

Lit Focus

Summer 2012

MAXIMIZE EXPOSURE

with this Low-Cost Marketing Opportunity!

Profile your company's literature, product or website with The NEWS' 2012 Lit Focus. A perfect way to complement your advertising program, and a great way to generate additional sales leads.

ISSUE DATE: June 18, 2012

AD CLOSING: May 16, 2012

This 8" x 10 3/4", 4-color stitched supplement in the June 18 issue has its own reader service card. Plus, you'll receive digital edition distribution with live web links for added exposure, free with your print purchase. Sent out to more than 15,000+ HVAC contractors.

GET MORE RESULTS

Sent to more than 33,000* HVACR professionals who pay up to \$87 per year to stay abreast of industry happenings and new technology. The NEWS' Lit Focus has proven to be effective in generating incredible responses with inquiries.

HOW DO I PARTICIPATE?

Just send us a copy of your brochure, photo, or artwork at 300 dpi as a jpeg, tif or eps file along with 25-50 words of descriptive copy. Please e-mail to Mary Wray at wraym@bnpmedia.com.

"It's effective, cost efficient and gets results!"

— 2011 Lit Focus Advertiser

*December 2011 ABC Circulation Statement

Coils for All Applications

DX coils, steam coils, booster coils, hot water coils, condenser coils, chilled-water coils, heat pump coils, heat reclaim coils, steam distributing coils, insulated coil sections, chiller tube bundles. Full range of coil sizes, fin spacing, and circulating arrangements. Same-day computer selection. Low factory-direct prices. Fast production: 5 days, 10 days, 20 days. For further information, call Commercial Coils at either 800-532-2645 or 636-532-1523 and visit www.comcoil.com.



Commercial Coils Inc.™

eProduct #818

Browning® V-Belt Efficiency Calculator Application

The Browning® V-Belt Efficiency Calculator mobile application from Emerson Industrial Automation, allows users to calculate projected energy savings when upgrading from a wrapped V-Belt to a notched V-Belt. The application is free and is available for iPhone®, Droid™ or Blackberry® mobile devices.



For more information, visit Emerson-ept.com.

eProduct #820

Refrigerants for Contractors

USA Refrigerants provides discounted pricing on half and full pallet purchases of virgin R-410A and R-22 with FREE DELIVERY. Get prepared for your upcoming R-410A and R-22 recovery jobs by enrolling in the #1 Refrigerant Buyback Program. Let USA pay you for your recovered R-410A and R-22. **Call us today!**



**USA Refrigerants, 155 Airport Executive Park, Nanuet, NY 10954
888-468-5250; www.UsaRefrigerants.com**

eProduct #862

Sporlan Catch-All Liquid & Suction Line Filter-Driers

Sporlan's Bulletin 40-10, the complete line of Catch-All filter-driers from 1/4 to 150 tons. The recently updated product information includes refreshed tables, and the addition of the HPC series expanded line-up of Reversible Heat-Pump filter-driers.



For a copy of the publication, visit www.sporlanonline.com, or contact Sporlan Division – Parker Hannifin, 206 Lange Drive, Washington, MO 63090; Phone 636-239-1111 and request Bulletin 40-10.

eProduct #850

Lit Focus

2012 Advertising Rates

Your lit focus includes a copy of your brochure, photos, or artwork, with up to 50 words of descriptive copy, to include a headline and contact information.

5% Early Bird Discount
Offer Ends 4/30

	5% DISCOUNT	AFTER 4/30
1 LIT	\$1,178	\$1,240
2 LITS	\$945	\$995
3 LITS	\$708	\$745
4 LITS	\$594	\$625

For more information, please contact:

MARY WRAY

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wraym@bnpmedia.com



THE NEWS' 2012 LIT FOCUS RESERVATION FORM

- Yes, please include me in the 2012 Lit Focus.
- I'm interested in running my literature in the 2012 Lit Focus. Call me with details.

NAME _____

COMPANY _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____ FAX _____ E-MAIL _____

Please return this reservation form to Mary Wray at wraym@bnpmedia.com or fax it to 248/244.3920.