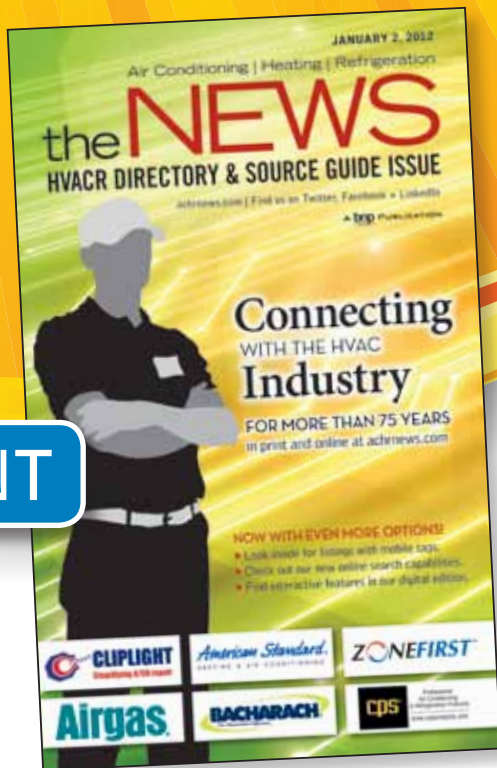


# the NEWS 2012 HVACR DIRECTORY & SOURCE GUIDE

The HVACR Industry's Most Referenced Buyers Guide!



PRINT



NEW LOOK!  
ONLINE



DIGITAL  
EDITION

Ad Closing:  
October 14, 2011

Issue Date:  
January 2, 2012

the **NEWS**

# 2012 HVACR DIRECTORY & SOURCE GUIDE

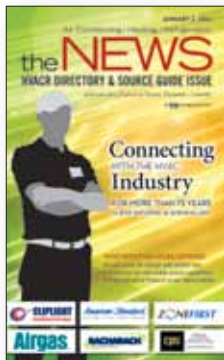
The HVACR Industry's Most Referenced Buyers Guide!

Ad Closing: October 14, 2011 • Issue Date: January 2, 2012

## Your **FREE** basic listing will appear in print, online and in our digital edition!

### In Print

The Leader for Over 75 Years!



- The only industry resource of its kind
- Referred to year-round
- Reaches 33,000\* subscribers in the HVACR market
- Comprehensive product guide to pin point your search
- New! eMedia connectivity with mobile tags

### Online

[www.achrnews.com/thedirectory](http://www.achrnews.com/thedirectory)



- Keyword searches
- Live links and e-mail lead form
- Premium Plus package offers prime designation and ranking
- Brand identity in prime position
- Social media links
- Expanded searches

### Digital Edition

Sent Weekly to 15,000 eSubscribers



- Exact replica of the print issue with live links and tracking
- Emailed to more than 15,000 e-subscribers **every week**
- Archived online for one year giving expanded coverage
- New! eMedia connectivity with mobile tags

\*December 2010 ABC Audit Statement

"The HVACR Directory & Source Guide is like holding a gold piece in your hand."

— **John Justice, CMS Mechanical Service, Inc.**

"The Industry Bible when it comes to researching target markets in the HVAC industry."

— **Frank Caporale, Kele, Inc.**

# Print Opportunities

## Display Ads

Display ads in the HVACR Directory & Source Guide are placed near the product listing of your choice. Or, an advertiser may choose a special location on one of the tabbed indicator pages or covers. **Plus, free boldface listing for all display advertisers!**

Full Page, Non-Bleed.....	4 5/8" x 7 1/2"	\$3,735
2/3 Page Horizontal.....	4 5/8" x 5 1/2"	\$2,885
2/3 Page Vertical.....	3" x 7 1/2"	\$2,885
1/2 Page.....	4 5/8" x 3 5/8"	\$2,365
1/3 Page.....	3" x 4"	\$1,705
1/4 Page Horizontal.....	4 5/8" x 1 3/4"	\$1,265
1/4 Page Vertical.....	1 3/8" x 5"	\$1,265

## FULL PAGE AD DIMENSIONS

Bleed Size.....	5 1/2" x 8 3/4"
Trim Size.....	5 1/4" x 8 1/2"

## COLOR RATES

Standard Color.....	additional \$630
4-Color.....	additional \$1,810

## SPECIAL POSITIONS

Tabbed Indicator Page Position Charge.....	\$1,125
Back Cover Position Charge.....	\$1,140
Inside Cover Position Charge.....	\$630
Front Cover Logo Ads.....	\$3,300

## Mini Ads

1-Inch Mini Ad.....	1 3/8" x 1"	\$360
2-Inch Mini Ad.....	1 3/8" x 2"	\$550
3-Inch Mini Ad.....	1 3/8" x 3"	\$690
Business Card Ad.....	3" x 1 1/2"	\$590
Online Mini Ad.....	additional \$215	

## MINI AD COLOR RATES

1-Color Added to Mini Ad.....	additional \$210
4-Color Added to Mini Ad.....	additional \$905

## Logos

Add a logo to your listing in print or online. 4-color logos are available to make your listing stand out and attract attention!

LOCATION	ADVERTISER	NON-ADVERTISER
Manufacturer Section.....	\$180	\$400
Services Section.....	\$130	\$180
Web Logo Only.....	\$150	\$175
Online Hotlink.....	\$100	\$100

**— SAMPLE —  
1/2 Page Display Ad**

**— SAMPLE —  
2/3 Page Display Ad**

**— SAMPLES —  
Mini Ad and Business Card Ad**

**— SAMPLE —  
Manufacturers Section Logos**

**Buyers Are Taking Action\* After Referencing the Directory:**

- 65% visit a company's website
- 62% keep their Directory for more than one year
- 53% purchase products and/or services
- 47% request additional information

\*May 2008 Directory Usage Study



# Online Opportunities

## Online Premium Listing

### BEST VALUE & EXPOSURE

- Top positioning with star designation
- Catalog pages or ads included online
- 4-color logo in print and online directory
- Three product photos
- Social media links
- Live web links and e-mail lead form

Advertiser .....\$650

Non-Advertiser.....\$900

## Online Premium Plus Listing

### INCLUDES THE PREMIUM LISTING PACKAGE PLUS...

- Inclusion in Request for Proposal Program (Leads!)
- And your choice of one of the following:
  - Six product specific banner ads
  - Sponsor box ad
  - Video

Advertiser .....\$1,055

Non-Advertiser..... \$1,305

## New in 2012! Social Media Links

Make new connections by linking your company's Facebook, LinkedIn and Twitter accounts to your online listing. One URL per platform accepted for one low price. Social media icons are included with Premium and Premium Plus listing enhancements.

Advertiser ..... \$125 net

Non-Advertiser..... \$140 net

## Connect with us:



— SAMPLE —  
Online Premium Listing



— SAMPLE (Choose 1: Banner Ad, Sponsor Box, Video) —  
Premium Plus with Banner Search



— SAMPLE —  
Social Media Links

# Smart Phone Opportunities

## Mobile Tags

**DOWNLOAD, SCAN, CALL!**

**Your print listing now has eMedia connectivity.**

Mobile tags provide an innovative way to connect print media and smart phone technology. Add a mobile tag to your print listing and give your customers your contact info in an instant. Your mobile tag will also be included in the Digital Edition. Premium and Premium Plus listing enhancements receive a 20% discount off of the cost.

You can choose from the following two options for your mobile tag (<http://gettag.mobi>):

- 1. V-Card Link:** Customers will simply scan the mobile tag and your company's contact information is automatically stored in your customer's smart phone.
- 2. Website Link:** Potential Buyers will simply scan the mobile tag with their smart phone and it will take them to your website.

**Advertiser..... \$175 net**

**Non-Advertiser..... \$195 net**

*Premium and Premium Plus listing enhancements receive a 20% discount off of the cost.*

**MANUFACTURERS ALPHABETIC LISTINGS 81**

**Estech Instruments**  
285 Bear Hill Rd., Waltham, MA 02451  
(781) 890-7440 Fax: (781) 890-7864  
sales@estech.com  
www.estech.com  
R. Wexler, Dir.-Mktg.  
Portable temperature, pH, Rh, conductivity, and air temperature meters for field use and panel meters for measuring and controlling temperature, pressure and pH with digital LCD readouts.

**F**

**Fabric Duct Systems Inc.**  
1127 Riverwood Dr., Burnsville, MN 55337  
(952) 278-QSOX (7769), (866) 400-QSOX (7769) Fax: (952) 252-7910  
sales@qsox.com  
www.qsox.com  
B. Warner  
Engineers and manufacturers Q-Sox brand fabric duct for HVAC/R air distribution. Q-Sox is a proven solution for better Indoor Air Quality (IAQ) and air circulation in pools, gyms, museums, warehouses, schools, churches, supermarkets, restaurants, auditoriums, and production environments. Q-SOX: QUICK installation, QUIET operation, QUALITY air distribution.

**Fabricating Services Inc.**  
4131 Geswell Rd., Memphis, TN 38118  
(960) 266-7500 Fax: (901) 366-7563  
info@fabser.com  
www.fabser.com  
We are a distributor and fabricator of insulating materials for the HVAC and appliance industries. We supply products and ancillary products that provide insulating solutions for your specific needs.

**FAMCO**  
649 N. Ralston St., Meridian, ID 83402  
(800) 234-1903 Fax: (208) 938-2500  
sales@famcomfg.com  
www.famcomfg.com  
M. A. Arts, President  
Ventilation systems for homes, offices, schools, hospitals, and industrial buildings. Products include: ceiling fans, wall, basement, crawl space fans, and attic fans.

**Fenner Drives**  
511 W. Siegel St., Manheim, PA 17545  
(800) 243-3374; (717) 665-2421 Fax: (717) 665-2649  
info@fennerdrives.com  
www.fennerdrives.com  
P. Williams, Natl. Sales Mgr.; J. Mandler, Sales Serv. Mgr.  
Upgrade from rubber to PowerTwist Plus V-Belts from Fenner Drives for easy installation and longer belt life, plus lower spare belt inventory and instant availability.

**Fenwal Controls, Kiddle-Fenwal Inc.**  
400 Main St., Ashland, MA 01721  
(508) 881-2000 Fax: (508) 881-7619  
teresa.carroll@fenwalcontrols.com  
www.fenwalcontrols.com  
G. Swanson, Gen. Mgr.; R. Sager, Sales Mgr.-West U.S./E.U.; M. Tully, Sales Mgr.-East U.S.; G. Harting, Sales/Mktg. Dir.; M. Kowalski, Inside Sales Mgr.  
Gas ignition controls, temperature controls, thermostats.

**SEE OUR ADS ON PAGES 268, 312**

**FHP - Bosch Group**  
601 N.W. 95th Ct., Fort Lauderdale, FL 33309  
(954) 776-5471 Fax: (800) 776-5520  
muno.fernandez@us.bosch.com

**FAST Est. Inc.**  
Estimating Software

Get the free mobile app at <http://gettag.mobi>

— SAMPLE —  
Manufacturers Section Mobile Tags

**1 v-card**



**2 website**



Make more connections by downloading the free tag reader at <http://gettag.mobi> on your mobile phone's browser. Then just scan the tag from your mobile phone for instant access to information, websites, videos and more.

# Digital Edition Sponsor Opportunities

## An exact replica of the print issue with live links and tracking!

A link to the Directory Digital Edition is e-mailed out to 15,000 e-subscribers every week with the current week's digital edition of The NEWS for additional exposure.

## Directory Digital Edition Stats

(January 2011 – April 2011)

**Total Page Views..... 51,524**

**Unique Page Views..... 42,426**

## Sponsor Logos

- 12 positions available opposite the front cover
- Logo Size: 2.25 inches wide x 1 inch high

**Advertiser ..... \$450 net**

**Non-Advertiser..... \$495 net**

## Skyscraper Ads

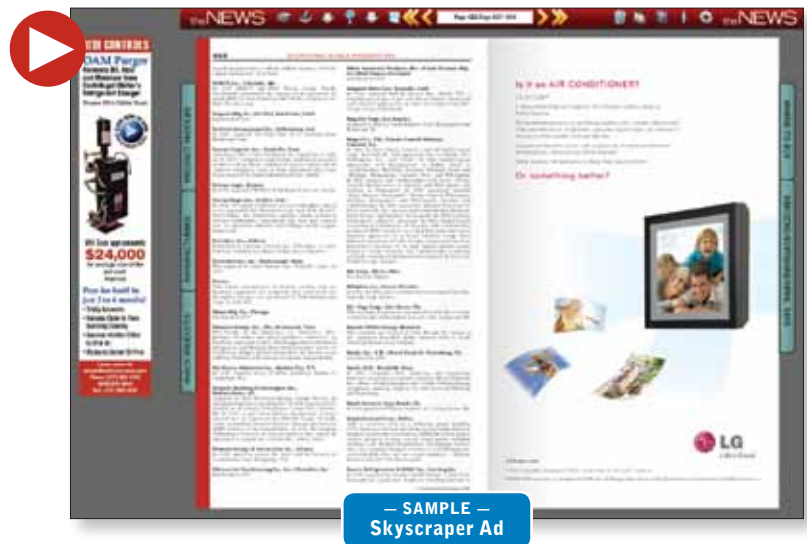
Five skyscraper positions available opposite the start of the following sections:

- Product Index (includes front section)
- Manufacturer's Section
- HVACR Product Section
- Where-to-Buy Section
- Services/Software/Manufacturer's Rep Section

Ad Size: 120 x 600 pixels

**Advertiser ..... \$390 net**

**Non-Advertiser..... \$430 net**



Maximize Your Exposure — In Print, Online & Digital!

Contact a sales representative today for more information.

### MARY WRAY

Directory Publisher  
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### FELIPE ARIAS

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### KATHY JANES

Business Development Mgr.  
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kathyjanes@achrnews.com

### DWAIN HOLMGREN

Central Advertising Mgr.  
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dwainholmgren@achrnews.com

### MICHAEL O'CALLAGHAN

Southwest/Western Advertising Mgr.  
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michaelocallaghan@achrnews.com

### CARRIE CYPERT

Listing Enhancements & Sales  
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cypertc@bnpmedia.com