

the **NEWS**

# 2015 HVACR DIRECTORY & SOURCE GUIDE

The HVACR Industry's Most Referenced Buyers Guide!



**PRINT**



**ONLINE**



**MOBILE APP**



**DIGITAL**

AD CLOSING: October 15, 2014

ISSUE DATE: January 5, 2015

the **NEWS**

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# 2015 HVACR DIRECTORY & SOURCE GUIDE

The  
Leader for  
81 Years!

## The HVACR Industry's Most Referenced Buyers Guide!

Your FREE basic listing will appear in print, online, digital and mobile app versions!

### In Print

- The only industry resource of its kind
- Referred to year-round reaching over 33,000\* professionals in the HVACR market
- Comprehensive product guide to pinpoint your search
- eMedia connectivity with mobile tags

### Digital Edition

- Emailed to more than 15,000 e-subscribers every week
- Archived online for one year giving expanded coverage
- eMedia connectivity with mobile tags

### Online

<http://directory.achrnews.com>

- Keyword searches with live links and email lead form
- Brand identity in prime position
- Social media links

### Mobile App

- Now accessible on your smartphone or tablet
- Download the ACHRNews app from app store
- Easier navigation for supplier and product searches



**BE SEEN** for an entire year  
with a listing in The NEWS' Directory!

\*December 2013 AAM Consolidated Media Report

# 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"	\$4,080
2/3 Page Horizontal	4 5/8" x 5 1/2"	\$3,150
2/3 Page Vertical	3" x 7 1/2"	\$3,150
1/2 Page	4 5/8" x 3 5/8"	\$2,585
1/3 Page	3" x 4"	\$1,865
1/4 Page Horizontal	4 5/8" x 1 3/4"	\$1,380
1/4 Page Vertical	1 3/8" x 5"	\$1,380

## 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 \$690
4-Color	additional \$1,810

## SPECIAL POSITIONS

Tabbed Indicator Page Position Charge	\$1,230
Back Cover Position Charge	\$1,245
Inside Cover Position Charge	\$695
Front Cover Logo Ads	\$3,610

## Mini Ads

1-Inch Mini Ad	1 3/8" x 1"	\$390
2-Inch Mini Ad	1 3/8" x 2"	\$595
3-Inch Mini Ad	1 3/8" x 3"	\$750
Business Card Ad	3" x 1 1/2"	\$645
Online Mini Ad		additional \$225

## MINI AD COLOR RATES

1-Color Added to Mini Ad	additional \$225
4-Color Added to Mini Ad	additional \$955

## 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	\$190	\$415
Services Section	\$140	\$190
Web Logo Only	\$160	\$185
Online Hotlink	\$110	\$110

**PERFORMANCE**  
Your remote control unit controls...  
**COOLER SPOTS!**  
800.367.8675 www.spotcoolers.com

**RENTALS AND SALES**

**Air Conditioners, Bus**  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning

**Air Conditioners, Commercial**  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning

**Air Conditioners, Residential**  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning

**Air Conditioners, Truck**  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning

**Air Conditioners, Vehicle**  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning

**— SAMPLE —**  
1/2 Page Display Ad

**HVACR PRODUCTS** 271

**SPECTROLINE**  
True Brilliance  
**OPTIMAX 400**  
Leak Detection Flashlight

This super-compact inspection flashlight features a rugged, ergonomic design that allows you to...  
**Power comparable to high-intensity 150-watt lamps!**  
**Inspection range of 25 feet (7.6 m) or more!**  
**Works with all popular universal POE eyes!**  
**Lightweight design easily gets into tight, cramped spaces!**  
**Rugged, corrosion-resistant, anodized lamp body stands up to years of heavy use!**  
**100,000-hour LED service life!**

**Sherlock® Leak Detector**

**— SAMPLE —**  
2/3 Page Display Ad

**334**

**CPS MANIFOLDS & GAUGES**  
Manufacturers of Professional A/C & Products

**2001-794-8004**  
info@zonestore.com  
www.zonestore.com

**Makeup Air Burners**  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning

**Manifold Enclosures**  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning

**Manifolds**  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning

**Manifolds, Gauge**  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning

**Manifolds, Valve**  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning

**Manometers**  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning  
- Air Conditioning

**— SAMPLE —**  
Mini Ad + Business Card Ad

**MANUFACTURERS ALPHABETIC LISTINGS** 49

**BACHARACH**  
Bard 100 YEARS

**Bally Refrigerated Boxes Inc.**  
12501...  
Bally Refrigerated Boxes Inc. is a leading manufacturer of...  
Bally Refrigerated Boxes Inc. is a leading manufacturer of...  
Bally Refrigerated Boxes Inc. is a leading manufacturer of...

**Baltimore Arcoil Company**  
Baltimore Arcoil Company is a leading manufacturer of...  
Baltimore Arcoil Company is a leading manufacturer of...  
Baltimore Arcoil Company is a leading manufacturer of...

**— SAMPLE —**  
Manufacturers Section Logos

# Recent Research Study Reveals...

**NEWS Readers Consider The Directory a Reliable Source of Information!\***

- 87%** of print directory users consider it a reliable source for informing them of products and services.
- 83%** of digital directory edition users consider it a reliable source for informing them of products and services.
- 79%** of online directory users consider it a reliable source for informing them of products and services.

**NEWS Readers That Own a Tablet or Smartphone Are Likely to Access Directory on Mobile App!**

- 57%** of tablet users and **41%** of smartphone users said they were likely to access The NEWS Directory via an app on their devices.

\*May 2013 Directory Usage Study

# Online & Mobile App Opportunities

<http://directory.achrnews.com>

## 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
- 20% off cost of Mobile Tags & Mobile Apps

**Advertiser.....\$690**

**Non-Advertiser.....\$955**



— SAMPLE —  
Online Premium Listing

## Online Premium Plus Listing

**INCLUDES THE PREMIUM LISTING PACKAGE PLUS...**

- Inclusion in Request for Proposal Program (Leads!)
- Your choice of one of the following:
  - Six product specific banner ads
  - Sponsor box ad
  - Video
- 20% off cost of Mobile Tags & Mobile Apps

**Advertiser.....\$1,120**

**Non-Advertiser..... \$1,385**



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

## 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.....\$160**

**Non-Advertiser.....\$175**



— SAMPLE —  
Social Media Links

# Smart Phone & Tablet 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.

**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..... \$220

Non-Advertiser.....\$245

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

## Mobile Apps

Let us know if you have a mobile app that our readers can download and access with their smart phones and tablets. Basic listing information includes: app name, location to download, cost of the app.

**Enhance Your Mobile App Information and receive:**

- A full color graphic of your mobile app
- 50 words of text to describe your app
- A Mobile Tag or QR code in the print Directory to download the app
- A link to the website to download your app in the online Directory

Advertiser..... \$500

Non-Advertiser..... \$550


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

## Find a Distributor or Manufacturer's Rep

Check out our interactive online directories for Wholesaler/Distributors and Manufacturer's Reps. You can search by geographic location and by product line in finding the wholesaler/distributor or manufacturer's rep nearest you and use our new map tool.

findahvacrDistributor.com | findahvacrRep.com

104 AIR CONDITIONING, HEATING & REFRIGERATION NEWS



**KeepRite**  
REFRIGERATION

**NEOPERL Inc.**  
173 Mattuck Heights Rd., Waterbury, CT 06705  
(203) 756-8891 Fax: (203) 754-5868  
marketing.services@neoperl.com  
www.neoperl.com  
Marie Helene Permin, Mktg. Mgr.  
Manufacturer of faucet aerators, check valve cartridges, instant flow regulators, faucet attachments, laminar devices, sprays and adapters.

**Nepronk (NEP), National Environmental Products Ltd.**  
40 Leblanc Blvd., Montreal, QC H4N 1B0 Canada  
(800) 561-2308 Fax: (514) 535-5165  
yves@nepronk.com or jason@nepronk.com  
www.nepronk.com  
Y. Cyr, Sales Mgr.; S. Godon, Cust. Serv.; Z. Kopel, Pres.; B. Di Lorenzo, V.P.  
Nepronk is a private corporation, founded in 1976. We manufacture products for the Heating, Ventilation and Air-conditioning industry (HVAC) such as humidifiers, electric heaters, actuators, actuated valves and controls.

**NetworkThermostat**  
P.O. Box 3161, Grapevine, TX 76099  
(860) 565-0711 Fax: (214) 270-4745  
sales@networkthermostat.com  
www.networkthermostat.com  
J. Drew, Pres.; Joe Neubauser, GM; Susan Drew, Oper. Mgr.; Brad Grahl, Natl. Sales Mgr.  
Programmable communicating internet network thermostats, Energy Management System, Integrated Web Server, remote temperature sensors, programmable relays, occupancy sensors, condensate sensors, HVAC controllers.

**The New York Blower Co.**  
P.O. Box 9, Williston, VT 05497  
(800) 794-5706 Fax: (800) 208-7948  
m@nyblow.com  
www.nyblow.com  
Tim O'Hare, V.P.-Sales/Mktg.; Will Kelly, Int'l. Sales Mgr.  
Centrifugal fans, propeller fans, unit heaters, FHO fans, axial fans, finned coils-steam, roof ventilators.

**Newmac Mfg. Inc.**  
P.O. Box 9, St. Martin, Deborah, NS B0M 1G0 Canada  
(519) 539-6147; (902) 662-8840 Fax: (902) 662-2581  
newmac@newmacfurnaces.com or kerr@newmacfurnaces.com  
www.newmacfurnaces.com  
Ken Johnson, Pres.; Arnie MacLean, Sales/Mktg. Mgr.  
Electric and solid fuel electric, wood add-on and combination wood, coal/oil, gas furnaces, boilers, oil furnaces, pellet burners.

**Newport Electronics Inc.**  
2225 S. Yale St., Santa Ana, CA 92704  
(714) 540-8914; (800) 639-7078 Fax: (203) 968-7311  
info@newportusa.com  
www.newportusa.com  
Manufactures controllers, signal conditioners, transmitters and meters for industrial process control, test and measurement.

**NexTraq**  
1200 Lake Heart Dr., Ste. 500, Atlanta, GA 30319  
(770) 762-6000 Fax: (770) 762-6065  
sales@nextraq.com  
www.nextraq.com  
Abley Jones, Mktg. Mgr.  
NexTraq is in the GPS-based fleet management business. We provide a cloud-based solution to provide the right data to optimize fleets, small and large.

**NIBCO INC.**  
1516 Middlebury St., Elkhart, IN 46516-4740  
(800) 234-0227 Fax: (574) 295-3307  
pinfo@nibco.com  
www.nibco.com  
Specializes in plastic and metal fittings, valves, actuators, and plastic pipe.

**Niles Steel Tank**  
725 Talamore Dr., Ambler, PA 19002  
(215) 641-2114 Fax: (215) 646-7084  
info@nilessteel.com  
www.nilessteel.com  
Mark Blemley  
Steel tank and ASME code pressure vessel fabricator.

**NDI Industries Inc.**  
266 S.W. Marine Dr., Vancouver, BC V5X 2R5 Canada  
(860) 645-6888 Fax: (604) 736-0164  
info@ndiline.com  
www.ndiline.com  
Tal Gotlib, Pres.; John McLean, V.P.-Sales/Mktg.  
Specializes in high quality technical products at competitive pricing. Copper fitting and ball valves.

**SEE OUR AD ON PAGE 294**

**NDI**  
NATIONAL DISTRIBUTION INDUSTRIES

**National Refrigeration Products**  
285 Wheeler Way, Langhorne, PA 19047-1705  
(215) 638-8099; (800) 352-6951 Fax: (215) 638-9270  
info@nrproducts.com  
www.nrproducts.com  
Refrigerant recovery and recycling equipment, HVAC and refrigeration service products, motors, refrigerant hoses, insulation tapes, leak detectors, solderless terminals, fasteners, electrical accessories and hand tools.

**SEE OUR ADS ON PAGES 264, 355**

**NDI**  
NATIONAL DISTRIBUTION INDUSTRIES

**NDI Industries Inc.**  
266 S.W. Marine Dr., Vancouver, BC V5X 2R5 Canada  
(860) 645-6888 Fax: (604) 736-0164  
info@ndiline.com  
www.ndiline.com  
Tal Gotlib, Pres.; John McLean, V.P.-Sales/Mktg.  
Specializes in high quality technical products at competitive pricing. Copper fitting and ball valves.

**SEE OUR AD ON PAGE 294**

**Nederman LLC**  
102 Transit Ave., Thomaston, NC 27461  
(800) 533-5286; (330) 821-0800 Fax: (330) 821-0890  
info@nederman.com  
www.nederman.com  
Bob Newcomb, Inside Sales Support Vehicle Exhaust; Mike Archer, Filter Inside Sales Coord.; Brian Voss, Inside Sales Support Welding.  
Manufactures fume, smoke, dust and vehicle exhaust extraction equipment for industrial plants and vehicle maintenance facilities.

**— SAMPLE —**  
Manufacturers Section Mobile Tags



# 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 2013 - December 2013)

**Total Page Views.....81,978**

**Unique Page Views..... 68,536**

## Sponsor Logos

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

**Advertiser ..... \$565**

**Non-Advertiser..... \$620**

## 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 ..... \$485**

**Non-Advertiser..... \$540**



— SAMPLE —  
Sponsor Logos



— SAMPLE —  
Skyscraper Ad

# Maximize Your Exposure – In Print, Online, Digital & Mobile!

Contact a sales representative today for more information.

### MARY WRAY

Directory Publisher  
Phone: 248/244.6488  
wraym@bnpmedia.com

### FELIPE ARIAS

Eastern Advertising Mgr.  
Phone: 864/288.2231  
felipearias@achrnews.com

### KATHY JANES

Central Advertising Mgr.  
Phone: 248/244.6457  
kathyjanes@achrnews.com

### CARRIE CYPERT

Business Development Mgr.  
Phone: 248/244.1278  
carriecypert@achrnews.com

### MICHAEL O'CALLAGHAN

Southwest/Western Advertising Mgr.  
Phone: 770/967.9413  
michaelocallaghan@achrnews.com

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<http://directory.achrnews.com>