x 250 pixels): \$630 (for 3 months)

Free Online Product Listing

All Show-Issue Advertisers Receive a Free Online Product Listing at Achrnews.com.

Ritchie Engineering Co.: Solar/Light Powered Digital LCD Manifold Gauge

February 15, 2010

ARTICLE TOOLS

Calibrated to measure eight commonly used refrigerants (R-22, R-134a, R404A, R-407C, R-410A, R-422D, R-427A and R-507), these 1-percent accuracy gauges come with psi *F, psi *C, bar *C and MPa *C. The low side gauge has a pressure scale of 30 in. Hg VAC to 350 psig and the high side gauge has a pressure scale of 0 to 800 psig. Housed in red and blue ABS plastic cases and available individually or on the YELLOW JACKET TITAN™ or 41 Series Test and Charging Manifolds.

Ritchie Engineering Co. Inc., YELLOW JACKET Products Div., 10950 Hampshire Ave. South, Bloomington, MN 55438; 800-769-8370 or 952-943-1300; 800-322-8684 (fax); custserv@yellowjacket.com; www.yellowjacket.com

Links
[Ritchie Engineering Co. website](#)
[Ritchie Solar Gauges Data Sheet pdf](#)

Did you enjoy this article? [Click here](#) to subscribe to the magazine.

Advertise in any of our AHR Expo show issues and we'll include your 50-word description, product photo and weblink on our AHR Expo Post-Show Product Roundup page for 3 months.

- **Advertise in 2 or More Show Issues:** We'll include a pdf up to 4 pages in length.

Digital Edition Sponsorship

In 2012 we'll be turning our Pre-Show, Show and Post-Show issues into digital editions. Digital editions are an exact replica of the print issue, but with added digital interactivity. Digital editions are emailed to digital subscribers, archived online for one year and are fully interactive with live links. Complement your print campaign with a sponsorship in this high exposure opportunity.

Sponsorship Cost: \$1,450

(Includes full-page ad opposite the front cover, logo on loading page and in the toolbar and banner ad in email notification.)

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Video Booth Tours

Be a part of the trade show buzz surrounding the AHR Expo by showcasing your booth to tens of thousands of contractors and wholesalers who can't make it there. Video booth tours are a great way to extend your marketing reach and trade show investment. Make an impact and engage customers with a 2-minute video produced and taped by The NEWS during the AHR Expo. These videos will be posted to our AHR Expo microsite after the show (for 3 months) and then moved to our video archives for the rest of the year.

Video Booth Tour Rate: \$3,850 (for non-advertisers)



Exclusive Video Booth Tour Discounts For All Show Issue Advertisers

- When you advertise in 1 show issue: \$2,885 (25% Discount)
- When you advertise in 2 show issues: \$1,925 (50% Discount)
- When you advertise in 3 show issues: \$965 (75% Discount)

AHR Expo Product Sponsorship

Our Post-Show issue will feature a special section for new products and literature called the "AHR Expo Product Showcase". For \$570 your product can be included in our Post-Show issue and in the hands of contractors who look to this issue for the latest product information. If you'd like to participate, please contact Mary Wray (wraym@bnpmedia.com) or Kathy Janes (janesk@bnpmedia.com). We will need a 4/color photo of your product, catalog, or website snapshot along with a 50-word description.

UNIVERSAL MOUNTING KIT FOR AEGIS™ SHAFT GROUNDING RINGS

AEGIS™ SGR Bearing Protection Rings protect VFD-driven motors/bearings from electrical damage; the new AEGIS™ Universal Mounting Kit (U-Kit) simplifies their mounting on virtually any AC motor shaft. All-inclusive kit includes the proven AEGIS™ grounding ring, four styles of brackets, and hardware for most motor designs.



Electro Static Technology
1-866-738-1857
www.est-aegis.com
eProduct #187

Product Showcase Cost: \$570



PARTNER WITH THE NEWS AND PUT YOUR COMPANY IN FRONT OF HVACR CONTRACTORS WHO ARE LOOKING TO BUY.

Contact a Sales Representative Today!

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