

2013

# Mobile Advertising



Mobile users are tech-savvy and on-the-move. Your advertising message will go with them!

The NEWS' mobile app engages users and embraces the mobile technology of today with a unique interactive experience. Users can watch videos, listen to podcasts, view slide shows, and click on relative links from articles. With this new media platform, advertisers can showcase their innovation to a targeted group of HVACR decision-makers who demand up-to-the-minute news throughout the day.

## Smartphone for iPhone & Android Devices

The NEWS' smartphone app provides breaking news, feature stories, informative podcasts and compelling video — anywhere, any time.

### Bottom Banner

- 320 x 50 pixels
- File Type: .gif, .jpg, .png
- Maximum File Size: 50k
- Signature Price: \$900/month
- Integrated Price: \$600/month

### Full Page Interstitial

- 320 x 480 pixels
- File Type: .gif, .jpg, .png
- Maximum File Size: 50k
- Signature Price: \$700/month
- Integrated Price: \$450/month



Bottom Banner

Full Page Interstitial

## Tablet for iPad & Android Devices

The NEWS' tablet app takes full advantage of interactive functionality, enhancing the reader experience with video, podcasts, social media sharing and links.

### Bottom Banner

- 728 x 90 pixels
- File Type: .gif, .jpg, .png
- Maximum File Size: 80k
- Signature Price: \$900/month
- Integrated Price: \$600/month

### Full Page Interstitial

- 768 x 1024 pixels
- File Type: .gif, .jpg, .png
- Maximum File Size: 250k
- Signature Price: \$700/month
- Integrated Price: \$450/month



Bottom Banner



Full Page Interstitial

Buy any print or digital ad package with The NEWS and receive the **integrated price** for your mobile ad!

**Contact your sales rep today for more information.**

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