

MEDIA

PLANNING GUIDE

- print media
- online advertising
- enewsletter
- videos
- blogs
- webinars
- custom publishing
- and more

INTEGRATED MARKETING SOLUTIONS FOR THE
HVACR INDUSTRY

NEW FOR 2010!
GREEN FOCUS ISSUES

onemarket. onemission.

POWERFUL MARKETING TOOL

SINCE 1926,
The NEWS has been the most trusted information resource for HVACR decision-makers.

Every week in print and online 24/7 at achrnews.com, *The NEWS* provides HVACR contractors and wholesalers with in-depth editorial coverage and analysis of the news and events that affect and shape the industry today.

Target your message and maximize your advertising budget by using the full range of integrated media platforms that *The NEWS* has to offer. We'll help you customize an integrated media campaign that will fit your sales goals and help you meet your marketing objectives.

THE HVACR MARKET

Reaching & Influencing the \$80 Billion* HVACR Market

Even though the residential market has been negatively affected by the dramatic drop in new construction — it still represents \$30 billion* in annual sales. The commercial market has remained strong even in the economic slowdown in 2009. **This all adds up to a tremendous marketing opportunity in a \$80 billion* market.**

(*Source: Projections on the U.S. Census Bureau and Projections from The NEWS)



fyi
INDUSTRY BRIEFS

- Contractors**
- Real Transfer Solutions Inc. (Houston) Mike Stearns, the company's president, was named a finalist in the Power and Utility category for the Frost & Young Entrepreneur of the Year® 2009 award.
- Manufacturers**
- Abel Air Solutions (Columbia, S.C.) appointed Row Cooper as national sales director.
 - Innovative Machinery Co. (Greensboro, N.C.) was granted a new U.S. patent for the protective guard assembly extending around a rotating shaft, which is at the core of the design of the firm's Singlehead Machine Guard product.
 - Wally Hubert (Springfield, Ill.) hired John Kahan as vice president and general manager. He will succeed Mike Chiles.
 - Especk Manufacturing LLC (Channahon, Ill.) hired Greg Marlo as residential sales manager.

- Organizations**
- The American Society of Heating, Refrigerating and Air Conditioning Engineers (ASHRAE) added the Operations and Performance Management certification program to its two other existing certification offerings available at leading centers around the world.
 - The National Association of Building Service Managers (NABSM) named Steve Yelton, a lead technician with Langley Healthcare, as its 2009 member.

Coil Corrosion May Be Result of Imported Drywall Defects

By Angela S. Harris
OF THE NEWS STAFF

Coil corrosion in air conditioning units is a growing concern in the HVAC industry, but the cause is still being researched. Preliminary findings are pointing to sulfur-containing drywall manufactured overseas. According to the Associated Press, "Up to 50,000 homes in the Southeast and California, including some in Florida, could contain sulfur-soaked Chinese drywall."

In June, the U.S. Consumer Product Safety Commission (CPSC) has received over 300 reports from residents in at least the District of Columbia. Due in part to the new construction boom in the wake of Hurricanes Katrina and Rita, a majority of complaints have been from Florida and Louisiana. According to the CPSC, homeowners are complaining of a rotten egg smell in their homes, health concerns such as irritated and itchy eyes and skin and respiratory problems, blackened and corroded metal components of air conditioning units.

Working with the Environmental Protection Agency (EPA) and the Department of Justice, CPSC is currently testing samples.

See CORROSION COILS page 10

Financing Those Dream Systems

By James R. Tegen
OF THE NEWS STAFF

Construction financing has been a hot topic for the last year or so, as both borrowing and lending have increased due to the ailing economy. Government and bank officials are still scratching their heads over how to start credit flowing again, but the industry will ultimately have to find a way to get financing to residential builders. Having access to reasonable loans from viable financial institutions.

The credit crunch has been of primary concern to the HVAC industry, which relies heavily on financing in order to sell new heating and cooling systems. As the credit crunch has deepened, many contractors are finding it difficult to secure financing for their projects.

According to the Environmental Protection Agency (EPA) and the Department of Justice, CPSC is currently testing samples.

See FINANCING THOSE DREAM SYSTEMS page 12

Commercial Geothermal: Bright Spot in a Gloomy Economy

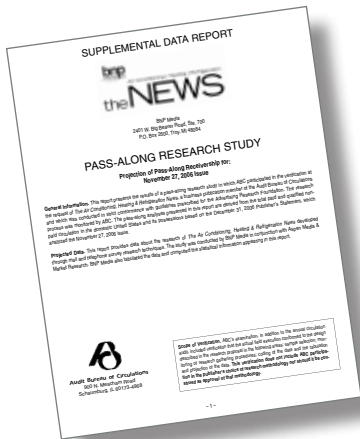
By James R. Tegen
OF THE NEWS STAFF

Interest in renewable energy sources such as solar and wind power is growing, due to the higher cost of fossil fuels and the new administration on Capitol Hill. This trend is also benefiting another renewable energy source — geothermal — that is gaining in popularity in both residential and commercial markets.

The commercial market has been a bit slower to adopt geothermal technology, but that could all change this year with the passage of the Federal Economic Stimulus Bill, which became law in February. This legislation allows geothermal and provides a new to promote renewable heat credits (see page 14) to businesses that install CHP systems, as well as a four-year depreciation period. A 10 percent bonus depreciation is also available.

See GEOTHERMAL page 14

the **NEWS**
READERSHIP



**REACHING 112,787
EVERY WEEK IN PRINT**

According to an Audit Bureau of Circulation's (ABC) study of *The NEWS*' circulation and pass-along readership... 112,787 industry professionals see *The NEWS* every week. This includes over 84,000 contractor/dealers and more than 10,000 wholesalers.

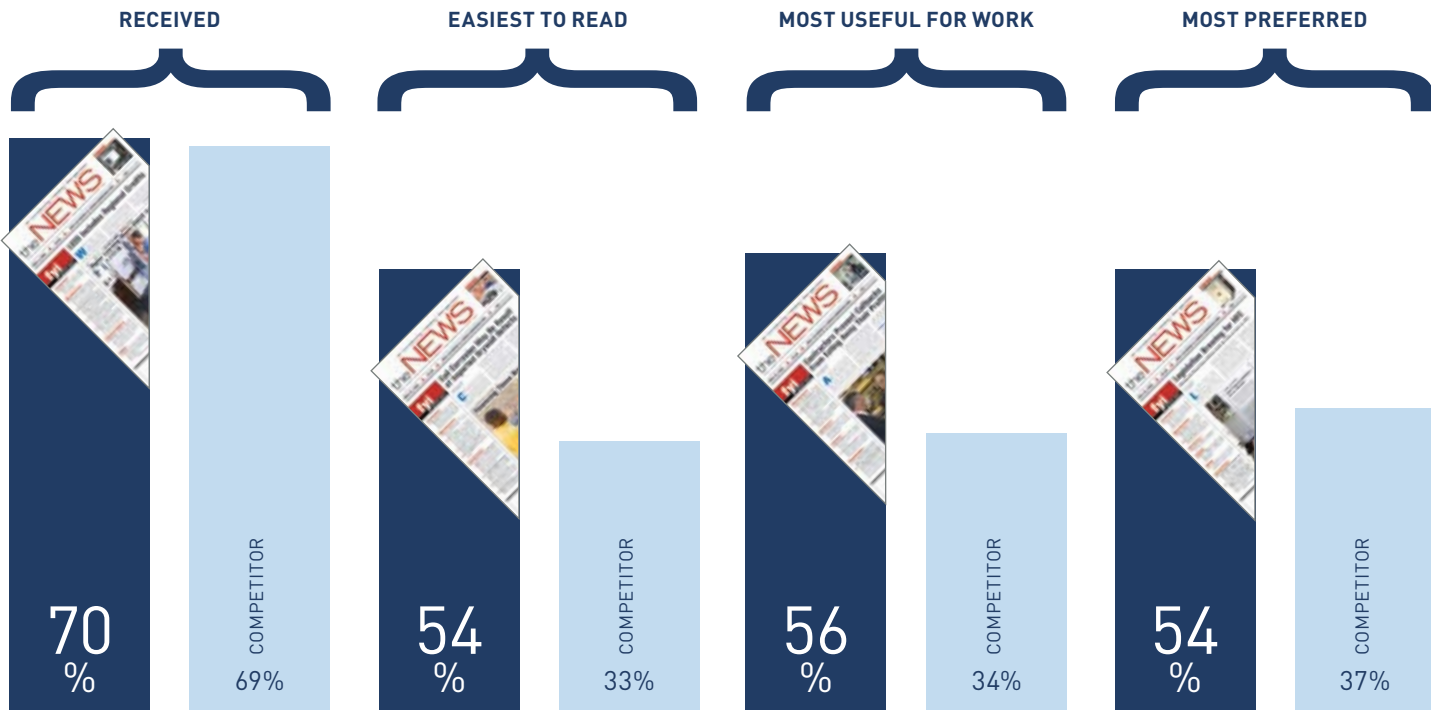
(Source: ABC Pass-Along Study for the Nov. 27, 2006 Issue)

84,375 contractors/dealers
10,098 wholesalers
7,902 manufacturers
10,412 other HVACR professionals

112,787
COMBINED TOTAL REACH

#1 IN MAGAZINE PREFERENCE

In 2009, a third-party research company (Readex Research) conducted a direct mail preference survey from a national HVACR contractors mailing list provided by Dun & Bradstreet. **The result established *The NEWS* as the clear leader to reach and influence the contractor market.**



(Source: 2009 Readex Research Publication Preference Study)



PAID CIRCULATION EQUALS INVESTED READERS

The NEWS is the only paid-circulation publication in the HVACR industry. Readers are willing to pay for the valuable news and information every week making it an outstanding communication vehicle. With a total circulation of over 33,000*, **The NEWS is your connection to qualified decision makers who make purchasing decisions.**



75%
OF THE NEWS
READERS ARE
CONTRACTORS*

25%
WHOLESALERS,
OEM & OTHER*

(*Source: June 2009 ABC Publisher's Statement)

READER FACTS

**THE NEWS READERS ARE
DECISION MAKERS AND
LEADERS OF SUCCESSFUL
BUSINESSES**

JOB FUNCTION:

79%

of NEWS readers are owners
or executives.

NUMBER OF EMPLOYEES:

8 Employees

on average work for each company.

ANNUAL DOLLAR VOLUME:

1.2 Million

dollar volume of annual business.

NUMBER OF TRUCKS:

6 Trucks

owned and operated per company.

YEARS OF EXPERIENCE:

30 Years

of working experience in the industry.

(Source: 2008 Reader Profile Study - Contractor Segment)



INDUSTRY WIDE COVERAGE

There are other publications covering the HVACR industry, but none of them come close to the breadth and depth of editorial content provided by *The NEWS* – in print and online, every day, every week, and every year. In addition to an impressive content and range of editorial topics, **our editors have the experience, expertise and resources to target every segment of the industry.**



murphy



gargaro



mazurkiewicz



cketet-hanks

- **MIKE MURPHY** Editor-in-Chief
- **KYLE GARGARO** Managing Editor
- **GREG MAZURKIEWICZ** Web Editor
- **BARBARA CHECKET-HANKS** Service & Maintenance Editor

- **PETER POWELL** Refrigeration Editor
- **JOANNA TURPIN** Contributing Editor
- **ANGELA HARRIS** News & Legislation Editor
- **CHERIE PREVILLE** Associate Editor



powell



turpin



harris



preville

KEY ISSUES EVERY YEAR

Every week, the editors of *The NEWS* focus on a product category or topic of interest to the industry. Here are some key annual issues with high reader interest.



AHR Expo Pre-Show Issue



AHR Expo Show Issue



Dealer Design Awards Issue



Cooling/Heating Product Showcases



High-End HVAC Systems



School Market

#1 IN EDITORIAL LEADERSHIP

The NEWS editorial coverage is unmatched by any other publication in the HVACR industry. In a one-year time period, *The NEWS* published nearly seven times more staff-written articles than our nearest competitor.

More editorial equals more industry coverage and more value to our readers and advertisers.



TOTAL NUMBER OF FEATURE ARTICLES

The NEWS 404 // Competitor 133



TOTAL NUMBER OF STAFF WRITTEN ARTICLES

The NEWS 256 // Competitor 37

#1 HVACR CHOICE

BtoB'S TOP 100 TRADE PUBLICATION – AGAIN!

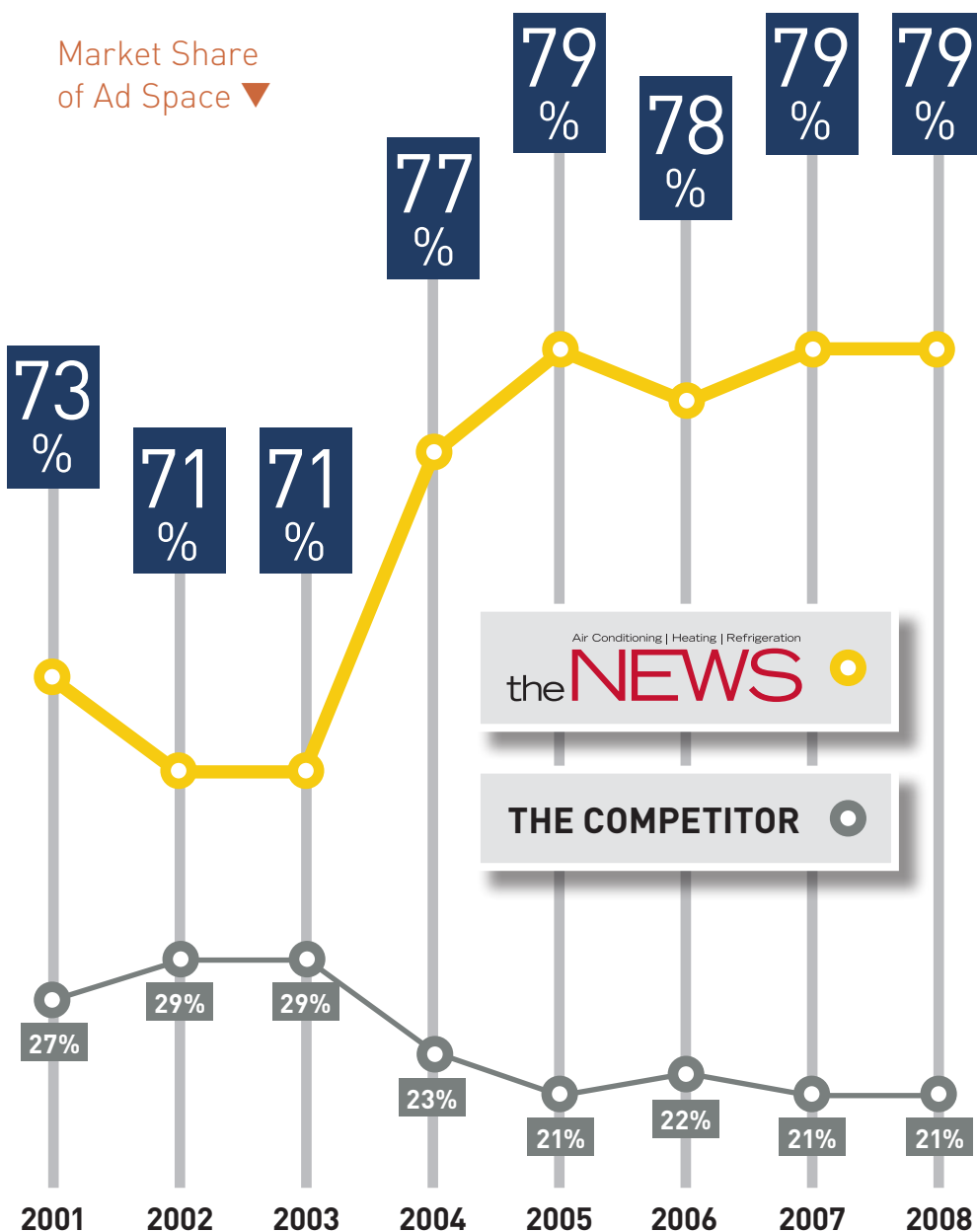


RANKED #51 IN 2008

For the 3rd year in a row, *The NEWS* was recognized as one of the Top 100 business-to-business publications in the United States. In 2008, we were ranked #51 (up 9 spots from the previous year). **No other publication in the HVACR industry made the list.**

THE #1 CHOICE OF INDUSTRY ADVERTISERS

Compared to the nearest competitor, over 70% of paid advertising space has run in *The NEWS*, every year, since 2001. With superior market coverage and strong editorial content, ***The NEWS* continues to attract more advertising in the HVACR marketplace.**



[Source: Publishers Own Data]

MAGAZINE FACTS

MAGAZINES CONTINUE TO BE AN IMPORTANT COMMUNICATIONS TOOL AND PLAY A CRITICAL ROLE IN TODAY'S PURCHASING DECISIONS

Business decision makers rank industry specific magazines among the

Top 5 Media

that they use to do their job.

Industry specific magazines are considered

More Effective

at reaching business decision makers and generating leads than general business media.

Business decision makers find magazines

Highly Valuable

for validating and informing purchasing decisions.

Industry-specific magazines help business decision makers

Do Their Jobs Better

and grow professionally.

[Source: Forrester Research, 2007]

NICHE MARKETING OPPORTUNITIES

SPECIAL INSERTS

Helps You Dominate the Marketplace

Place your product spec sheet, brochure, or catalog into *The NEWS* and reach our entire circulation. The cost is less than postage and a great way to receive additional exposure. Contact Mary Wray at 248.244.6488 or wraym@bnpmedia.com for more information.



CLASSIFIED ADVERTISING

Promote Where Contractors Look to Buy

Gain exposure for your product on a repetitive basis with the display classified pages of *The NEWS*. There are a variety of classified sections from which to choose. Contact Mike O'Connor at 610.354.9552 or oconnorm@bnpmedia.com for more information.

LIT FOCUS

Feature Your Products or Literature

This four-color catalog features reproductions of advertisers' literature, product descriptions, and contact information. Include your product/literature photo and copy and reach the entire circulation of *The NEWS*. Contact Mary Wray at 248.244.6488 or wraym@bnpmedia.com for more information.

EDITORIAL REPRINTS

When Your Product or Company Appear in *The NEWS*

If your company has been featured in a recent article, don't miss the opportunity to put a reprint to work for you. Contact Jill Devries at 248.244.1726 or devriesj@bnpmedia.com for more information.

REFRIGERATION ZONE

Special Section Every Month in *The NEWS*

Looking to reach the refrigeration market? Your advertising can appear in the right editorial environment with a special section that appears the first week of every month. Check *The NEWS* editorial calendar brochure for specific issue focus topics.

LIST RENTAL

Reach *NEWS* Readers by Mail, Email or Phone

BNP Media's postal, telemarketing, and email mailing lists offer quality data that will produce responsive sales leads. With over 21 segmented databases and 56 subscriber files, you can reach top decision-makers in high-growth, key business markets that are connected to your industry. Contact Robert Liska for postal inquiries at 845.731.2726 or robert.liska@edithroman.com. For e-mail inquiries, please contact Shawn Kingston at 845.731.3828 or shawn.kingston@epostdirect.com.

THE NEWS HVACR DIRECTORY & SOURCE GUIDE

The #1 product and source directory in the industry with over 1,800 manufacturer listings and 1,700 product listings and an excellent place for repeated exposure! Reach thousands of professionals who use the Directory throughout the year – contractors, wholesalers, technicians, and other marketing professionals.

Your FREE listing will appear in both the print and online versions of The Directory!

(IN PRINT)

Complement your print listing with a display ad and place it next to the product listing of your choice. Mini ads and logo ads are also available. All display advertisers in the Directory receive a free bold face listing.

DISPLAY AD: 1/2 PAGE

COMPANY PREMIUM PLUS LISTING

PREMIUM PLUS BANNER SEARCH

(ONLINE)

www.achrnews.com/thedirectory
Maximize your exposure and advertise in The NEWS' Online Directory. Make sure every visitor searching for information – finds you!

- **Directory Sponsorships** // Tile and banner ads are available on the Directory homepage.
- **Premium Package** // Includes 4-color logo, product photos, brochure or catalog pdf's, Web and e-mail links, top positioning, and more!
- **Premium Plus** // Includes the Premium Package PLUS request for proposal and choice of a video or 6 product banner ads.

FOR MORE INFORMATION ABOUT ADVERTISING IN THE DIRECTORY, PLEASE CONTACT MARY WRAY AT 248.244.6488 OR WRAYM@BNPMEDIA.COM

2010 DIRECTORY

ISSUE DATE: 01.04.10 | AD DEADLINE: 10.15.09

2011 DIRECTORY

ISSUE DATE: 01.03.11 | AD DEADLINE: 10.15.10

CUSTOMIZED SOLUTIONS

CUSTOM MEDIA DIVISION

Creating Personalized Media Solutions

BNP Media's Custom Media Division creates personalized media solutions. Is your organization thinking about starting its own magazine, website, or e-Newsletter? How about creating a video, coffee table book or webinar? Let us do all the work for you, from start to finish. Our Custom Media Division combines our media staff experts with *The NEWS'* readership. The end result is an engaging media tool delivered to your target market. **Let us partner with you to produce a powerful media package that showcases your message in the marketplace.** Please contact Steve Buyer for more information at 630.699.7625 or buyers@bnpmedia.com.



CLEAR SEAS RESEARCH

Making the Complex Clear

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. **Clear Seas Research will help your business grow and succeed in today's marketplace** through the use of brand assessment and management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools. Contact Beth Surowiec at 248.786.1619 or surowiecb@clearseasresearch.com for more information or visit www.clearseasresearch.com.



HVAC-MECHANICAL XCHANGE

A Strategic Sales and Marketing Event • Presented by *The NEWS* and *Plumbing & Mechanical Magazines*

HVAC-Mechanical Xchange is a revolutionary strategic sales event developed to connect leading suppliers of HVAC solutions with senior executives at "Top 100" mechanical firms. Only executives with the highest strategic responsibility for their organizations will be present. No "happstance" meetings, no meetings with the wrong person, no need for generic preparation. **Rather, two days of concise, efficient meetings with key executives from leading commercial mechanical contracting firms.** Be a part of this unique sales event. Contact Mike Murphy at 248.244.6446 or mikiemurphy@achrnews.com for more information or visit www.hvacxchange.com.



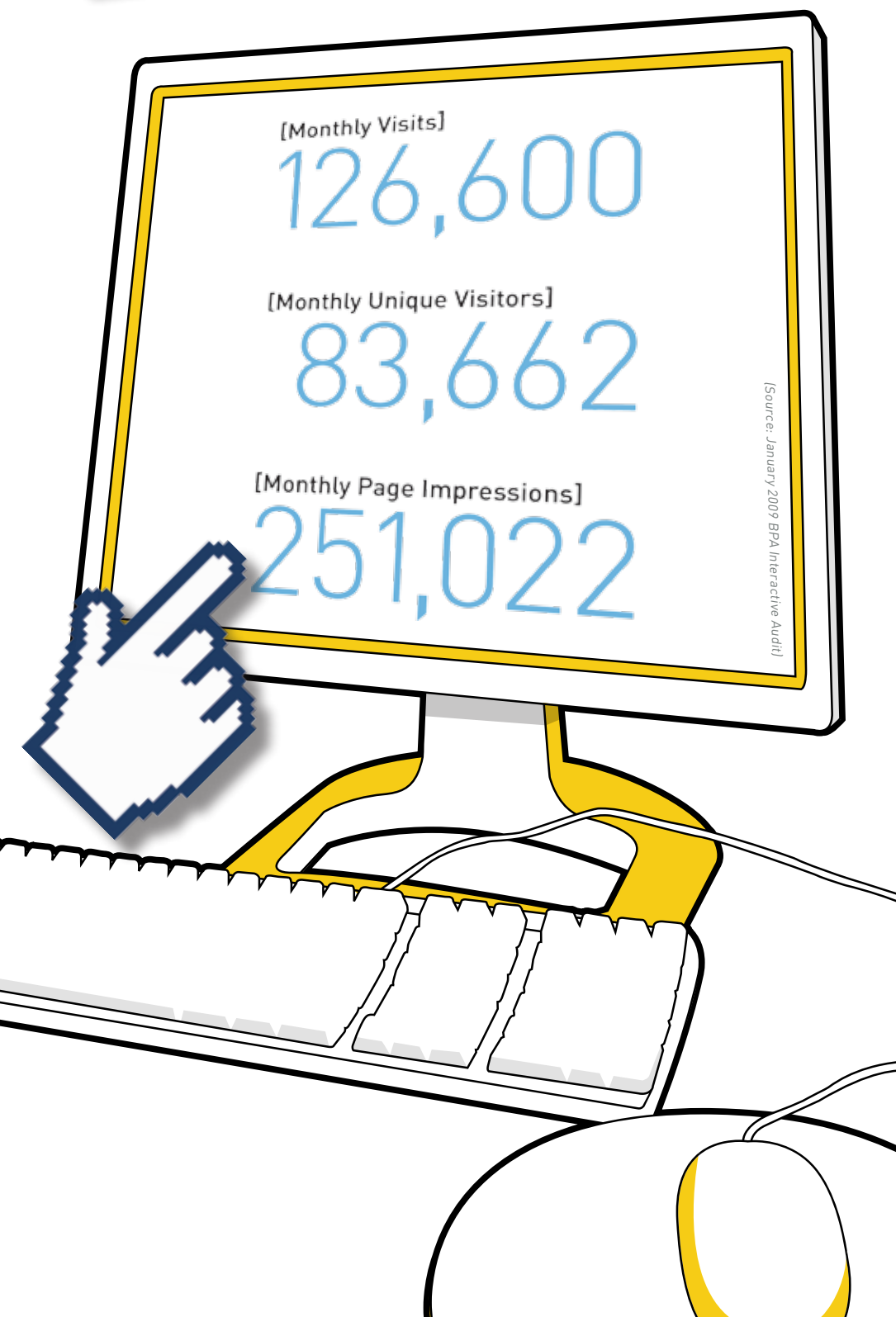
"You could spend 10x as much money to see 10x as many people at a trade show and derive a fraction of the value that we saw here."

— KIRK ALLEN, SLOAN VALUE



THE WEB AUDIT ADVANTAGE

The NEWS' website, achrnews.com, is one of the very few websites that voluntarily participate in web audits conducted by ABC Interactive, considered **the gold standard of media audits**. Because our online activity is independently verified by a third-party source, our metrics are valid and reliable. You wouldn't advertise in a publication that wasn't audited, so why advertise online with websites that can't prove their online activity?



ONLINE FACTS

INDUSTRY-SPECIFIC WEBSITES AND DIGITAL OFFERINGS ARE A CRITICAL COMPONENT OF AN EFFECTIVE AND INTEGRATED MARKETING CAMPAIGN

Business decision makers rank industry specific Websites among the

Top 2 Digital Media

that they use to do their job, well ahead of general business Websites.

The percentage of business decision-makers who

Spend 3 or More Hours

per week on industry-specific Websites has significantly increased since 2001.

Industry-specific digital media

Ranks #1

for helping business decision makers: providing objective information, growing their businesses, and advancing their careers.

[Source: Forrester Research, 2007]

ONLINE EVERY WEEK

Refreshed and updated every weekday, achrnews.com has **more breaking news and in-depth content than any other online HVACR information source**. Our entire issue is posted online and our editorial archives draw thousands of visitors that can search through more than 29,000 articles.



- 1 // **EDITORIAL ARCHIVES** Search through more than 29,000 articles that date back to 1999.

- 2 // **EXTRA EDITION** Over 500 online-exclusive service, technical, and business management articles.

- 3 // **VIDEO SPOTLIGHT** Special editorial videos posted online – along with videos from manufacturers.

- 4 // **LEARNING CENTER** Convenient and cost-effective online learning for HVACR contractors.

- 5 // **HVACR DIRECTORY** Search online for HVACR products and suppliers in our #1 buyer's guide.

- 6 // **BLOGS** Get the inside scoop from our editors and other industry experts in our blog section.

- 7 // **PRODUCT GALLERY** Print advertisers can feature their products free for 30 days.

- 8 // **CAREER CENTER** Online resource helping contractors find a job or manufacturers recruit employees.

- 9 // **MICROSITES** Special microsites for our Dealer Design Awards program and AHR Expo show coverage.

ONLINE OPPORTUNITIES // WWW.ACHRNEWS.COM

CONNECTING YOU WITH CONTRACTORS & WHOLESALERS

The NEWS continues to build and invest its portfolio of electronic and online products, ensuring a full spectrum of e-media opportunities that are targeted, measurable and highly cost-effective. Here are some of the advertising options our site has to offer...

1 // BANNER ADS

Great for exposure of a new product or seasonal information. Banner ads are located on the homepage and internal pages. These ads rotate and can be animated.

2 // SPONSOR BUTTONS

Exclusive sponsorship positions with high visibility throughout our Website. These ads do not rotate and can be animated.

3 // SKYSCRAPER ADS

Dynamic and highly visible vertical ads on our homepage and interior pages. These ads rotate and can be animated.

4 // VIDEOS

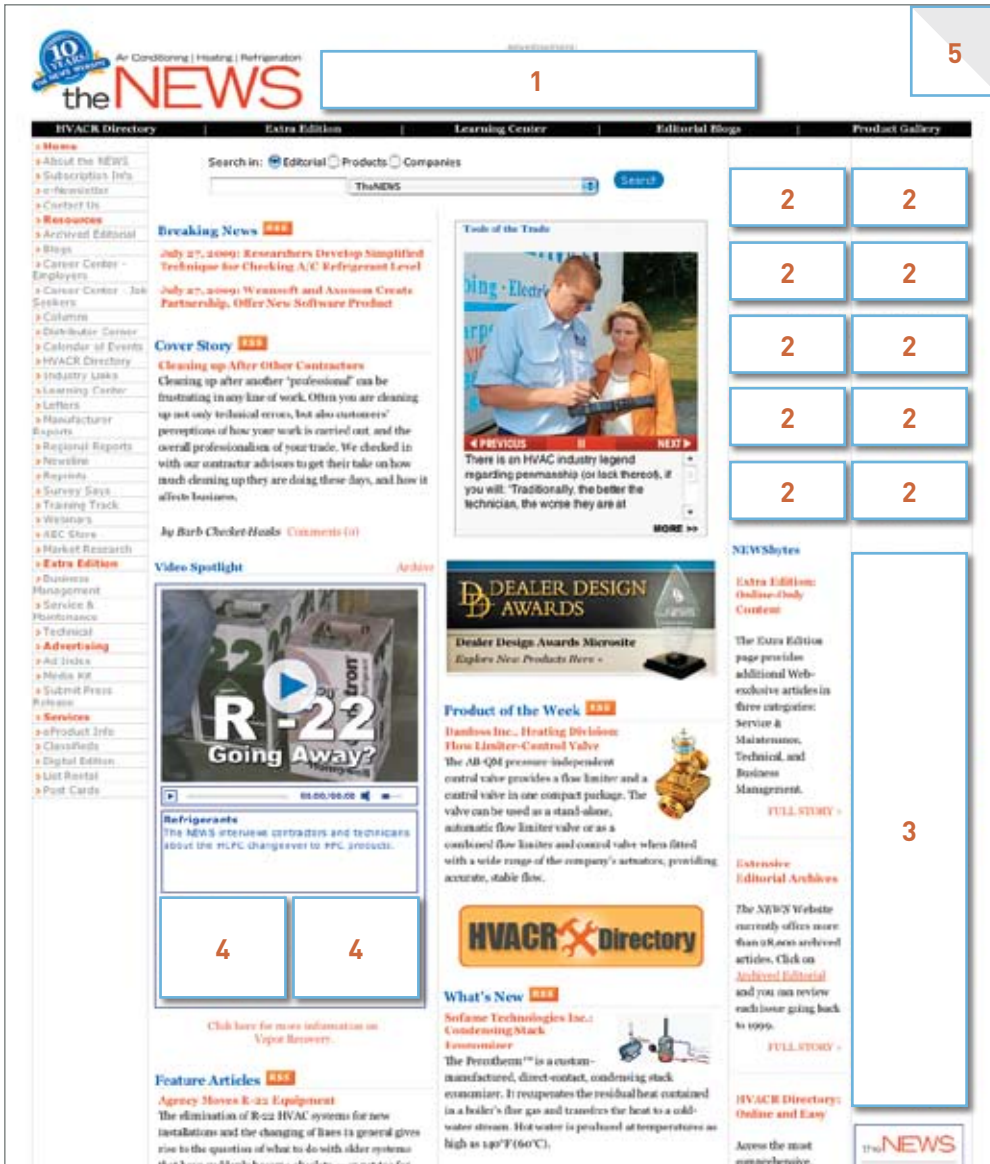
Promote your company or product with a 90-second video located prominently on our homepage. Video ads are ideal for new product introductions, demonstrations, training videos, or branding campaigns.

5 // RICH MEDIA

Moving ads and ads that involve user interaction located on our homepage.

6 // ARTICLE SPONSORSHIP

Ads located within current and archived feature articles throughout our Website. These ads rotate and can be animated.



7 // BLOG SPONSORSHIP

An online journal where our editorial staff will feature opinions, questions and comments and a place where readers can comment and respond. Sponsor our blog page with a banner ad, sponsor button or skyscraper ad.



CUSTOM WEBINARS

Educate Customers, Build Brands & Generate Sales Opportunities

Our staff of experts will take care of all the promotion, registration and Webinar management. As a sponsor, all you have to do is sit back and enjoy the benefits.

THE NEWS' WEBINAR SURVEY RESULTS

- 95% of attendees would recommend Webinars to others.
- 94% of attendees would consider attending a future Webinar offered by *The NEWS*.

WEBINAR PRICING STRUCTURE

- **Shared Content Development**\$5,600
The sponsor can share in content development with *The NEWS* and can help select experts to serve on a panel.
- **Content Provided by *The NEWS***.....\$4,400
We will create all of the content and the sponsor can purchase up to a 30-second commercial to tag on the beginning and end of the Webinar session.



Schedule Your CUSTOMIZED WEBINAR PROGRAM Today!



WEEKLY E-NEWSLETTER

Drive Traffic to Your Website

Every Monday morning, *The NEWS* delivers a weekly e-newsletter to nearly 10,000 recipients who demand the latest industry news and information. The following advertising opportunities are available:

- **Tile Ads**
Located on the right-hand side of the e-newsletter. These ads do not rotate and can be animated.
- **Banner Ads**
Located at the top of the e-newsletter. Ad does not rotate and can be animated.
- **Text Ads**
Located within the main body of the e-mail. These text ads do not rotate.

CUSTOM E-MAIL PROMOTIONS

Advertise to E-mail Subscribers

Communicate directly with *The NEWS* readers online. Take advantage of a co-sponsored e-mail campaign or periodic e-newsletter that reaches over 10,000 names from *The NEWS*' subscriber data base of e-mail addresses.

- Co-brand your name with *The NEWS*.
- Work with an editor from *The NEWS* to create and distribute your custom e-mail message.

CONTACT INFORMATION

John C. **CONRAD**
PUBLISHER

P // 479.633.0520
f // 479.633.0521
e // JohnConrad@achrnews.com

Dwain **HOLMGREN**
CENTRAL ADVERTISING MANAGER

P // 219.926.5173
f // 219.926.5915
e // DwainHolmgren@achrnews.com

Mike **MURPHY**
EDITOR-IN-CHIEF

P // 248.244.6446
f // 248.244.2905
e // MikeMurphy@achrnews.com

Felipe **ARIAS**
EASTERN ADVERTISING MANAGER

P // 864.288.2231
f // 248.502.1083
e // FelipeArias@achrnews.com

Mary **WRAY**
HVACR DIRECTORY PUBLISHER

P // 248.244.6488
f // 248.244.3920
e // WrayM@bnpmedia.com

Michael **O'CALLAGHAN**
*SOUTHWEST/WESTERN
ADVERTISING MANAGER*

P // 770.967.9413
f // 248.502.2105
e // MichaelOCallaghan@achrnews.com

Carrie **CYPERT**
*ADVERTISING PRODUCTION
MANAGER*

P // 248.786.1688
f // 248.502.1020
e // CypertC@bnpmedia.com

Kathy **JANES**
BUSINESS DEVELOPMENT MANAGER

P // 248.244.6457
f // 248.244.3927
e // KathyJanes@achrnews.com

Greg **MAZURKIEWICZ**
WEB EDITOR

P // 248.244.6459
f // 248.786.1378
e // GregMazurkiewicz@achrnews.com

Mike **O'CONNOR**
CLASSIFIED ADVERTISING MANAGER

P // 610.354.9552
f // 610.354.9390
e // OConnorM@bnpmedia.com

The NEWS is
your **#1 HVACR**
Information
Resource — In
Print and Online.

CORPORATE HEADQUARTERS

BNP MEDIA, 2401 W. Big Beaver Rd.,
Suite 700, Troy MI 48084

A **bnp** PUBLICATION
media

*BNP Media Helps People
Succeed in Business with
Superior Information*