

Success Online



CONTRACTING BUSINESS .COM

ContractingBusiness.com

Combining the full editorial content of the print magazine with breaking news, information about industry events, featured columnists, and much more, *ContractingBusiness.com* is the premier online resource for the HVACR contractor.

With *ContractingBusiness.com*, you can reach HVACR contractors, managers, and decision-makers throughout the industry as they use the Internet to develop new products and applications from anywhere in the world.

Average Monthly Traffic

Page views: 56,000

Unique visitors: 29,100

Contracting Business HVAC TALK #1 HVACR COMMUNITY

HVAC-Talk.com

HVAC-Talk.com is the most heavily trafficked online community connecting HVAC professionals with a focus on the contracting marketplace.

Visitors use *HVAC-Talk.com* for networking and socializing, to gather market information, and to pose real-world HVAC-related questions to other industry professionals.

Companies supplying HVAC contractors now have access to the largest online discussion forum in the HVAC industry, as well as new avenues to connect with qualified, engaged professionals looking for their products and services.

More than 146,000 registered members. Over 3,000 new discussion threads started every month!

Average Monthly Traffic

Page views: 2.0 million

Unique visitors: 335,143

HVACR Distribution Business

HVACRDistribution Business.com

A fantastic complement to the magazine itself, *hvacrdistributionbusiness.com* is an invaluable resource for the HVACR wholesale audience. This Web site contains the current issue of the magazine, archived issues, breaking news, industry hot topics, and much more.

At *hvacrdistributionbusiness.com*, HVACR manufacturers are provided with the most important information pertaining to the wholesale market, plus it gives them an additional opportunity to spread a powerful sales message to their target audience.

Average Monthly Traffic

Page views: 7,000

Unique visitors: 3,800

Online Advertising Options



**CONTRACTING
BUSINESS**.COM

ContractingBusiness.com



HVAC-TALK.com



a Leaderboard - 728x90
Gross Rate: \$4,000 per month - LIMITED INVENTORY
 High profile location at the top of the page and directly within the user's view. These run-of-site banners are an excellent choice for both branding and direct response campaigns.

Runs on both ContractingBusiness.com & HVAC-TALK.com.

b Large Boom Box (Top) - 300x250/ Skyscraper - 160x600
Gross Rate: \$3,500 per month - LIMITED INVENTORY
 Located within highly desirable editorial throughout the site, these run-of-site ads offer large real estate drawing attention to your message and giving your creative center stage.

Runs on both ContractingBusiness.com & HVAC-TALK.com.

c Large Boom Box (Bottom) - 300x250/ Skyscraper - 160x600
Gross Rate: \$2,900 per month - LIMITED INVENTORY
 Located within highly desirable editorial throughout the site, these run-of-site ads offer large real estate drawing attention to your message and giving your creative center stage.

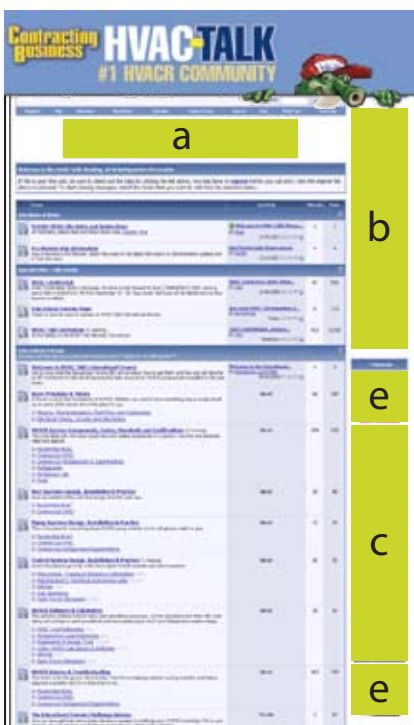
Runs on both ContractingBusiness.com & HVAC-TALK.com.

d Small Boom Box - 180x150
Gross Rate: \$1,300 per month - LIMITED INVENTORY
 Positioned near the site's main tools and resources, this run-of-site unit allows for a premium placement.

Runs on ContractingBusiness.com only.

e Tile - 125x125
Gross Rate: \$1,090 per month - LIMITED INVENTORY
 Cost effective option to run-of-site advertising. These run-of-site spots are great for brand awareness.

Runs on both ContractingBusiness.com & HVAC-TALK.com.



Contracting Business.com & HVAC-Talk.com Generate Tremendous Traffic*

- Combined more than 364,100 unique visitors per month*
- HVAC-Talk.com enjoys more than 146,000 registered users
- Combined more than 2 million page views per month*

*OMNITURE SITECATALYST, 1/11 - 6/11

Lead Generation

Webcasts

Webcasts are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience. These state-of-the-art webcasts provide dynamic multimedia platforms to launch new products, educate about expanded product capabilities, or reinforce a company's industry expertise.

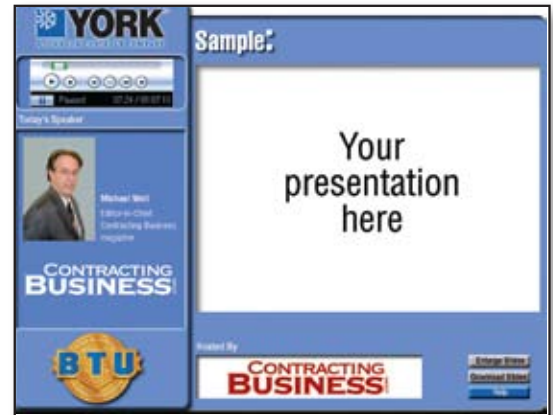
Webcasts typically last an hour, are free to attendees, and include an interactive question-and-answer period at the end of the presentation. The initial presentation is given live, then archived on a Web site. Archived webcasts are particularly convenient for attendees because they have no place or time constraints: they may be viewed at any time, from any online computer.

Rates: \$12,500 per webcast (gross)

Sponsor Benefits: Series of three email invitations to Contracting Business.com circulation promoting the event.

Deployment schedule: Invitation #1 – 3 weeks prior to event
 Invitation #2 – 2 weeks prior to event
 Invitation #3 – 1 week prior to event

- 12 months archiving on ContractingBusiness.com.
- Full contact leads for all registrants.
- Promotions in CB Hotmail, the Official eNewsletter of Contracting Business.com magazine. Your webinar will be promoted, including a link to register, in CB Hotmail, which deploys two times per month to 12,000 contractor subscribers.
- Promotions on HVAC-TALK.com, CB's own HVACR Industry social networking Web site! Your webinar will be promoted heavily on HVAC-TALK.com, where over 146,000 registered users meet and chat about HVACR industry happenings, trends, and events.
- Promotions of the event on ContractingBusiness.com Web site.
- Promotions in HVAC-TALK eNews. Your webinar will be promoted, including a link to register, in HVAC-TALK eNews, which deploys one time per month to over 6,000 contractor subscribers.
- Promotions in Contracting Business.com magazine (time and space permitting). Should time and space permit, your webinar will be promoted with a 1/2 page house ad in ContractingBusiness.com magazine the month preceding your event. Ad will include your logo, event topic, and registration information.
- Sponsors are given a reporting URL, post event, where they can go at any time to download the latest registration data from their event.



White Paper Program



Basic Package:

- \$3,000 gross for 12 months
- 1 white paper
- Customized registration form (up to 3 qualifying questions)
- Posting on contractingbusiness.com White Paper Library for 12 months
- 1 newsletter text ad (based on open inventory)
- Full contact lead reports provided upon request

Super-Charged Package:

- \$5,000 gross for 12 months
- Customized registration form (up to 3 qualifying questions)
- Posting on contractingbusiness.com White Paper Library for 12 months
- A least 3 newsletter text ads throughout 12-month period (based on open inventory)
- One direct email announcement to our subscribers that your white paper is available
- Full contact lead reports provided upon request

eBlast (650x400)



Rate: \$250/CPM (current full list size: 17,000)

ContractingBusiness.com now offers advertisers the perfect way to reach targeted prospects. eBlasts are a quick and direct way to target HVACR contractors, managers, and decision makers through a single-sponsored email blast. Create a personalized email and ContractingBusiness.com will distribute it to our database of qualified prospects.

Specs: HTML format, recommended width is 650 pixels or less. We recommend building HTML files using tables. No active content (forms, Flash, dynamic ads) permitted within blast.

Online Advertising Options

HVACR
Distribution Business

www.HVACRDistributionBusiness.com



- a Leaderboard - 728x90**
Gross Rate: \$620 per month - LIMITED INVENTORY
 High profile location at the top of the page and directly within the user's view. These run-of-site banners are an excellent choice for both branding and direct-response campaigns.
- b Feature - 200x90**
Gross Rate: \$375 per month - LIMITED INVENTORY
 High profile location at the top of the page and directly within the user's view. Located directly next to the Leaderboard so it is sure to get the viewers' attention.
- c Large Boom Box (Top) - 300x250**
Gross Rate: \$495 per month - LIMITED INVENTORY
 Located within highly desirable editorial throughout the site, these run-of-site ads offer large real estate drawing attention to your message and giving your creative center stage.
- d Large Boom Box (Bottom) - 300x250**
Gross Rate: \$435 per month - LIMITED INVENTORY
 Located within highly desirable editorial throughout the site, these run-of-site ads offer large real estate drawing attention to your message and giving your creative center stage.
- e Small Boom Box - 180x150**
Gross Rate: \$1,090 per month - LIMITED INVENTORY
 Positioned near the site's main tools and resources, this unit allows for a premium placement. Located on the home page and run-of-site.
- f Tile - 125x125**
Gross Rate: \$245 per month - LIMITED INVENTORY
 Cost effective option to run-of-site advertising. These run-of-site spots are great for brand awareness. Located on the home page and run-of-site.

Peelbacks (600x600)

Rate: \$1,800 gross/month

Home page branding with 100% reach to all home page views. This curled page movement at upper right hand corner of home page attracts visitors. Once the page peels back and the visitor clicks, they are directed to the advertiser's landing page or Web site.

White Paper Postings

Rate: \$2,000 gross/year

White paper postings are great at generating qualified leads while communicating an advertiser's solutions or best practices to industry professionals. White papers are located on a custom-built landing page that features exclusive ad units and provides visitors with an executive summary of the white paper as well as a lead-generation form that collects business card info and 3 qualifiers. White papers are promoted through eNewsletters and Web site banner ads.

- Hosted on ContractingBusiness.com for 3 months
- Gated behind a registration page
- Featured on exclusively branded landing page
- Registration form contains 3 custom questions
- Leads provided monthly to client



Roadblocks (640x480)

Rate: \$1,000 gross/month

Roadblocks are presite, full-screen ads that intrigue the visitor and can't be ignored. Ads serve before home page up to 10 seconds to every unique visitor (one unique visitor counted per day). Roadblocks tend to generate high response rates and are exclusive positions.

Advertiser Submitted Video

Rate: \$250 gross/month

Advertisers have the opportunity to post their own videos (already produced by them) on HVACRDistributionBusiness.com. Videos on the site will be housed and described on a video landing page.

Specs: Material must be provided in Flash file format, video should be no more than 3 minutes long.

eNewsletters

ContractingBusiness.com Hotmail

Reaches 10,900 HVACR contractors and engineers 2x per month

Hotmail is an HTML eNewsletter targeting mechanical systems professionals twice each month. Presented in a format that is easy to peruse and digest, the eNewsletter features articles written exclusively for it by some of the industry's most popular and prestigious consultants. Hotmail is a unique opportunity to get your sales message to industry decision-makers while they are reviewing their email and searching for critical information online.

Annual Sponsorship:

Rate: \$13,000

Section Sponsorship:

(Banners: 468w x 60h; max 35kb)

Featured Editorial Banner

Rate: \$11,500 Annual

Editorial Banner

Rate: \$10,400 Annual

Marketplace Banner

Rate: \$9,000 Annual

Text/Logo Ad

Rate: \$725 per newsletter

- 50-word text ad also includes a company logo
- Placement is at the discretion of the editor
- Links directly to your website
- Logo - 180wx150h; max 35kb

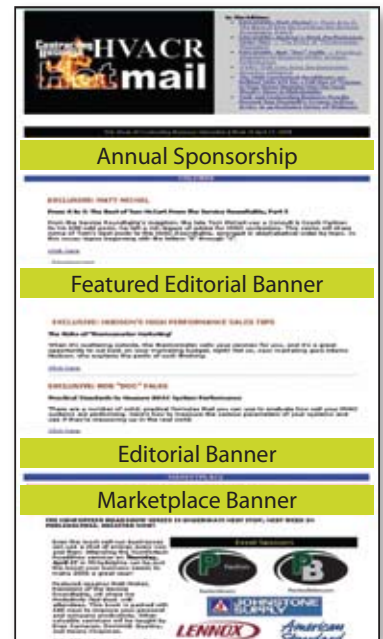
Text Link Ad

Rate: \$530 per newsletter

- 15-25 word text-only ad
- Positioned just above the ContractingBusiness.com sponsor logos
- Links directly to your Web site

*ALL RATES ARE GROSS

GIF AND JPEG ACCEPTED; TIFF AND JPEG ACCEPTED FOR LOGO



Refrigerant 411

Reaches 9,800 HVACR contractors

A monthly email update on key issues and trends in the HVACR refrigerants industry. We call it "4-1-1" because it dials HVACR contractors into key information related to refrigerants, which are so critical to the success of a contractor's business.

Coverage will include:

- Research & Development
- White Papers
- Formulator Field Notes
- Late-Breaking News
- Legislative Issues
- Event Information
- Reclamation and Recovery

Premium Skyscraper Ad: (1 available)

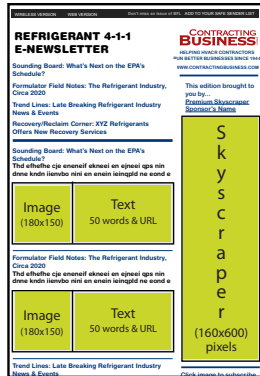
Gross Rate: \$1,100 per issue

Text Ad with Image: (4 available)

Gross Rate: \$630 per position (4 available)

Up to 50 words of text and Click-through URL

Image 180wx150h



HVAC-Talk.com eNewsletter

Reaches 6,718 HVACR professionals 2x per month

Targeting registered members of the HVAC-Talk.com Web site twice each month, this popular "peer-to-peer" newsletter features timely topics and issues facing HVACR contractors and their technicians.

Banner Ad: (3 positions available):

Gross Rate: \$730 per month

Skyscraper Ad:

Gross Rate: \$1,380 per month



HVACR Distribution Business eNews

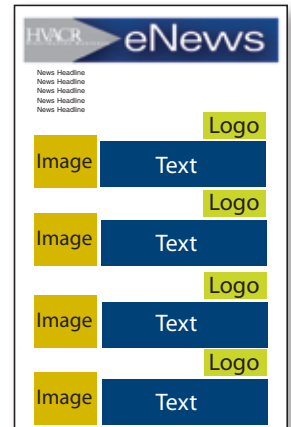
Reach 3,000 HVACR wholesalers and distributors

HVACR Distribution Business now offers a monthly newsletter that focuses exclusively on wholesalers in the HVACR industry. It features breaking news, product information, and articles that focus on HVACR systems, controls, logistics, executive development, government and trade relations, management methods, supply chain technologies, refrigeration, plan and spec, and marketing and sales.

Gross Rate: \$365 per issue

Four positions available

- Logo: 85x85
- Text: 50 word max.
- Image: 180x150 (max 35k)



Product Spotlight

Reaches 31,000 HVACR contractors and engineers

Get your product information directly into the hands of qualified HVACR contractors and engineers. Each month, our subscribers receive instant product and service information in the Product Spotlight. Sold on a first-come, first-served basis, the Product Spotlight offers a convenient and successful way to promote your products to this important audience.

Rate: \$1,200 gross per position/per month

Specs: Headline, 80 words or less, product image no larger than 125 pixels wide (30k max file size), and click-through URL



Extra Online Features

One-Stop Sponsorships



Sponsorship includes:

- Top leaderboard (728x90),
- 2 Large Boom Boxes (300x250),
- Small Boom Box (180x150)

One-Stop Category Topics:

- 1** Comm. Equipment & Systems
- 2** Res. Equipment & Systems
- 3** Indoor Air Quality & Ventilation
- 4** Service
- 5** Controls
- 6** Refrigeration

Rates:

- 1 month: \$2,000 gross/month
- 3 months: \$1,800 gross/month
- 6 months: \$1,500 gross/month
- 12 months: \$1,300/month

Roadblocks (640x480)



Rate: \$3,000 gross/2 weeks

Roadblocks are presite, full-screen ads that intrigue the visitor and can't be ignored. Ads serve before home page up to 10 seconds to every unique visitor (one unique visitor counted per day). Roadblocks tend to generate high response rates and are exclusive positions.



Advertiser Submitted Video



Rate: \$400 gross/month

Advertisers have the opportunity to post their own videos (already produced by them) on ContractingBusiness.com. Videos on the site will be housed and described on a video landing page and promoted on the home page.

Specs: Material must be provided in Flash file format, video should be no more than 3 minutes long. Provide company logo and short description and title of the video.

Online Advertising Specifications

Max file size: under 40k - Acceptable file types: JPG, GIF, animated GIF, Flash, and Third Party Tags

■ For interactive rich media, we follow IAB standard guidelines as seen here:

http://www.iab.net/iab_products_and_industry_services/1421/1443/Rich_Media

■ If you're using DoubleClick DFA, please provide internal redirects.

■ If you're sending Flash, please provide a back-up GIF for visitors who do not have the Flash plug-in installed or javascript turned off on their browser.

■ For all ads, please provide target URL separately.

For ContractingBusiness.com & HVAC-TALK.com:

Please send all materials to:
Kathy Lewis, Production Coordinator
Office: 913-967-1390 Fax: 913-514-6807
kathy.lewis@penton.com

For HVACRDistributionBusiness.com:

Please send all materials to:
Shaun Kelly, Production Manager
Office: 913-967-1829 Fax: 913-981-5657
shaun.kelly@penton.com