

2012 PODCASTS

Broadcast Your Message to the HVACR Industry!

Podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on-demand on achrnews.com and can be played online or transferred to a portable device.

Now
Available
on
iTunes!

www.achrnews.com/media/podcasts

EDITORIAL PODCASTS

Associate your company with important industry news, sponsor one of The NEWS' two podcast channels.

1 NEWSMakers: This podcast channel features the movers and the shakers of the industry. Managing Editor, Kyle Gargaro, speaks with the individuals making and reacting to the latest HVAC headlines.

2 NEWSUpdates: What's going on in the HVACR industry? This biweekly broadcast brings current events, top stories, product highlights, and much more.

Editorial Sponsorship Cost: \$900
(Includes 20-30 second commercial before the podcast begins.)

CUSTOM PODCASTS

Do you have a podcast that you would like to push out to the market? Our custom podcast program allows you to submit content to us for hosting a podcast online or we can create the content for you. Your message gets extended reach to our audience.

Custom Sponsorship Cost: \$1,800
(You create the content for your custom podcast or we can help!)

ALL PODCAST SPONSORS RECEIVE:

- Logo and hyperlink on podcast web page archived for 12 months
- Logo on web TOC in print
- A tile ad and link to your podcast to post on your site
- Promotion in eNewsletter and social media networks



The NEWS' Podcast Stats

Total Podcast Downloads: 203,676

Total Avg. Download Per Podcast: 4,968

(Sept. 2010 - Sept. 2011)

View archived podcasts at
www.achrnews.com/media/podcasts

Contact a sales rep for more information.

Felipe Arias
Eastern Advertising Mgr.
864.288.2231
felipearias@achrnews.com

John Krueger
Central Advertising Mgr.
630.279.5179
johnkrueger@achrnews.com

Michael O'Callaghan
SW/Western Advertising Mgr.
770.967.9413
michaelocallaghan@achrnews.com

Kathy Janes
Business Development Mgr.
248.244.6457
kathyjanes@achrnews.com

Carrie Cypert
Production Mgr.
248.786.1688
cypertc@bnpmedia.com