

EDITORIAL

CALENDAR

& RATE CARD

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THE #1 INFORMATION RESOURCE
FOR HVACR CONTRACTORS
& WHOLESALERS SINCE 1926

2010 EDITORIAL CALENDAR

Refrigeration

Commercial

Hydronics

Green

 Readership
Study

ISSUE	EDITORIAL FOCUS	AD CLOSE	Refrigeration	Commercial	Hydronics	Green	BONUS DISTRIBUTION	Readership Study
JAN 4	2010 HVACR DIRECTORY & SOURCE GUIDE Industry's most comprehensive buyer's guide.	10/15*					AHR EXPO JAN 25-27	
JAN 11	AHR EXPO PRE-SHOW ISSUE Preview of events and products that will be featured in Orlando.	12/18*	●	●	●			
JAN 18	LEGISLATION & THE HVAC CONTRACTOR The impact of climate and energy legislation.	1/6				●	INT'L BUILDERS SHOW JAN 19-22	
JAN 25	AHR EXPO SHOW ISSUE Industry's best-read & most comprehensive show issue.	1/11*		●	●		AHR EXPO JAN 25-27	●
FEB 1	2010 REFRIGERATION MANDATES... THE INDUSTRY MOVES FORWARD <i>The NEWS</i> polls the industry on refrigerant mandate implementation.	1/20	●			●		
FEB 8	BUSINESS TECHNOLOGY TRENDS Computers, networks, pagers and new communication technologies.	1/27						
FEB 15	AHR EXPO POST-SHOW ISSUE Extensive report on the new products that were introduced at the show.	2/1*		●	●			
FEB 22	INDOOR COMFORT & HEALTH FOR THE HOME (IAQ) Including filters, air purifiers and cleaners, duct cleaning equipment and more.	2/10				●		
MAR 1	ACCA CONVENTION ISSUE Preview of the seminars and new association programs.	2/17					ACCA MAR 7-9	
MAR 8	REFRIGERATION RECOVERY & RECLAMATION TECHNOLOGY Includes leak detection, vacuum pumps, leak monitors, and gauges. Also, tools & test instruments will be covered.	2/24	●			●	IIAR MAR 14-17	
MAR 15	HVAC INDUSTRY ANNUAL REPORT Financial recap of key industry companies.	3/3						
MAR 22	BUILDING INFORMATION MODELING (BIM) How commercial contractors are using this new software technology.	3/10		●			CMX MAR 25-27 NADCA MAR 27-30	
MAR 29	COMPRESSORS New and rebuilt compressors and compressor parts. Also, condenser products will be covered.	3/17		●			MCAA MAR 28-APR 1	
APR 5	ENERGY ANSWERS... MOTORS, DRIVES & VARIABLE-SPEED PRODUCTS Valves, motors, drives, and other products designed to enhance system performance and efficiency.	3/24	●	●		●		
APR 12	RESIDENTIAL COOLING SHOWCASE Roundup of the latest products for the cooling season.	3/31				●		●
APR 19	VENTILATION & AIR FILTRATION Power ventilators, dampers, fans, blowers, and more.	4/7		●				
APR 26	DUCTLESS A/C SYSTEMS New products for add-on/replacement market and special commercial applications.	4/14		●		●		
MAY 3	COMMERCIAL COOLING SHOWCASE What's new in the commercial market.	4/21	●	●		●		

* EARLY AD CLOSING

ISSUE	EDITORIAL FOCUS	AD CLOSE	Refrigeration	Commercial	Hydronics	Green	BONUS DISTRIBUTION	Readership Study
MAY 10	CHILLER PRODUCTS & SYSTEMS Liquid, air-cooled, and water-cooled products.	4/28		●		●		
MAY 17	ZONING PRODUCTS & SYSTEMS Products and systems to enhance airflow indoor comfort in the home and office.	5/5				●		
MAY 24	UNITARY & LIGHT COMMERCIAL HEAT PUMPS New heat pump technology for the home and office.	5/12		●			NRA SHOW MAY 22-25	
MAY 31	TRAINING, EDUCATION, & CERTIFICATION TRENDS Products and services to help the dealer's business grow and run smoothly.	5/19						
JUNE 7	REFRIGERATION COILS & CONDENSING UNITS New products and new technologies for energy efficiency and system performance.	5/26	●					
JUNE 14	ROOFTOPS & AIR HANDLERS New high efficiency systems for light commercial and commercial applications.	6/2		●		●	SKILLS USA JUN 20-26	
JUNE 21	HIGH-END HVAC SYSTEMS Products and services geared towards the homeowner who wants the best of everything.	6/9				●	LIT FOCUS ISSUE AD CLOSING - MAY 17	●
JUNE 28	PORTABLE AIR CONDITIONING & HEATING UNITS Temporary heating and/or cooling products. Also, special spot cooling applications.	6/16		●				
JULY 5	ICE MACHINES, FREEZERS & COOLERS New product innovations and new capacities are highlighted.	6/23	●	●			PURDUE COMPRESSOR & REFRIGERATION CONFERENCE • JUL 12-15	
JULY 12	DEALER DESIGN AWARDS Our expert contractor panel judges top products designed with the HVACR dealer in mind.	6/30						
JULY 19	INDOOR AIR QUALITY PRODUCTS AND SERVICES Residential and commercial products that impact air quality in the home or office.	7/7		●		●		
JULY 26	GEOTHERMAL SOLUTIONS Residential and commercial products that save energy, money and the environment.	7/14		●		●		
AUG 2	SCHOOL MARKET HVACR products geared towards the growing school market.	7/21	●	●		●		●
AUG 9	HUMIDIFICATION, DEHUMIDIFICATION & MOLD REMEDIATION Products to help contractors condition the air and environment in homes and buildings.	7/28		●		●		
AUG 16	EMERGING PARTS & SERVICE BUSINESS INCLUDING TEST INSTRUMENTS How distributors and dealers profit from selling parts and promoting service. Also, test instrument roundup.	8/4						
AUG 23	COMMERCIAL HEATING & CONTROLS Heating products for the commercial market. Also, commercial control systems.	8/11		●	●	●		
AUG 30	TOOLS, TRUCKS & FLEET MAINTENANCE New tools of the trade. Plus, products for dispatching and traveling to and from the jobsite.	8/18						
SEP 6	SUPERMARKET & RESTAURANT REFRIGERATION Refrigeration products including freezers, refrigerated cases, ice machines, and filter driers.	8/25	●					

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SEP 13	RESIDENTIAL HEATING SHOWCASE New products for the residential and light commercial heating season. Forced air and wet heat.	9/1				●		
SEP 20	THERMOSTATS & CONTROLS Products and systems to monitor and control heating, cooling, humidification, and more.	9/8				●		
SEP 27	AIR MOVEMENT & CONTROL PRODUCTS Ventilators, dampers and other special products.	9/15		●				
OCT 4	DUCT PRODUCTS, INSTALLATION & CLEANING Product review of sheet metal, spiral, flexible, and fiber duct.	9/22	●				SMACNA OCT 10-13	
OCT 11	CONTRACTORS GUIDE TO GREEN PRODUCTS Residential and commercial products that save energy, money and the environment.	9/29		●		●	AMCA OCT 14-17 MSCA OCT 17-20	
OCT 18	DISTRIBUTION TRENDS How distributors are changing to meet market needs.	10/6					HARDI OCT 23-27	
OCT 25	HYDRONIC & RADIANT HEATING PRODUCTS Products, trends and new applications.	10/13		●	●		RSES ANNUAL CONFERENCE	
NOV 1	HEALTHCARE MARKET HVACR products geared towards this growing market.	10/20	●	●				
NOV 8	COMPLEMENTARY PRODUCTS FOR THE HVAC CONTRACTOR Expanded opportunities for products like solar, whole house generators, co-generation, renewables and more.	10/27		●		●		
NOV 15	FURNACES... HIGH-END & OIL Top-of-the-line products in efficiency, features, and performance. Also, oil furnace round-up.	11/3				●	AHRI ANNUAL MEETING NOV 14-16	●
NOV 22	VRF PRODUCTS EMERGE Variable refrigerant flow products and systems gain acceptance.	11/10		●		●		
NOV 29	QUALITY INSTALLATIONS (QI) & ENERGY AUDITS How ACCA, marketers and contractors are teaming up.	11/17				●		
DEC 6	REFRIGERANT REPORT...A LOOK AT THE NEW MANDATED LANDSCAPE What are the results of preparations for the 2010 mandates? Trends, products and forecasts will be discussed.	11/23*	●			●		
DEC 13	THE INDUSTRY'S MOST INTELLIGENT PRODUCTS How to take advantage of intelligent products and systems.	12/1		●		●		
DEC 20	NEWSMAKERS OF 2010 Industry leaders who made news in 2010.	12/8						
DEC 27	SOFTWARE PRODUCT REVIEW Recap of the latest and greatest software for residential and commercial contractors.	12/15		●		●	SPECIAL PULL-OUT 2011 INDUSTRY CALENDAR	
JAN 3	2011 HVACR DIRECTORY & SOURCE GUIDE Industry's most comprehensive buyers guide.	10/15*						

2010 ADVERTISING RATES

No. 106 • Effective Jan. 1, 2010 • Current advertisers protected at rate card No. 105 until Dec. 31, 2009

Ad Size	Dimensions	Col. In.	1x	6x	13x	20x	26x	52x	Specs For Bleeds
Tabloid Page (Non-Bleed)	10 $\frac{1}{8}$ " x 14"	70	\$11,780	\$9,605	\$9,290	\$8,700	\$8,275	\$7,775	Tabloid page trim size 10 $\frac{1}{8}$ " x 14 $\frac{1}{4}$ "
Tabloid Spread (Non-Bleed)	21" x 14"	140	18,090	17,085	16,505	15,740	14,080	13,660	
Junior Page	8 $\frac{1}{8}$ " x 10"	40	7,830	7,245	6,655	6,480	5,850	5,435	Tabloid page bleed 11 $\frac{1}{8}$ " x 15"
Junior Spread	16 $\frac{3}{4}$ " x 10"	80	14,830	12,835	12,065	11,705	10,865	10,450	Tabloid spread, full bleed 22" x 15"
$\frac{2}{3}$ Vertical	4" x 13 $\frac{1}{2}$ "	27	5,670	5,130	4,860	4,590	4,455	3,915	Tabloid spread, gutter bleed only 21" x 14"
$\frac{2}{3}$ Square	6" x 8"	24	5,040	4,560	4,320	4,080	3,960	3,480	
$\frac{1}{2}$ Vertical	4" x 10"	20	4,200	3,800	3,600	3,400	3,300	2,900	Junior page trim size 8 $\frac{3}{8}$ " x 10 $\frac{3}{4}$ "
$\frac{1}{2}$ Horizontal	8 $\frac{1}{8}$ " x 5"	20	4,200	3,800	3,600	3,400	3,300	2,900	
$\frac{1}{3}$ Vertical	4" x 7 $\frac{1}{2}$ "	15	3,225	2,925	2,775	2,625	2,550	2,400	Junior page bleed 8 $\frac{3}{4}$ " x 11"
$\frac{1}{3}$ Square	6" x 5"	15	3,225	2,925	2,775	2,625	2,550	2,400	Junior spread, gutter bleed 17" x 10"
$\frac{1}{4}$ Vertical	1 $\frac{7}{8}$ " x 10"	10	2,150	1,950	1,850	1,750	1,700	1,600	
$\frac{1}{4}$ Square	4" x 5"	10	2,150	1,950	1,850	1,750	1,700	1,600	Vital matter must be kept at least $\frac{3}{8}$ " from trim edges on bleed pages. Trim is $\frac{1}{8}$ " on top, $\frac{1}{8}$ " on bottom and face.
$\frac{1}{6}$ Vertical	1 $\frac{7}{8}$ " x 5"	5	1,075	975	925	875	850	800	
$\frac{1}{6}$ Horizontal	4" x 2 $\frac{1}{2}$ "	5	1,075	975	925	875	850	800	

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
02-19	\$215	\$195	\$185	\$175	\$170	\$160
20-39	210	190	180	170	165	145
40-79	195	180	165	160	145	135
80+	185	160	150	145	135	130

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

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

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

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.

2 COLOR	PAGE OR LESS	SPREAD
Standard Color	\$655	\$910
Matched Color	\$935	\$1,352
Metallic Color	\$2,530	

3 COLOR	PAGE OR LESS	SPREAD
Standard Color	\$1,590	\$1,985
Matched Color	\$2,035	\$3,065

4 COLOR	PAGE OR LESS	SPREAD
Process Color	\$1,880	\$2,870

Color (other than black) available in all sizes. Standard colors are red, blue, green, yellow.

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

CLASSIFIED AD RATES:

Frequency	1x	6x	13x	20x	26x	52x
Display Classified Per column inch, Min depth: 2"	\$190	\$175	\$165	\$155	\$145	\$135
Line Classified Per insertion of 50 words	160	155	140	135	125	115
Each Add'l Word	2.20	2.10	2.00	1.90	1.75	1.60

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 $\frac{4}{2}$ " bind-in flap is required for stitching. A $\frac{5}{2}$ " x $\frac{3}{2}$ " stitch-in card can be run. A $\frac{4}{2}$ " bind-in flap required for stitching. If card needs to tip, call Production Manager for minimum tipping size. Cost is \$1,060, 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 $\frac{7}{8}$ " 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.

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	\$540
TWO COLOR	\$645
FOUR COLOR	\$865
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, 2009. New rate card goes into effect January 1, 2010.

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 $\frac{1}{2}$ % 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.

ADDITIONAL INFORMATION

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

■ **CARRIE CYPERT** 2401 West Big Beaver Road, Suite. 700, Troy, MI 48084
PH // 248.786.1688 • FX // 248.502.1020 • EM // cypertc@bnpmedia.com

SALES STAFF:

■ **DWAIN HOLMGREN**
Central Advertising Manager
PH // 219.926.5173 • FX // 219.926.5915
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■ **FELIPE ARIAS**
Eastern Advertising Manager
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EM // felipearias@achrnews.com

■ **MICHAEL O'CALLAGHAN**
Southwest/Western Advertising Manager
PH // 770.967.9413 • FX // 248.502.2105
EM // michaelocallaghan@achrnews.com

■ **KATHY JANES**
Business Development Manager
PH // 248.244.6457 • FX // 248.244.3927
EM // kathyjanes@achrnews.com

■ **MIKE O'CONNOR**
Classified Advertising Manager
PH // 610.354.9552 • FX // 610.354.9390
EM // oconnorm@bnpmedia.com

■ **MARY WRAY**
HVACR Directory Publisher
PH // 248.244.6488 • FX // 248.244.3920
EM // wraym@bnpmedia.com

CORPORATE HEADQUARTERS

■ **BNP MEDIA** • 2401 West Big Beaver Road, Suite 700, Troy, MI 48084 • PH // 248.362.3700

Air Conditioning | Heating | Refrigeration
the **NEWS**