

2012

the **NEWS**

eNEWSLETTERS

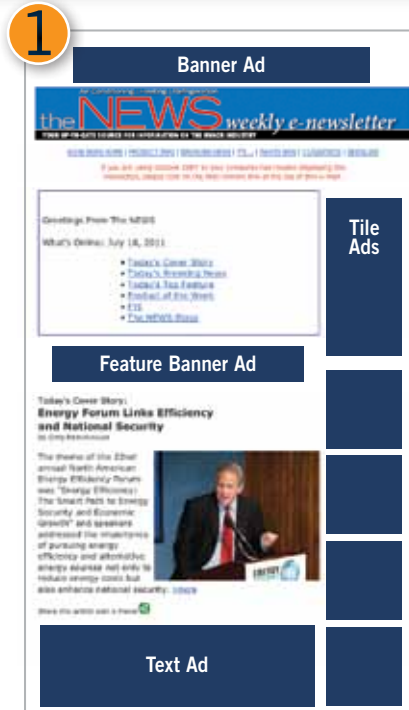
Get Instant ROI and Qualified Leads

1 Weekly eNewsletter

Every week, The NEWS delivers an eNewsletter to nearly 11,000 recipients who demand the latest industry news and information. This highly targeted and cost-effective marketing opportunity is a great way to drive traffic to your site, generate sales leads and reinforce your brand.

New & Improved!

- **Expanded Editorial** — More links to feature articles and new products.
- **Feature Banner Ad** — This new banner ad is located above the cover story and available to all advertisers for 8 weeks a calendar year.
- **More Text Ads Available** — We've added more text ad positions within the weekly eNewsletter.



2 FROSTlines eNewsletter

Written by the editors of The NEWS, FROSTlines is specifically targeted for refrigeration contractors and distributors. Delivered the first Wednesday of every month, FROSTlines contains statistical data, profiles of successful refrigeration strategies and up to the minute information regarding technology advances.

eNewsletter Rates

	Ad Size	WEEKLY eNEWSLETTER		FROSTLINES	
		Adv. Cost	Non-Adv. Cost	Adv. Cost	Non-Adv. Cost
Tile Button	125 x 125 px	\$695 mo / \$190 wk	\$730 mo / \$195 wk	\$290 month	\$320 month
Banner Ad	468 x 60 px	\$730 mo / \$195 wk	\$765 mo / \$200 wk	\$380 month	\$415 month
Feature Banner	400 x 60 px	\$1,095 mo / \$285 wk	\$1,135 mo / \$290 wk	\$360 month	\$395 month
Text Ad	6 lines of text or 60 words	\$980 mo / \$260 wk	\$1,025 mo / \$265 wk	\$360 month	\$395 month

Contact a sales rep for more information.

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