

# NOW

## IS THE TIME!

**Launch Your New Products**  
**Gain Market Share**  
**Get ROI from the AHR Expo**

### AHR EXPO SHOW COVERAGE

- 3 Special Issues in January and February
- Expanded Internet Coverage
- Discounts and Value Added Packages

Air Conditioning | Heating | Refrigeration

the **NEWS**

# THE NEWS

## IS THE PLACE!

### ATTENTION:

- **AHR EXPO EXHIBITORS:** Drive Traffic to Your Booth
- **INDUSTRY MARKETERS:** Kick Off New Product Promotions & Gain Market Share

Reinforce your brand and connect with our readers who are turning their attention to the AHR Expo. Our three print show issues are the best way to reach contractors and wholesalers before, during, and after the biggest industry event of the year.

#### **PRE-SHOW ISSUE** ISSUE DATE: JANUARY 11 • AD CLOSING: DECEMBER 18

- Special feature section on the AHR Expo Innovation award winners
- Preview of the products, events and ASHRAE sessions

##### **VALUE-ADDED BONUSES FOR PRE-SHOW ADVERTISERS**

- Free Laminate of your Pre-Show Ad to Display at your AHR Expo Booth
- Free Product Listing Online on our AHR Expo "Post-Show Product Roundup" Page
- Free Digital Ad in our Pre-Show Issue Digital Edition
- Discounts on our AHR Microsite Web Ads & Video Booth Tours (up to 75% off)

**DIGITAL  
EDITION  
ISSUE!**

#### **SHOW ISSUE** ISSUE DATE: JANUARY 25 • AD CLOSING: JANUARY 11

- Featuring our Best Contractor to Work For winners
- Distributed at the AHR Expo to thousands of attendees for maximum exposure

##### **VALUE-ADDED BONUSES FOR SHOW ADVERTISERS**

- Free Bonus Distribution at the AHR Expo
- Free Product Listing Online on our AHR Expo "Post-Show Product Roundup" Page
- Discounts on our AHR Microsite Web Ads & Video Booth Tours (up to 75% off)

#### **POST-SHOW ISSUE** ISSUE DATE: FEBRUARY 15 • AD CLOSING: FEBRUARY 1

- Published only three weeks after the show doors close
- The most comprehensive wrap-up coverage in the industry

##### **VALUE-ADDED BONUSES FOR POST-SHOW ADVERTISERS**

- Free Digital Ad in our Post-Show Issue Digital Edition
- Free Product Listing Online on our AHR Expo "Post-Show Product Roundup" Page
- Discounts on our AHR Microsite Web Ads & Video Booth Tours (up to 75% off)

**DIGITAL  
EDITION  
ISSUE!**

#### **AHR EXPO PRODUCT SHOWCASE**

Our Post-Show issue will feature a special section for new products and literature called the "AHR Expo Product Showcase". For only \$560 your product can be included in our Post-Show issue and in the hands of contractors who specifically look to this issue for the latest product information. If you'd like to participate, please contact Mary Wray (wraym@bnpmedia.com) or Kathy Janes (janesk@bnpmedia.com). We will need a 4/color photo of your product, catalog, or Website snapshot along with a 50-word description.

**Product Showcase Cost: \$560**

#### **DIGITAL EDITION SPONSORSHIPS**

In 2010 we'll be turning our Pre-Show and Post-Show issues into digital editions. These digital editions will be e-mailed to subscribers and a select list of HVACR contractors. We will also post the digital edition to our website. You can sponsor a digital edition with a full-page ad opposite the front cover. Skyscrapers, videos and rich media ads are also available.

**Sponsorship Cost: \$1,200**

3 PRINT SHOW ISSUES

# ONLINE SHOW COVERAGE

Before, during and after the show, achrnews.com will host a special microsite online for all of our AHR Expo show coverage. Thousands of contractors and wholesalers will visit this area for the latest show information, new products, innovations, convention happenings, videos and so much more.

## THE NEWS' AHR EXPO MICROSITE FEATURES...

- 1. Expo Preview** – Before the show begins, we'll highlight the new products that will be introduced.
- 2. Daily Reports** – Every day during the show we'll post the latest convention happenings coming straight from the show floor.
- 3. Photo Gallery** – Photos and captions of all the events and products will be posted online after the show is over.
- 4. Post-Show Product Roundup** – Product listings, weblinks, photos and product brochures supplied by advertisers will be posted online when the show is over.

## THE NEWS' AHR EXPO MICROSITE ADVERTISING OPPORTUNITIES

Take advantage of our microsite advertising opportunities and reach buyers at a time when they are ready and interested to buy. All ads purchased are for three months and are a great way to strengthen and complement your AHR Expo advertising campaign.

- **Banner Ad: \$450** (468 x 60 pixels)
- **Sponsor Button: \$700** (120 x 60 pixels)
- **Skyscraper Ad: \$900** (120 x 600 pixels)



**UP TO 75% OFF AHR EXPO MICROSITE ADS**  
For show issue advertisers only. See fold-in page for details.

# AHR VIDEO BOOTH TOURS

Be a part of the trade show buzz surrounding the AHR Expo by showcasing your booth to tens of thousands of contractors and wholesalers who can't make it there. Video booth tours are a great way to extend your marketing reach and trade show investment. Make an impact and engage customers with a 2-minute video produced and taped by The NEWS during the AHR Expo. These videos will be posted to our AHR Expo microsite after the show is over and will stay up for one month.

**VIDEO BOOTH TOUR RATES** Non-Advertiser Rate: \$2,310



**UP TO 75% OFF AHR EXPO VIDEO BOOTH TOURS**  
 For show issue advertisers only.  
 See fold-in page for details.



All Show-Issue Advertisers Receive a **FREE ONLINE PRODUCT LISTING** in our Post-Show Product Roundup!

Advertise in any of our AHR Expo show issues and we'll include your 50-word description, product photo and weblink on our AHR Expo Post-Show Product Roundup page for 3 months.

**Advertise in 2 Show Issues:**  
 We'll include a pdf up to 4 pages in length.

**Advertise in 3 Show Issues:**  
 We'll include a pdf up to 12 pages in length.



# EXCLUSIVE ADVERTISER DISCOUNTS

If you advertise in any of our print show issues you will earn exclusive discounts on our various AHR Expo Microsite ad products. These discounts are available on our AHR Expo Microsite banner ads, sponsor buttons, skyscrapers and video booth tours.



## 25% Ad Discount

When you Advertise in 1 Show Issue

## 50% Ad Discount

When you Advertise in 2 Show Issues

## 75% Ad Discount

When you Advertise in 3 Show Issues



### THE NEWS' AHR EXPO Microsite & Video Booth Tour Ad Rates

	Non-Advertiser Rate	1 Show Issue 25% OFF	2 Show Issues 50% OFF	3 Show Issues 75% OFF
Banner Ad	\$450	\$338	\$225	\$112.50
Sponsor Button	\$700	\$525	\$350	\$175
Skyscraper Ad	\$900	\$675	\$450	\$225
Video Booth Tour	\$2,310	\$1,733	\$1,155	\$578

Discounts only available on AHR Expo microsite ad products. Ads purchased are for three months only.

# NOW

# IS THE TIME!

CONTACT A SALES REP

Partnering with The NEWS puts your company or product in front of contractors and wholesalers who are looking for the latest HVACR information.

**NOW IS THE TIME! START YOUR AD CAMPAIGN TODAY.**

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