

2012

DIGITAL RATE CARD

Expand Your Reach

The NEWS' Digital Offerings



2012 DIGITAL RATE CARD

Achrnews.com

Achrnews.com Home Page

RUN OF SITE (ROS)

- Leaderboard:** Rotation of up to 10 ads, located above the fold
- Medium Rectangle:** Rotation of up to 15 ads, minimal ad competition
- Expandable Leaderboard:** Rich media ad, animation state varies
- Photo Gallery:** Up to 20 photos can be included, includes title and description

HOME PAGE

- Full Banner:** Rotation of up to 15 ads
- Half Banner:** 2 adjacent spots, rotation up to 20 ads
- Floating Ad:** Rich media ad that floats in the center of the page
- Page Peel Ad:** Rich media ad that expands from the corner to reveal an attractive ad underneath

SUB PAGES

- Wide Skyscraper:** Run of site, except home page, rotation up to 15 ads
- Topic Sponsorship:** Ad package for targeted editorial, includes full banner and wide skyscraper ads
- Article Sponsorship:** Sponsor an article and your half banner ad appears with the article for life
- Registration Login Page:** Exclusive sponsorship of the login page, includes medium rectangle ad



Videos

- Multi-Media Box Videos:** Posted on the home page for 3 weeks
- Extra Edition "How-To" Videos:** Post your technical/training video
- Editorial Sponsored Videos:** 15 and 35 second commercials before the editorial video
- Leaderboard Video Sponsorship:** Includes video and leaderboard ad on video page

Digital Editions

Digital editions are an exact replica of the print issue but with added digital interactivity such as clickable web links and ad view tracking. Digital editions are sent via email to 15,000+ industry professionals and posted on The NEWS' website for one year. With a variety of sponsorship options, you can give your company prominent placement or even add animation, video or audio to your ad.

Digital Editions



Podcasts



The NEWS' podcasts provide educational and promotional information to the industry through short audio presentations. Podcasts are available on-demand on achrnews.com and can be played from a portable device. Sponsor your own exclusive, custom podcast or gain exposure by sponsoring one of The NEWS' editorial podcasts.

eNewsletters



eNewsletters

Weekly eNewsletter: Reach our targeted audience of 10,000 HVACR professionals by placing your advertising message within this timely and informative environment.

FROSTlines: Written by the editors of The NEWS, FROSTlines is a monthly eNewsletter targeted specifically for refrigeration contractors and distributors.

Webinars

Generate high-quality sales leads when you sponsor an educational Webinar hosted by The NEWS. Each Webinar features professional audio/visual presentations from industry experts and a live Q&A session. Sponsorship includes an aggressive marketing campaign before and after the event and tangible sales leads when the event is over.

Webinars



Virtual Events

Virtual events are gatherings of people sharing a common environment on the Web to create an interactive experience. According to American Business Media and Forrester Research, 75% of business decision-makers said they attended 3+ Web-based events during the past 12 months. Don't miss this opportunity to generate leads with a virtual event sponsorship.

Virtual Events

Social Media 

Social media usage is a reality in today's business environment, and companies that aren't represented in this new medium are falling behind. A smart social media strategy plays an integral role in communicating with your customers and prospects. The NEWS offers a number of opportunities for you to engage with your audience on Facebook and Twitter.

The NEWS^{HD} iPad AppThe NEWS^{HD} iPad App

Enhance your image as a new technology leader and reach a growing market of iPad users with an exclusive sponsorship of The NEWS^{HD}. These quarterly iPad issues contain exclusive features and content written for and available only on the iPad. Sponsorship includes a complete promotional and marketing campaign (in print and online) with house ads, web ads and a social media strategy. You'll also get two interactive ads in the iPad issue where you can incorporate audio, video, photos and more!

Online HVACR Directory

The HVACR industry's most referenced buyers guide is available online in searchable format. The NEWS' Online Directory page receives thousands of visits a month. Enhance your online listing with web links, web logos, social media links, product photos, catalogs and more.

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the **NEWS**

Ad Description	Ad Size	Advertiser Rate	Non-Advertiser Rate	Ad Description	Ad Size	Advertiser Rate	Non-Advertiser Rate
Achrnews.com — Run Of Site				Weekly eNewsletter			
Leaderboard	728 x 90 pixels	\$1,200/month	\$1,320/month	Tile Button	125 x 125 pixels	\$190/week \$695/month	\$195/week \$730/month
Medium Rectangle	300 x 250 pixels	\$1,000/month	\$1,100/month	Banner Ad	468 x 60 pixels	\$195/week \$730/month	\$200/week \$765/month
Expandable Leaderboard	728 x 90 pixels, animation varies	\$2,495/month	\$2,745/month	Feature Banner Ad	400 x 60 pixels	\$285/week \$1,095/month	\$290/week \$1,135/month
Photo Gallery	Up to 20 photos	\$550/month	\$605/month	Text Ad	6 lines of text or 60 words	\$260/week \$980/month	\$265/week \$1,025/month
Achrnews.com — Home Page				FROSTlines eNewsletter			
Full Banner	468 x 60 pixels	\$700/month	\$770/month	Tile Button	125 x 125 pixels	\$290/month	\$320/month
Half Banner	234 x 60 pixels	\$400/month	\$440/month	Banner Ad	468 x 60 pixels	\$380/month	\$415/month
Floating Ad (rich media)	800 x 600 pixels (expanded size)	\$2,245/month	\$2,470/month	Feature Banner Ad	400 x 60 pixels	\$360/month	\$395/month
Page Peel Ad (rich media)	600 x 600 pixels (expanded size)	\$2,495/month	\$2,745/month	Text Ad	6 lines of text or 60 words	\$360/month	\$395/month
Achrnews.com — Sub Pages				Digital Editions			
Wide Skyscraper	160 x 600 pixels	\$900/month	\$990/month	Sponsorship		\$1,450	\$1,595
Topic Sponsorship (Banner runs on main topic page. Wide skyscraper runs on left-hand side of multiple related article pages.)	Banner: 468 x 60 Skyscraper: 160 x 600	\$530/month	\$580/month	Audio/Video		\$475	\$525
Article Sponsorship	234 x 60 pixels	\$430	\$470	Podcasts			
Registration Login Page	300 x 250 pixels	\$550/month	\$605/month	Editorial Podcast Sponsorship		\$900	\$990
Videos				Custom Podcast		\$1,800	\$1,980
Multi-Media Box Videos	320 x 240 pixels	\$2,245/3 weeks	\$2,470/3 weeks	The NEWS^{HD} iPad App			
EE "How-To" Videos	320 x 240 pixels	\$1,200/month	\$1,330/month	Full Sponsorship		\$11,000	\$12,100
Editorial Sponsored Videos — 15 Sec	320 x 240 pixels	\$720/2 weeks	\$790/2 weeks	Half Sponsorship		\$5,500	\$6,050
Editorial Sponsored Videos — 35 Sec	320 x 240 pixels	\$1,080/2 weeks	\$1,180/2 weeks	What's New Sponsorship		\$2,200	\$2,420
Leaderboard Video Sponsorship	728 x 90 pixels	\$2,805/3 weeks	\$3,085/3 weeks	HVACR Online Directory			
Webinars				Online Hotlink		\$100	\$100
Standard Webinar		\$7,150 (net)	\$7,865 (net)	Social Media Links		\$125	\$140
Social Media				Web Only Logos		\$150	\$175
Facebook Notes	4 notes/month	\$800/month	\$880/month	Premium Listing		\$650	\$900
Facebook Welcome		\$1,200/month	\$1,320/month	Premium Plus Listing		\$1,055	\$1,305
Sponsor Tweets	8 tweets/month	\$800/month	\$880/month	Digital Edition Skyscraper		\$460	\$505
Twitter Widget		\$2,000/month	\$2,200/month	Digital Edition Sponsor Logo		\$430	\$580

Contact a sales rep for more information.**Felipe Arias**

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