

2012

# EDITORIAL CALENDAR

## & Rate Card



The #1 Information Resource for the HVACR Industry



# 2012 EDITORIAL CALENDAR

the **NEWS**

All 52 print issues in 2012 will also be produced as Digital Editions. Ask your sales rep about sponsorship opportunities.

Issue	Editorial Focus	Ad Close	Refrigeration	Commercial	Hydronics	Green Topics	Bonus Distribution	Read. Study
Jan. 2	<b>2012 HVACR Directory &amp; Source Guide</b> Industry's most referenced buyer's guide.	10/14*						
Jan. 9	<b>AHR Expo Pre-Show Issue</b> Preview of events and products that will be featured in Chicago. <b>Refrigeration Zone.</b>	12/16*	•	•	•	•		
Jan. 16	<b>Energy Answers: Motors, Drives &amp; Variable-Speed Products</b> Valves, motors, drives, and other products designed to enhance system performance and efficiency.	1/4		•		•		
Jan. 23	<b>AHR Expo Show Issue</b> Industry's best-read and most comprehensive show issue.	1/9*	•	•	•	•	<b>AHR Expo: Jan. 23-25</b>	
Jan. 30	<b>Business Technology Trends</b> Computers, networks, smartphones and new communication technologies.	1/18						
Feb. 6	<b>Energy Star &amp; the Residential Market</b> Update on new rules and products/systems that meet new requirements. <b>Refrigeration Zone.</b>	1/25	•			•	<b>Int'l Builders Show: Feb. 8-11</b>	
Feb. 13	<b>AHR Expo Post-Show Issue</b> Extensive report on the new products that were introduced at the show.	2/1	•	•	•	•	<b>Product Showcase</b> Ad Closing: Jan. 30	•
Feb. 20	<b>Wet Heat Technology Review</b> Instant water heaters, hi-tech boilers, steam solutions.	2/8		•	•	•		
Feb. 27	<b>Indoor Comfort &amp; Health for the Home (IAQ)</b> Including filters, air purifiers and cleaners, duct cleaning equipment and more.	2/15				•		
Mar. 5	<b>ACCA Convention Issue</b> Assure 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. <b>Refrigeration Zone.</b>	2/22	•				<b>ACCA: Mar. 5-8</b>	
Mar. 12	<b>HVAC Industry Annual Report</b> Recap of key industry companies.	2/29					<b>IIAR: Mar. 18-21</b>	
Mar. 19	<b>High Performance Buildings</b> Newest/most efficient technologies including modular chillers and boilers, floor and ceiling systems, integrated control systems, and more.	3/7		•		•	<b>MCAA: Mar. 18-22</b> <b>NADCA: Mar. 19-20</b>	
Mar. 26	<b>Compressors</b> New and rebuilt compressors and parts. Also, condenser products will be covered.	3/14		•				
Apr. 2	<b>Refrigerant Recovery &amp; Reclamation Technology</b> Includes leak detection, vacuum pumps, leak monitors, and gauges. Also, tools and test instruments will be covered. <b>Refrigeration Zone.</b>	3/21	•	•		•		
Apr. 9	<b>Residential Cooling Showcase</b> Roundup of the latest products for the cooling season.	3/28						•
Apr. 16	<b>Ventilation, Air Movement &amp; Control Products</b> Power ventilators, dampers, fans, blowers, and more.	4/4		•				
Apr. 23	<b>Ductless A/C Systems</b> New products for add-on/replacement market and special commercial applications.	4/11		•		•		

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Apr. 30	<b>Commercial Cooling Showcase</b> What's new in the commercial market.	4/18		•		•		
May 7	<b>Chiller Products &amp; Systems</b> Liquid, air-cooled, and water-cooled products. <b>Refrigeration Zone.</b>	4/25	•	•		•		
May 14	<b>Zoning Products &amp; Systems</b> Products and systems to enhance airflow indoor comfort in the home and office.	5/2				•	<b>NRA Show: May 21-24</b>	
May 21	<b>Unitary &amp; Light Commercial Heat Pumps</b> New heat pump technology for the home and office.	5/9		•		•		
May 28	<b>Training, Education &amp; Certification Trends</b> Products and services to grow contractors' businesses.	5/16						
Jun. 4	<b>Refrigeration Coils &amp; Condensing Units</b> New products and new technologies for energy efficiency and system performance. <b>Refrigeration Zone.</b>	5/23	•					
Jun. 11	<b>Rooftops &amp; Air Handlers</b> New high efficiency systems for light commercial and commercial applications.	5/30		•		•		
Jun. 18	<b>High-End HVAC Systems</b> Products and services geared towards the homeowner who wants the best of everything.	6/6				•	<b>Lit Focus</b> Ad Closing: May 16	•
Jun. 25	<b>Portable Air Conditioning &amp; Heating Units</b> Temporary heating and cooling products. BONUS ... special cooling applications.	6/13		•			<b>VICA/Skills USA:</b> June 25-29	
Jul. 2	<b>Ice Machines, Freezers &amp; Coolers</b> New product innovations and new capacities are highlighted. <b>Refrigeration Zone.</b>	6/20	•	•				
Jul. 9	<b>Dealer Design Awards</b> Our expert contractor panel judges top products designed with the HVACR dealer in mind.	6/27	•	•	•	•		
Jul. 16	<b>Guide To Indoor Environmental Products</b> Residential and commercial products that impact the environment in the home or office.	7/3*		•		•		
Jul. 23	<b>Residential Geothermal Systems</b> Residential products that save energy, money and the environment.	7/11				•		
Jul. 30	<b>School Market</b> Products geared towards the growing K-12, secondary, and higher education markets.	7/18		•		•		
Aug. 6	<b>Humidification, Dehumidification &amp; Mold Remediation</b> Products to help contractors condition the air and environment in homes and buildings. <b>Refrigeration Zone.</b>	7/25	•	•		•		
Aug. 13	<b>Emerging Parts &amp; Service Business</b> How distributors and contractors profit from selling parts and promoting service.	8/1						
Aug. 20	<b>Home Automation</b> Products that improve convenience, comfort, energy efficiency and security in the home.	8/8						
Aug. 27	<b>Renewable Energy Solutions</b> Solar, geothermal, wind and other new technology products for commercial applications.	8/15		•		•		

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Sep. 3	<b>Supermarket &amp; Restaurant Refrigeration</b> Refrigeration products including freezers, refrigerated cases, ice machines, and condensing units. <b>Refrigeration Zone.</b>	8/22	•	•				
Sep. 10	<b>Residential Heating Showcase</b> New products for the residential/light commercial heating season. Forced air and wet heat.	8/29				•		
Sep. 17	<b>Thermostats &amp; Controls</b> Products and systems to monitor and control heating, cooling, humidification, and more.	9/5				•		
Sep. 24	<b>Contractors Guide to Green Products</b> Residential and commercial products that save energy, money and the environment.	9/12		•		•		
Oct. 1	<b>Distribution Trends</b> How distributors are changing to meet market needs. <b>Refrigeration Zone.</b>	9/19	•				<b>HARDI:</b> Oct. 6-10	
Oct. 8	<b>Commercial Heating Showcase</b> New products for the commercial heating season. Forced air and wet heat.	9/26		•		•	<b>MSCA:</b> Oct. 14-17	
Oct. 15	<b>Duct Systems "Best Practices"</b> Review of sheet metal, spiral, flexible, and fiber duct products and their application.	10/3		•			<b>SMACNA:</b> Oct. 14-17 <b>AMCA:</b> Oct. 19-23	
Oct. 22	<b>Hydronic &amp; Radiant Heating Products</b> Products, trends and new applications.	10/10		•	•			
Oct. 29	<b>Healthcare Market</b> HVACR products geared towards this growing market.	10/17		•		•	<b>RSES Annual Conference</b>	
Nov. 5	<b>Guide to Tools &amp; Transportation (Trucks &amp; Inventory)</b> Making today's service technician more effective than ever. <b>Refrigeration Zone.</b>	10/24	•				<b>AHRI Annual Meeting:</b> Nov. 11-13	
Nov. 12	<b>Green Build ... the Changing Landscape</b> How HVACR contractors help in designs for homes and buildings.	10/31		•		•	<b>Greenbuild:</b> Nov. 14-16	
Nov. 19	<b>VRF Products Emerge</b> Variable refrigerant flow products and systems gain acceptance.	11/7		•		•		
Nov. 26	<b>Furnaces ... High-End &amp; Oil</b> Top-of-the-line products in efficiency, features, performance. Also, oil furnace round-up.	11/14				•		•
Dec. 3	<b>Refrigerant Report</b> A report on refrigerant availability and the next generation refrigerants. <b>Refrigeration Zone.</b>	11/20	•					
Dec. 10	<b>The Industry's Most Intelligent Products</b> How to take advantage of intelligent products and systems.	11/28		•		•		
Dec. 17	<b>Newsmakers of 2012</b> Special report on industry leaders that shaped the news in 2012.	12/5						
Dec. 24	<b>HVACR 3.0: Apps &amp; Software</b> Recap of the latest and greatest software for residential and commercial HVACR contractors.	12/12		•			<b>Special Pull-Out 2013 Industry Calendar</b> Ad Closing: Nov. 1	
Jan. 7, 2013	<b>2013 HVACR Directory &amp; Source Guide</b> Industry's most comprehensive buyers guide.	10/15*						

\* Early Ad Closing

# 2012 ADVERTISING RATES

Air Conditioning | Heating | Refrigeration

the **NEWS**

No. 108 • Effective Jan. 1, 2012 • Current advertisers protected at rate card No. 107 until Dec. 31, 2011

Ad Size	Dimensions	Col. In.	1x	6x	13x	20x	26x	52x	Specs For Bleeds
Tabloid Page (Non-Bleed)	10 <sup>1</sup> / <sub>8</sub> " x 14"	70	\$12,500	\$10,185	\$9,855	\$9,230	\$8,775	\$8,250	Tabloid page trim size 10 <sup>7</sup> / <sub>8</sub> " x 14 <sup>3</sup> / <sub>4</sub> "
Tabloid Spread (Non-Bleed)	21" x 14"	140	19,190	18,120	17,510	16,695	14,935	14,490	Tabloid page bleed 11 <sup>1</sup> / <sub>8</sub> " x 15"
Junior Page	8 <sup>1</sup> / <sub>8</sub> " x 10"	40	8,200	7,600	7,000	6,800	6,200	5,800	Tabloid spread, full bleed 22" x 15"
Junior Spread	16 <sup>3</sup> / <sub>4</sub> " x 10"	80	15,600	13,600	12,800	12,400	11,600	11,200	Tabloid spread, gutter bleed only 21" x 14"
<sup>2</sup> / <sub>3</sub> Vertical	4" x 13 <sup>1</sup> / <sub>2</sub> "	27	5,940	5,400	5,130	4,860	4,725	4,185	Junior page trim size 8 <sup>3</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>4</sub> "
<sup>2</sup> / <sub>3</sub> Square	6" x 8"	24	5,280	4,800	4,560	4,320	4,200	3,720	Junior page bleed 8 <sup>3</sup> / <sub>8</sub> " x 11"
<sup>1</sup> / <sub>2</sub> Vertical	4" x 10"	20	4,400	4,000	3,800	3,600	3,500	3,100	Junior spread, gutter bleed 17" x 10"
<sup>1</sup> / <sub>2</sub> Horizontal	8 <sup>1</sup> / <sub>8</sub> " x 5"	20	4,400	4,000	3,800	3,600	3,500	3,100	Vital matter must be kept at least <sup>3</sup> / <sub>8</sub> " from trim edges on bleed pages. Trim is <sup>1</sup> / <sub>8</sub> " on top, <sup>1</sup> / <sub>8</sub> " on bottom and face
<sup>1</sup> / <sub>3</sub> Vertical	4" x 7 <sup>1</sup> / <sub>2</sub> "	15	3,375	3,075	2,925	2,775	2,700	2,550	
<sup>1</sup> / <sub>3</sub> Square	6" x 5"	15	3,375	3,075	2,925	2,775	2,700	2,550	
<sup>1</sup> / <sub>4</sub> Vertical	1 <sup>7</sup> / <sub>8</sub> " x 10"	10	2,250	2,050	1,950	1,850	1,800	1,700	
<sup>1</sup> / <sub>4</sub> Square	4" x 5"	10	2,250	2,050	1,950	1,850	1,800	1,700	
<sup>1</sup> / <sub>6</sub> Vertical	1 <sup>7</sup> / <sub>8</sub> " x 5"	5	1,125	1,025	975	925	900	875	
<sup>1</sup> / <sub>6</sub> Horizontal	4" x 2 <sup>1</sup> / <sub>2</sub> "	5	1,125	1,025	975	925	900	875	

## 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	\$225	\$205	\$195	\$185	\$180	\$170
20-39	220	200	190	180	175	155
40-79	205	190	175	170	155	145
80+	195	170	160	155	145	140

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 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.

	PAGE OR LESS	SPREAD
<b>2 COLOR</b>		
Standard Color .....	\$695	\$965
Matched Color .....	\$995	\$1,430
<b>3 COLOR</b>		
Standard Color .....	\$1,685	\$2,105
Matched Color .....	\$2,155	\$3,250
<b>4 COLOR (Process Color)</b>		
Junior/Tabloid Size .....	\$1,945	\$2,965
Fractional Page Size .....	\$1,650	\$2,665

## 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
<b>Display Classified</b> Per column inch, Min Depth: 2"	\$200	\$185	\$175	\$165	\$155	\$145
<b>Line Classified</b> Per insertion of 50 words	170	165	150	145	135	125
<b>Each Additional Word</b>	2.30	2.20	2.10	2.00	1.85	1.70

## INSERTS

**RATES:** Competitive rates for supplied and ROP inserts quickly available. Contact territory representative or *The NEWS* Production Manager. If 3/8" pick up on high folio or if 1/8" head trim is omitted, there will be a tipping charge. On inserts of less than 4 pages, a 4 1/2" bind-in flap is required for stitching. A 5 1/2" x 3 1/2" stitch-in card can be run. A 4 1/2" bind-in flap required for stitching. If card needs to tip, call Production Manager for minimum tipping size. Cost is \$1,605, 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 7/8" x 14 3/4"

**TYPE OR PAGE SIZE:** 10 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.

**PRINTING:** 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 & WHITE** .....\$570      **TWO COLOR**.....\$685  
**FOUR COLOR**.....\$915      **INSERTS**.....\$1,040

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, 2011. New rate card goes into effect January 1, 2012.

**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 TERMS:** Invoices are payable in U.S. funds only, net 30 days. 1 1/2% per month service charge thereafter (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.

## ADDITIONAL INFORMATION

### 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

#### Michael O'Callaghan

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

#### Kathy Janes

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

Air Conditioning | Heating | Refrigeration

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