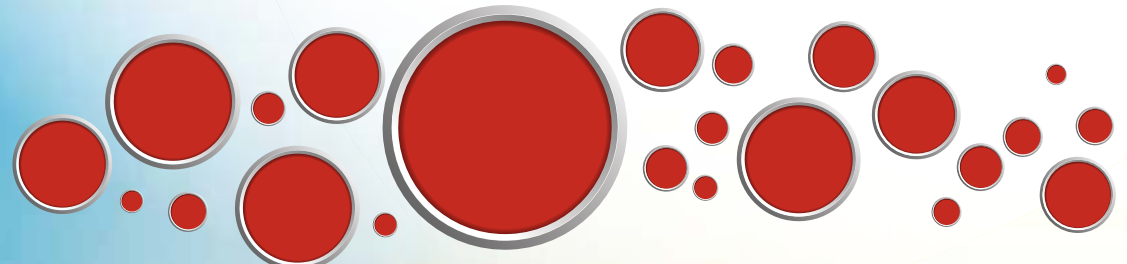




2013

Editorial Calendar

Influence decision-makers through weekly print, online, and digital products



2013 Editorial Calendar

New! All 52 issues will be produced as Digital, Smartphone and Tablet editions. Ask your sales rep about advertising opportunities.

Issue	Editorial Focus	Ad Close	Refrigeration	Commercial	Hydronics	Green Topics	Bonus Distribution	Read. Study
Jan. 7	2013 HVACR Directory & Source Guide Industry's most referenced buyer's guide.	10/15*						
Jan. 14	AHR Expo Pre-Show Issue Preview of events and products that will be featured in Dallas, Texas. Refrigeration Zone.	12/17*	•	•	•	•	Int'l Builders Show: Jan. 22-24	
Jan. 21	Tools of the Trade Diagnostic tools, meters, gauges, and critical toolbox items.	1/9		•		•		
Jan. 28	AHR Expo Show Issue Industry's best-read and most comprehensive show issue. A 'must-read' for anyone in the industry.	1/14*	•	•	•	•	AHR Expo: Jan. 28-30	
Feb. 4	Technology & eMedia Trends Computers, networks, smartphones, tablets, and new communication technologies. Refrigeration Zone.	1/23	•					
Feb. 11	Regulatory Landscape Effect on the Residential Market Update on rules and products/systems that meet new requirements. Distribution Special Section.	1/30	•			•		
Feb. 18	AHR Expo Post-Show Issue Extensive report on the new products that were introduced at the show.	2/6	•	•	•	•	Product Showcase Ad Closing: Jan. 30	•
Feb. 25	ACCA Convention Issue Ensure your ad is seen by America's best contractors — ACCA members — in this issue dedicated to their show. ACCA is the nation's largest organization of HVAC contractors.	2/13		•	•	•	ACCA: Feb. 27-March 2	
Mar. 4	Wet Heat Technology Review Instant water heaters, high-tech boilers, steam solutions. Refrigeration Zone.	2/20	•		•	•		
Mar. 11	Indoor Comfort & Health for the Home (IAQ) Including filters, air purifiers and cleaners, duct cleaning equipment, and more.	2/27				•	NADCA: Mar. 15-18 IIAR: Mar. 17-20	
Mar. 18	HVAC Industry Annual Report Recap of key industry companies.	3/6					MCAA: Mar. 17-21	
Mar. 25	High-Performance Buildings Newest/most efficient technologies including modular chillers and boilers, floor and ceiling systems, integrated control systems, and more.	3/13		•		•		
Apr. 1	Compressors New and rebuilt compressors and parts. Also, condenser products will be covered. Refrigeration Zone.	3/20	•	•				
Apr. 8	Refrigerant Recovery & Reclamation Technology Includes leak detection, vacuum pumps, leak monitors, and gauges. Also, tools and test instruments will be covered.	3/27	•	•		•		
Apr. 15	Residential Cooling Showcase Roundup of the latest products for the cooling season. Distribution Special Section.	4/3						•
Apr. 22	Ventilation, Air Movement & Control Products Power ventilators, dampers, fans, blowers, and more.	4/10		•				
Apr. 29	Ductless A/C Systems New products for add-on/replacement market and special commercial applications.	4/17		•		•		
May 6	Commercial Cooling Showcase What's new in the commercial market. Refrigeration Zone.	4/24	•	•		•		

* Early Ad Closing

2013 Editorial Calendar

New! All 52 issues will be produced as Digital, Smartphone and Tablet editions. Ask your sales rep about advertising opportunities.

Issue	Editorial Focus	Ad Close	Refrigeration	Commercial	Hydraulics	Green Topics	Bonus Distribution	Read. Study
May 13	Chiller Products & Systems Liquid, air-cooled, and water-cooled products.	5/1	•	•	•	•	NRA Show: May 21-24	
May 20	Zoning Products & Sheet Metal Systems Products and systems to enhance airflow indoor comfort in the home and office.	5/8				•		
May 27	Unitary & Light Commercial Heat Pumps New heat pump technology for the home and office.	5/15		•		•		
Jun. 3	Training, Education & Certification Trends Products and services to grow contractors' businesses and expand learning opportunities. Refrigeration Zone.	5/22	•					
Jun. 10	Refrigeration Coils & Condensing Units New products and new technologies for energy efficiency and system performance.	5/29	•					
Jun. 17	Rooftops & Air Handlers New high-efficiency systems for light commercial and commercial applications.	6/5		•		•	VICA/Skills USA: June 25-29	
							Lit Focus Ad Closing: May 16	
Jun. 24	High-End HVAC Systems Products and services geared towards the homeowner who wants the best of everything.	6/12				•		•
Jul. 1	Portable Air Conditioning & Heating Units Temporary heating and cooling products. BONUS ... special cooling applications. Refrigeration Zone.	6/19	•	•				
Jul. 8	Ice Machines, Freezers & Coolers New product innovations and new capacities are highlighted. Distribution Special Section.	6/26	•	•				
Jul. 15	Guide To Indoor Environmental Products Residential and commercial products that impact the environment in the home or office.	7/2*		•	•	•		
Jul. 22	Dealer Design Awards Our expert contractor panel judges top products designed with the HVACR dealer in mind.	7/10	•	•		•		
Jul. 29	Residential Geothermal Systems Residential products that save energy, money, and the environment.	7/17				•		
Aug. 5	School Market Products geared towards the growing K-12, secondary, and higher-education markets. Refrigeration Zone.	7/24	•	•		•		
Aug. 12	Humidification, Dehumidification & Mold Remediation Products to help contractors condition the air and environment in homes and buildings.	7/31		•		•		
Aug. 19	Emerging Parts & Service Business How distributors and contractors profit from selling parts and promoting service.	8/7						
Aug. 26	Home Automation Products that improve convenience, comfort, energy efficiency, and security in the home.	8/14						
Sep. 2	Renewable Energy Solutions Solar, geothermal, wind, and other new technology products for commercial applications. Refrigeration Zone.	8/21	•	•		•		

* Early Ad Closing

2013 Editorial Calendar

New! All 52 issues will be produced as Digital, Smartphone and Tablet editions. Ask your sales rep about advertising opportunities.

Issue	Editorial Focus	Ad Close	Refrigeration	Commercial	Hydronics	Green Topics	Bonus Distribution	Read. Study
Sep. 9	Supermarket & Restaurant Refrigeration Refrigeration products including freezers, refrigerated cases, ice machines, and condensing units.	8/28	•	•				
Sep. 16	Residential Heating Showcase New products for the residential/light commercial heating season. Forced air and wet heat.	9/4		•	•	•		
Sep. 23	Thermostats & Controls Products and systems to monitor and control heating, cooling, humidification, and more. Distribution Special Section.	9/11		•		•		
Sep. 30	Contractors Guide to Green Products Residential and commercial products that save energy, money, and the environment.	9/18		•		•		
Oct. 7	Home Performance Contracting A contractor guide of products and technology for the growing home performance market. Refrigeration Zone.	9/25	•			•	MSCA: Oct. 13-16	
Oct. 14	Commercial Heating Showcase New products for the commercial heating season. Forced air and wet heat.	10/2		•	•	•	AMCA: Oct. 18-21	
Oct. 21	Duct Systems Best Practices Review of sheet metal, spiral, flexible, and fiber duct products, and their application.	10/9		•			SMACNA: Oct. 20-24	
Oct. 28	Hydronic & Radiant Heating Products Products, trends, and new applications.	10/16		•	•			
Nov. 4	Health Care Market HVACR products geared towards this growing market. Refrigeration Zone.	10/23	•	•		•	RSES Annual Conference	
Nov. 11	Guide to Tools & Transportation (Trucks & Inventory) Making today's service technician more effective than ever.	10/30						
Nov. 18	Green Build ... the Changing Landscape How HVACR contractors help in designs for homes and buildings. Distribution Special Section.	11/6		•		•	AHRI Annual Meeting: Nov. 17-19 Greenbuild: Nov. 20-22	
Nov. 25	VRF Products Emerge Variable refrigerant flow products and systems gain acceptance.	11/13		•		•		
Dec. 2	Furnaces ... High-End & Oil Top-of-the-line products in efficiency, features, performance. Also, oil furnace round-up. Refrigeration Zone.	11/20	•			•		•
Dec. 9	Energy Answers ... Motors, Drives & Variable-Speed Valves, motors, drives, and other products designed to enhance system performance and efficiency.	11/26*		•			HARDI: Dec. 7-10	
Dec. 16	The Industry's Most Intelligent Products How to take advantage of intelligent products and systems.	12/4		•		•		
Dec. 23	Newsmakers of 2013 Special report on industry leaders that shaped the news in 2013.	12/11						
Dec. 30	HVACR 3.0: Apps & Software Recap of the latest and greatest software for residential and commercial HVACR contractors.	12/18		•			Special Pull-Out 2014 Industry Calendar Ad Closing: Nov. 1	
Jan. 6, 2014	2014 HVACR Directory & Source Guide Industry's most comprehensive buyers guide.	10/15*						

* Early Ad Closing

2013 Advertising Rates

No. 109 • Effective Jan. 1, 2013 • Current advertisers protected at rate card No. 108 until Dec. 31, 2012 • Gross Rates

Ad Size	Dimensions	Col. In.	1x	6x	13x	20x	26x	52x	Specs For Bleeds
Tabloid Page (Non-Bleed)	10 ⁷ / ₈ " x 14"	70	\$12,875	\$10,490	\$10,150	\$9,505	\$9,040	\$8,495	Tabloid page trim size: 10 ⁷ / ₈ " x 14 ³ / ₄ "
Tabloid Spread (Non-Bleed)	21" x 14"	140	19,765	18,665	18,035	17,195	15,385	14,925	
Junior Page	8 ¹ / ₈ " x 10"	40	8,400	7,800	7,200	7,000	6,400	6,000	Tabloid page bleed: 11 ¹ / ₈ " x 15"
Junior Spread	16 ³ / ₄ " x 10"	80	16,000	14,000	13,200	12,800	12,000	11,600	
² / ₃ Vertical	4" x 13 ¹ / ₂ "	27	6,075	5,535	5,265	4,995	4,860	4,320	Tabloid spread, full bleed: 22" x 15"
² / ₃ Square	6" x 8"	24	5,400	4,920	4,680	4,440	4,320	3,840	
¹ / ₂ Vertical	4" x 10"	20	4,500	4,100	3,900	3,700	3,600	3,200	Tabloid spread, gutter bleed only: 21" x 14"
¹ / ₂ Horizontal	8 ³ / ₈ " x 5"	20	4,500	4,100	3,900	3,700	3,600	3,200	
¹ / ₃ Vertical	4" x 7 ¹ / ₂ "	15	3,450	3,150	3,000	2,850	2,775	2,625	Junior page trim size: 8 ³ / ₈ " x 10 ³ / ₄ "
¹ / ₃ Square	6" x 5"	15	3,450	3,150	3,000	2,850	2,775	2,625	
¹ / ₄ Vertical	1 ⁷ / ₈ " x 10"	10	2,300	2,100	2,000	1,900	1,850	1,750	Junior page bleed: 8 ³ / ₄ " x 11"
¹ / ₄ Square	4" x 5"	10	2,300	2,100	2,000	1,900	1,850	1,750	
¹ / ₆ Vertical	1 ⁷ / ₈ " x 5"	5	1,150	1,050	1,000	950	925	875	Junior spread, gutter bleed: 17" x 10"
¹ / ₆ Horizontal	4" x 2 ¹ / ₂ "	5	1,150	1,050	1,000	950	925	875	

Vital matter must be kept at least ³/₈" from trim edges on bleed pages. Trim is ¹/₈" on top, ¹/₈" on bottom and face.

General Advertising Rates

Frequency Rates: Determined by number of insertions used within 12 months from date of first insertion. Minimum rate holder size for earning frequency rate on larger space: 10 column inches. Advertisements are accepted in any size, 2 column inches or more in depth.

Col. In.	1x	6x	13x	20x	26x	52x
2-19	\$230	\$210	\$200	\$190	\$185	\$175
20-39	225	205	195	185	180	160
40-79	210	195	180	175	160	150
80+	200	175	165	160	150	145

Cost is per ad, per inch. Tab pages and tab spreads are discounted as shown above.

Special contract rates are available based on ad size and frequency. Contact your Sales Manager or Kathy Janes for more information.

Combination Rates & Programs: Special programs and rates for advertisers running in *The NEWS*, and other BNP Media publications are available. Contact the Publisher.

Publication Closing Dates

Published 52 Mondays each year. Last advertising forms for all materials close 12 days prior to date of issue except for special issues designated on calendar. Holidays may affect the closing of an issue. (See calendar.) When proof must be submitted for approval, copy must be in the hands of the Publisher two weeks preceding date of insertion.

Please Note: Closing date is Wednesday noon, 12 days prior to date of issue.

Color Rates

Cost per color, per page, over space cost.

2 Color	Page or Less	Spread
Standard Color \$715 \$995
Matched Color \$1,025 \$1,475

4 Color (Process Color)	Page or Less	Spread
Junior/Tabloid Size \$2,005 \$3,055
Fractional Page Size \$1,700 \$2,745

Classified Advertising

Payment/Commission: Payment with order required. No agency commission on line ads: 15% commission allowed on display ads provided to specifications.

Closing: Classified advertising closes ten days before issue date (Friday). In the event of a Monday holiday, the closing is one day earlier (Thursday).

Shipping: Address all classified space orders, artwork, proofs, copy, and digital files to *The NEWS'* Classified Ad Manager at the Troy, MI address.

To Reserve Space: Contact the Classified Ad Manager, Michael O'Connor, Phone: 610.354.9552, Fax: 610.354.9390, E-mail: oconnorm@bnpmedia.com

Frequency	1x	6x	13x	20x	26x	52x
Display Classified Per column inch, Min Depth: 2"	\$210	\$195	\$185	\$170	\$160	\$150
Line Classified Per insertion of 50 words	180	170	155	150	140	130
Each Additional Word	2.35	2.25	2.15	2.05	1.90	1.75

Inserts

Rates: Competitive rates for supplied and ROP inserts quickly available. Contact territory representative or *The NEWS* Production Manager. If $\frac{3}{8}$ " pick up on high folio or if $\frac{1}{8}$ " head trim is omitted, there will be a tipping charge. On inserts of less than 4 pages, a $\frac{4}{16}$ " bind-in flap is required for stitching. A $\frac{5}{16}$ " x $\frac{3}{16}$ " stitch-in card can be run. A $\frac{4}{16}$ " bind-in flap required for stitching. If card needs to tip, call Production Manager for minimum tipping size. Cost is \$1,655, plus mechanical costs incurred will be billed. Consult *The NEWS* Production Manager for details.

Production Requirements: Contact *The NEWS* Production Manager for available issues and specifications.

Stock: Maximum insert weight 80 lb. coated 25" x 38" or equivalent. Send mock-up sample to *The NEWS* Production Manager for approval.

Shipping: Consult *The NEWS* Production Manager for address. A label must be affixed to each carton indicating: Attention: *The NEWS*, issue date, name of insert, and individual count per carton. Charges will be billed for unpacking and counting inserts. Inserts must arrive at least two weeks prior to date of issue.

Mechanical Requirements

Publication Trim Size: 10 $\frac{1}{8}$ " x 14 $\frac{3}{4}$ "

Type or Page Size: 10 $\frac{1}{8}$ " x 14"

Binding: Saddle stitched.

Digital Files: Please call your *NEWS* Production Manager for specs on creating and sending digital files.

Composition: All material requiring alteration or design work must be received by the Production Department at least one week prior to ad closing date. Mechanical charges based on Publisher's prevailing rate will be billed for all production work at gross. Proofs will be sent to the advertiser or agency for approval provided deadlines are met.

Heating: Heat-set, web-fed offset.

Screen: 133 lines recommended.

Paper: 40-pound white, machine-coated.

Special Positions

Over 30 column inches — 10%

30 column inches or under — 20%

Back page ad must be 70 column inches, four-color.

A maximum of 12 back pages, and/or special positions can be reserved.

Regional and Split Run

Insertions made on state basis or by business classification. Accepted in junior or tabloid page ads. Advertisers not listed in the advertisers' index.

Availability may be limited, consult Publisher. Rates are proportionate to amount of circulation used, with a minimum fee of 42% of regular advertising rates, plus non-commissionable handling charge for each regional ad:

Black and White	\$590	Two Color	\$710
Four Color	\$945	Inserts	\$1,075

Consult *The NEWS* Production Manager for additional costs related to demographic splits.

Terms and Conditions

The following terms and conditions shall be assumed incorporated in every insertion order or space contract received by *The NEWS*, unless modified by written agreement signed by the Publisher, and shall supercede any ambiguous or inconsistent statement in said order or contract.

Rate Protective Clause: As new rates are announced, contract advertisers will be protected at their contract rates until December 31, 2012. New rate card goes into effect January 1, 2013.

Agency Commission: 15% of gross billing allowed to recognized agencies on space, color, and position. Bills are dated Monday, same day as publication. Commission not allowed on other charges, such as insert handling, special binding, or trimming of inserts, reprints, other mechanical charges, and non-display classified advertising.

Payment and Terms: Invoices are payable in U.S. funds only, net 30 days. 1 $\frac{1}{2}$ % per month service charge thereafter (1 $\frac{1}{2}$ % in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs, and attorney fees.

Copy and Contract: Advertiser and advertising agency assume liability for all content (including text, representation, and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher. Acceptance of advertising copy and art is subject to Publisher's approval.

Short Rates and Rebates: Advertisers will be short rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient space to warrant a lower rate than that at which they have been billed.



Sales Staff

Felipe Arias

Eastern Advertising Manager
Phone: 864.288.2231 • Fax: 248.502.1083
Email: FelipeArias@achrnews.com

John Krueger

Central Advertising Manager
Phone: 630.279.5179 • Fax: 248.502.2067
Email: JohnKrueger@achrnews.com

Kathy Janes

Business Development Manager
Phone: 248.244.6457 • Fax: 248.244.3927
Email: KathyJanes@achrnews.com

Michael O'Callaghan

Southwest/Western Advertising Manager
Phone: 770.967.9413 • Fax: 248.502.2105
Email: MichaelOCallaghan@achrnews.com

Mike O'Connor

Classified Advertising Manager
Phone: 610.354.9552 • Fax: 248.502.2106
Email: OConnorM@bnpmedia.com

Mary Wray

HVACR Directory Publisher
Phone: 248.244.6488 • Fax: 248.244.3920
Email: WrayM@bnpmedia.com

the NEWS

Shipping Instructions:

Ship correspondence, space orders, insertions, proofs, and digital files to:

Carrie Cypert, Production Manager

2401 West Big Beaver Road
Suite 700, Troy, MI 48084
Phone: 248.786.1688 • Fax: 248.502.1020
Email: CypertC@bnpmedia.com

Corporate Headquarters:

BNP Media
2401 West Big Beaver Road
Suite 700, Troy, MI 48084
Phone: 248.362.3700 • Fax: 248.362.0317