

**INTERACTIVE  
AUDIT REPORT**

**Publisher:**

BNP Media, Inc.  
2401 W. Big Beaver Road, Ste. 700  
P.O. Box 2600  
Troy, MI 48084-3333  
T: (248) 362-3700 • F: (248) 362-0317  
Contact Information:  
Mike Murphy, Publisher  
T: (440) 552-2607 • F: (248) 244-2905  
E: [mikemurphy@achrnews.com](mailto:mikemurphy@achrnews.com)

**Publisher's Description:** Achrnews.com is targeted to the air conditioning, heating and refrigeration industry. The Website has more breaking news and in-depth content than any other online HVACR information resource. Our entire print issue is posted online every week and visitors can search through editorial archives dating back to 1999. Achrnews.com is a complement to the weekly print publication - The Air Conditioning, Heating and Refrigeration News.

Air Conditioning | Heating | Refrigeration

the **NEWS**

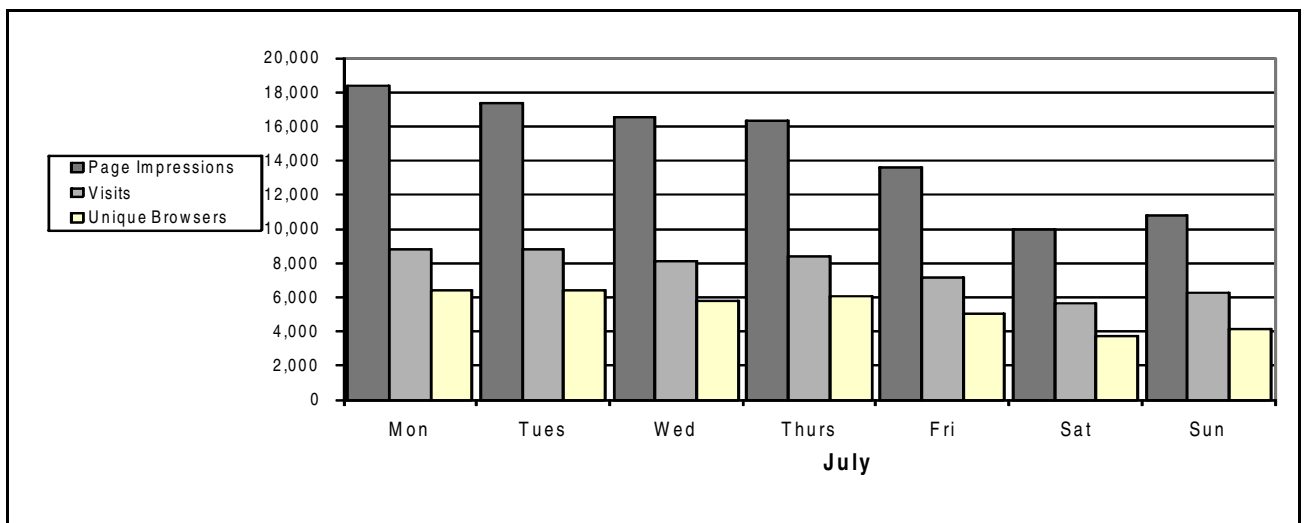
**1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE BROWSERS FOR ONE MONTH ENDED JULY 31, 2012:**

	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
<b>Page Impressions</b>				
Home Page	30,055	970	1,087	683
All Other	428,105	13,810	15,479	9,729
<b>GRAND TOTAL</b>	<b>458,160</b>	<b>14,780</b>	<b>16,566</b>	<b>10,412</b>
<b>Visits</b>	<b>236,447</b>	<b>7,627</b>	<b>8,295</b>	<b>5,996</b>
<b>Unique Browsers</b>	<b>112,321</b>	<b>5,391</b>	<b>5,973</b>	<b>3,968</b>

**1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER VISITS: 1.9**

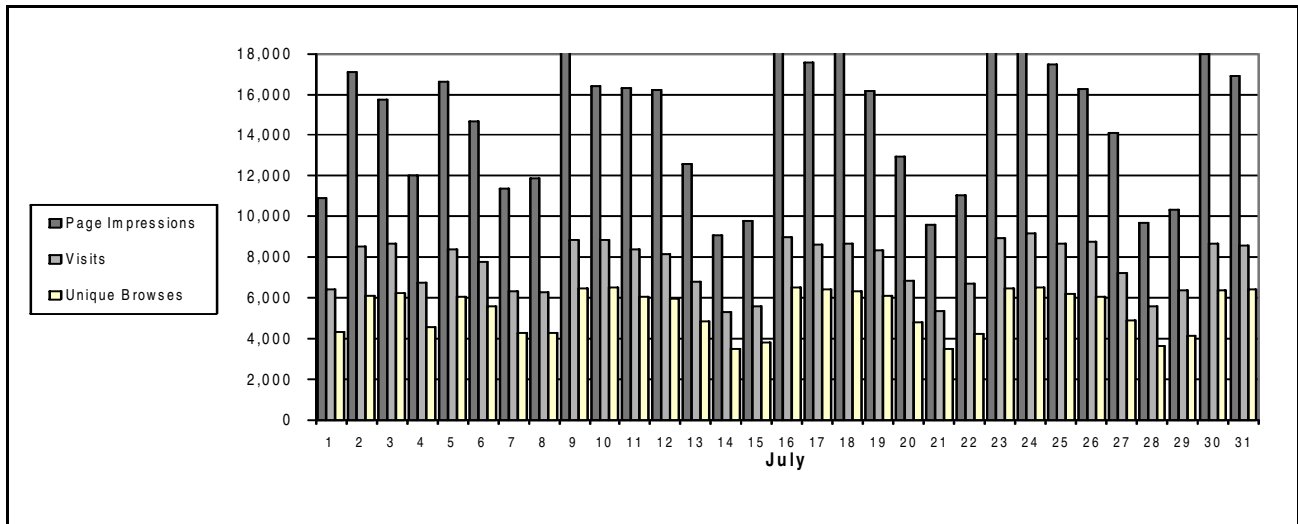
**1c. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE BROWSERS: 4.1**

**2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:**



**3. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED JULY 31, 2012:**

Date	Page Impressions	Visits	Unique Browsers	Date	Page Impressions	Visits	Unique Browsers	Date	Page Impressions	Visits	Unique Browsers
1	10,896	6,448	4,350	11	16,292	8,369	6,056	21	9,613	5,333	3,495
2	17,080	8,506	6,095	12	16,205	8,136	5,961	22	11,059	6,712	4,239
3	15,734	8,675	6,246	13	12,565	6,792	4,855	23	18,545	8,924	6,471
4	12,028	6,749	4,545	14	9,084	5,315	3,497	24	20,178	9,185	6,512
5	16,622	8,363	6,036	15	9,783	5,568	3,809	25	17,449	8,642	6,176
6	14,677	7,759	5,572	16	18,498	8,997	6,502	26	16,264	8,753	6,030
7	11,369	6,317	4,263	17	17,585	8,633	6,416	27	14,101	7,227	4,875
8	11,890	6,286	4,277	18	20,335	8,642	6,354	28	9,681	5,604	3,651
9	19,904	8,862	6,493	19	16,167	8,329	6,099	29	10,337	6,378	4,132
10	16,420	8,831	6,502	20	12,931	6,866	4,814	30	17,968	8,682	6,380
								31	16,900	8,564	6,421



---

#### 4. EXPLANATORY:

This site uses the cookie-based method to measure unique browsers. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique browsers.

Note: The Total number of Unique Browsers is adjusted to remove duplicate Visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique Browser for the period in Par. 1a.

The Daily average represents the number of Unique Browsers that visited the site each day as shown in Par. 3, added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily averages but limited to weekdays and weekends respectively.

#### DEFINITIONS:

*Browser:* A software program running on a computer that can request load and display documents available on the World Wide Web. In our definition it is assumed that a "human being" is operating the browser manually and viewing the page.

*Communication Errors:* The failure of a web browser/web server to successfully request/transfer a document is considered a communications error. AAM Digital Services only measures successful communications.

*Page:* A Hyper Text Markup Language document is stored in a directory on a web server and/or created dynamically at the time of the request for the purpose of satisfying that request. In addition to text an HTML page may include graphics, video, audio and other files.

*Internal Page Impressions:* Web site activity that is generated by individuals with IP addresses known to be associated with the web site. This activity is excluded from the Audit Report.

*Nonqualifying Activity:* Unsuccessful transfers of requested documents. Also successful transfers of requested documents where evidence suggests that browsers were not in use (i.e. a human was not viewing the page at the time of the request) are considered nonqualifying and have been deducted from reported figures.

*Page Impressions:* The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

*Unique Browser:* A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie. This metric measures each browser, it does not measure a person. Counting of Unique Browsers may overstate or understate the number or individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP and browser combinations operating through a proxy, cookie blocking and deletion.

*Visit:* A series of interactions by a visitor with a site without 30 consecutive minutes of inactivity.

From the Alliance for Audited Media:

We have examined the activity records and other data presented by this Website for the period covered by this Audit Report. Our examination was made in accordance with AAM's established procedures, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the Website activity shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to the activity.

Services provided by AAM Digital Services Inc., a subsidiary of the Alliance for Audited Media.

**Alliance for Audited Media**