

2012

the **NEWS**

THE NEWS^{HD} iPad APP

Exclusive Sponsorship Opportunities Are Available!

Enhance your image as a new technology leader and reach a growing market of iPad users with an exclusive sponsorship of The NEWS^{HD}.

FEATURES & CONTENT

- Exclusive features and content written for and available only on the iPad.
- Enhanced, featured editorial from The NEWS.
- In-app audio and video features that bring life to the content.
- Photos, buttons, advertising, and features that allow reader interaction and immersion.

ISSUE DATES & TOPICS

January: Intelligent HVAC Systems

April: All Access Pass to the 2012 AHR Expo

July: High-End HVAC Systems

October: Contractor's Guide to Green Products



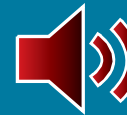
Quarterly
iPad
Issues

TELL YOUR STORY WITH AN INTERACTIVE AD

A sponsorship of The NEWS^{HD} includes the placement of your interactive ad/s in the sponsored iPad issue. By combining compelling visual and audio elements, The NEWS will help you design and create an interactive ad that engages the reader with your product and brand. An interactive ad in The NEWS^{HD} makes telling your product's story possible. You can include video, audio, photos in your interactive ad to really make it come to life.



Video



Audio



Photo
Slide Show



Buttons

Sponsorship Opportunities

FULL SPONSORSHIP

Cost: \$11,000

- Three house ads in The NEWS (junior page or 3x8) with logo and product picture/caption as sponsor
- Online skyscraper atachrnews.com
- Two interactive ads in the iPad issue (can include video, podcasts, slideshows, etc.)
- Social media promotion via Facebook & Twitter
- Dedicated email promotion with sponsor logo, product picture and description

HALF SPONSORSHIP

Cost: \$5,500

- One house ad in The NEWS (junior page or 3x8) with logo as sponsor
- One interactive ad in the iPad issue (can include the use of video, podcasts, slideshows, etc.)
- Social media promotion via Facebook & Twitter
- Dedicated email promotion with sponsor logo, product picture and description

"WHAT'S NEW" SPONSORSHIP

Cost: \$2,200

- Full page product highlight within "What's New" feature
- Company contact information with website hotlink
- Choice of one interactive feature: video, voice over, 360 photo



ADVERTISING BENEFITS:

- **Premium Advertising Opportunity:**
Large, interactive ads create a unique advertising environment for your brand's message — connecting you with the right audience of influential iPad users.
- **Complete Promotional Package:**
Your sponsorship comes with a complete marketing and promotional campaign — a value worth more than the cost of the sponsorship itself!
- **Uncluttered Ad Environment:**
Reach a targeted audience in an environment where users are removed from multi-tasking applications — resulting in user engagement.

The NEWS ^{HD}
is available
through the iTunes
App Store.

Contact a sales rep for more information.

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