

HEATING/PIPING/AIR CONDITIONING

HPAC ENGINEERING

Serving the Industry for 83 years

2011

Your Solutions Partner
for Growth and Success
in 2011 and Beyond

Connecting you to engineering
designers, specifiers, building owners,
operators, and maintenance managers
working in the largest non-residential
HVAC and BAS markets.

Commercial Institutional Industrial

www.hpac.com

HPAC ENGINEERING continues **83** years of industry leadership, informing and educating mechanical engineers and facility owners/operators working within key specialized market niches, as well as consulting engineers working on a variety of projects across all buildings sectors.



CONTRACTING BUSINESS.COM & HPAC ENGINEERING'S
HVACR WEEK
 2 0 1 1

Largest Non-Residential-Buildings Projects . . . Majority of HVAC/BAS Dollars

More construction – whether new or expansion/renovation – means a greater need for heating, piping, air conditioning, and other mechanical systems/BAS products and components.

By concentrating editorial and circulation on the market sectors in which the majority of construction takes place, HPAC ENGINEERING delivers your marketing/sales message more efficiently, more effectively and with greater impact to design/specifying decision makers working on the largest non-residential buildings.

KEY MARKETS: SIZE & SCOPE

Sector	2009 Construction Spending*	Share of Market	Number of Buildings	Total Square Feet
Manufacturing & Industry (including Gov)	\$163.4 billion	40%	294,000	Not available
Education (including Gov)	\$102.7 billion	19%	386,000	9.9 billion
Office Buildings (including Gov)	\$55.2 billion	10%	824,000	12.2 billion
Health Care (including Gov)	\$46.6 billion	9%	129,000	3.2 billion
Government (not included above)	\$56.7 billion	10%	256,000	4.3 billion
TOTAL	\$424.6 billion	78%	1.8 million	29.6 billion
<i>(Total Government)</i>	<i>\$180.7 billion</i>	<i>33%</i>	<i>635,000</i>	<i>15.4 billion</i>

*Source: U.S. Census Bureau Includes new construction, expansion and renovation.

WHO Is Our Audience?

THEY are the...

- Consulting engineers, mechanical engineers, BAS/controls engineers, and facility managers responsible for the design, specification, operation, maintenance, and/or management of mechanical systems and building-automation systems in commercial, industrial, and institutional buildings.
- Individuals with the most significant influence over getting your products specified and selected for mechanical building-automation systems in the largest non-residential buildings.

100% Design, Specify, Select,
Recommend, Purchase

84% Recommend

77% Specify

70% Design

67% Select

54% Maintain/Operate

39% Purchase

WHERE they work...

Nearly 45% are employed in the Government, Education, Health-Care, Manufacturing, and Office-Buildings sectors. One-third are Consulting Engineers.

They work in firms that design/specify/operate/maintain an average of \$46.6 million in HVAC and building-automation systems and components annually!

Annual Estimated HVAC Work Per Firm

\$30.7
million



\$15.9
million



Nearly 9 times more
than our closest
competitor!

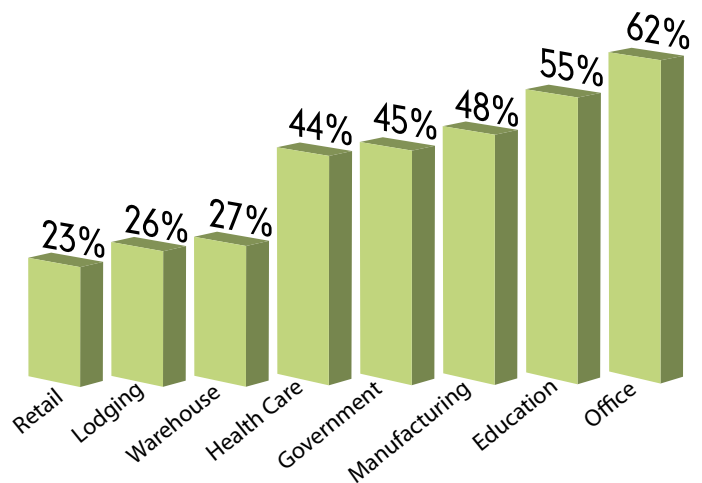
= \$46.6 million

Total Average per Firm

WHAT they do...

- Design HVAC systems and building-automation systems and specify the equipment, products, and components that make up those systems.
- Influence the selection and purchase of HVAC systems and building-automation systems and determine what types and brands of materials and products are installed.
- Oversee the construction, operation, and maintenance of HVAC and building-automation systems for buildings, campuses, complexes, plants, factories, mills, and other non-residential facilities.

Key Market Involvement



Mechanical Systems Involvement

98%

Air-Conditioning Systems

96%

BAS/HVAC Controls

95%

Ventilation Systems

91%

Heating/Boiler Systems

Why B2B Advertising Works

Today's busy engineering professional does not have time to spend with your sales force.

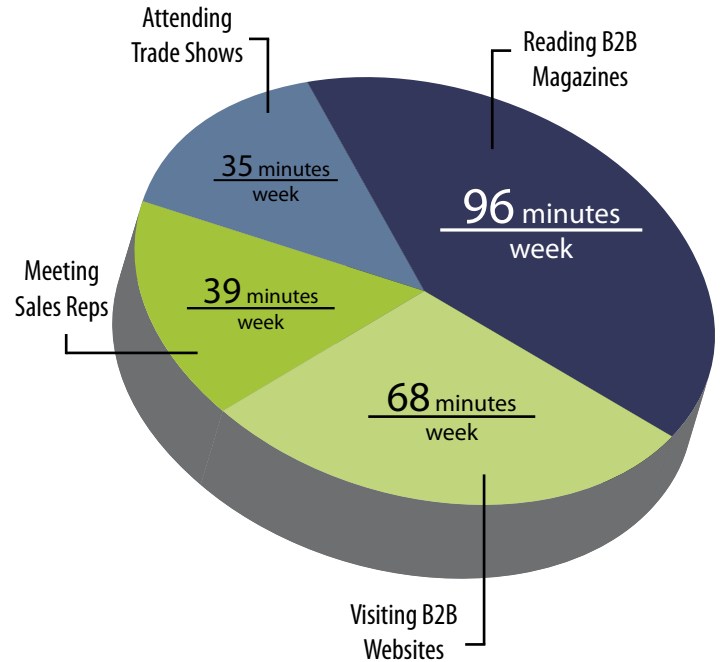
According to a recent survey of B2B-media usage among engineering professionals, prospects are spending less time with your sales representatives.

- 38% of respondents indicated they spend less time with sales reps today than two years ago.
- In fact, respondents meet with an average of only three sales reps each month.
- The average meeting lasts less than an hour.

Meanwhile, prospects are spending more time reading B2B magazines – averaging 96 minutes per week!

B2B media is where your marketing dollars will have the most effective reach, impact, and return!

Where Engineers Spend Their Information-Gathering Time



Why HPAC ENGINEERING Works!

- **KNOWN ... RECOGNIZED ... REPUTABLE** – Serving the industry for more than 80 years!
- **HOWS AND WHYS OF SYSTEM DESIGN** – Detailed editorial on designing, specifying, maintaining, and operating more effective and more energy-efficient mechanical/HVAC systems and BAS/controls.
- **KEY MARKET FOCUS** – Practical information engineers can apply immediately to projects.
- **PEER-REVIEWED ARTICLES** – Every article appearing in HPAC ENGINEERING is peer-reviewed by our esteemed Editorial Advisory Board of engineering professionals, ensuring relevancy and accuracy.

Excellent journal packed with industry innovative engineering information, equipment and products selection.

- MANAGING ENGINEER, DRAAL COMPANY INC.

I very much like the content and consider it worth my time.

- ACCOUNT MANAGER, ATS INLAND NW

RATED BY ENGINEERS
AS THEIR MOST
HELPFUL SOURCE

for news and information about
designing/specifying mechanical systems:

PUBLICATION

60%

HPAC ENGINEERING

WEB SITE

55%

www.hpac.com

Engineering professionals rely on HPAC ENGINEERING to help them in the challenges they face daily. Our editors have perfected the ability to communicate complex, technical information and present it accurately in our 12 print issues, online at www.hpac.com, via e-mail e-newsletters, and in our other unique vehicles. They present the latest trends in building-system design, operation, and maintenance.

// One of my favorite publications. I read cover to cover and pass on to others. //

- SR. MECHANICAL ENGINEER, AGERE

Editorial Staff

Mike Weil is the editorial director of HPAC ENGINEERING and Contracting Business.com magazines. He has been an editor in the HVACR industry for 26 years and sits on a number of trade association committees, as well as a newspaper board of directors. He is responsible for all the content in the two print magazines, their ancillary custom publications, and corresponding websites. He also manages the industry's largest online discussion forum. In addition he plans and executes the content programming for HVACR Week — a national in-person seminar and trade show event that includes the Engineering Green Buildings Conference, the Commercial HVACR Symposium, as well as HVAC Comfortech.



Mike Weil
Editorial Director



Scott Arnold
Executive Editor

A member of HPAC ENGINEERING'S editorial staff since 1999, Scott Arnold plans, acquires, coordinates the review and revision of, and approves content for print, online, and event products; edits technical articles, case studies, and various departments; writes features and columns; moderates Webinars and conference sessions; and represents the magazine at industry events.

As the associate editor, Megan solicits, edits, and designs feature articles, columns, and various departments for the magazine and its supplements/special sections, Boiler Systems Engineering and Networked Controls; manages and produces a twice-monthly e-newsletter, Fastrack, and monthly e-newsletter, Engineering Green Buildings; manages the magazine's social-media outlets; moderates Webinars; updates the magazine's Website, hpac.com, and monitors its online commenting system; represents the magazine at various national and international trade shows and educational conferences; and assists in the production of HPAC ENGINEERING'S annual in-person event, the Engineering Green Buildings Conference, a part of HVACR Week.



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Associate Editor

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Issue	Close & Materials Due	Features	Energy Efficiency/ Green Topic	PRODUCT SPOTLIGHT: NOTE: May include, but not limited to, the following product types:
JAN	12/6/10 12/13/10	<ul style="list-style-type: none"> • 2011 Executive Reports* • Integrated System-Design Strategies 	Federal Energy Standards Revisited	AHR Expo Product Preview: New Product Introductions for 2011
FEB	1/10/11 1/17/11	<ul style="list-style-type: none"> • IAQ: VOC Reduction in Manufacturing Facilities • IAQ Testing: What Makes a Building Healthy? 	LEED Professionals: The Certification Process	Ventilation: Air Handlers, ERVs, Fans and Fan Systems, HRVs, Ventilation Hoods, Floor Ventilators, Roof Ventilators
MAR	2/7/11 2/14/11	<ul style="list-style-type: none"> • Heat Recovery: Discharge-Air Temperature (Part 1) • The Art of Energy Retrofits 	Biofuel Applications	AHR Expo Product Review: Key Products for 2011
APRIL	3/7/11 3/14/11	<ul style="list-style-type: none"> • Heat Recovery: Condensing Heat Recovery (Part 2) • Fan Selection: Belt vs. Direct-Drive 	Calculating Pumping Energy Savings	Pumps: Centrifugal, Boiler Feed, Condensate, Condensate Return, Multistage, Reciprocating
MAY	4/4/11 4/11/11	<ul style="list-style-type: none"> • Liquid-Solar-Collector Performance: Cost vs. Efficiency • The Latest in Building Information Modeling Technology 	Variable-Speed Technology & Its Role in Energy-Use Reduction	Air Conditioning: Central Station, Computer Room, Ducted Split, Ductless Split, Chillers, Evaporative, Fan Coil, Horizontal Package, Industrial, Packaged Terminal, Portable, VRF
JUNE	5/2/11 5/9/11	<ul style="list-style-type: none"> • Annual Info-Dex Directory • Spot-Cooling Solutions 	Boiler-System Energy-Flow Analysis	Boilers: Electric Steam and Hot Water, Gas-fired, Condensing, Sealed Combustion, Direct Vent, Packaged Unit, Process, Waste-Heat Recovery, Commercial, Industrial
JULY	6/6/11 6/13/11	<ul style="list-style-type: none"> • 1st Annual HPAC Engineer of the Year Award • Radiant-Cooling Design Strategies 	A Practical Look at ASHRAE 189.1 for High-Performance Green Buildings	Rooftop Units: Packaged with VAV/RH (Electric or Hydronic), Single Zone, Dual Fuel, Central Station AHU, Customized Built-Up
AUG	7/5/11 7/11/11	<ul style="list-style-type: none"> • Evaporative Chilling and Thermal Storage • Calculating Coil Performance 	Peak Shaving Using Gas-Driven Chillers	Chillers & VRF Units: Chiller Barrels, Liquid, Packaged, Water, Heat-Recovery Water Chillers, Explosion-proof, Chiller-Heaters, Blast, VRF/VRV units
SEPT	8/8/11 8/15/11	<ul style="list-style-type: none"> • Controlling Water-Vapor Transmission & Condensation • Relative-Humidity Control 	Zero Energy Footprint: Is It Even Possible?	Humidifiers/Dehumidifiers: Central Plant, Centrifugal, Direct, Evaporative, Steam, Room Unit, Humidistat: Building Humidity Control, Compressed Air, Electric, Indoor Swimming Pool, Process, Refrigerated, Desiccant, Sprayed Coil
OCT	9/5/11 9/12/11	<ul style="list-style-type: none"> • Why Calculate Higher Heat Values? • Control-Valve Selection Guide 	Green HVAC-System Design in Government Buildings	Valves: Actuators, Fittings, Air Relief, Balancing, Butterfly, Globe, Check, Shutoff, Unloading, Constant Pressure, Expansion, Gas, Gate, Line, Metering, Flow, Hot/Cold Water Mixing, Needle, Pressure Independent, Purge
NOV	10/10/11 10/17/11	<ul style="list-style-type: none"> • Geothermal in Manufacturing Applications • Mold-Spore Testing in Hospital Environments 	Supermarket Photovoltaic Systems	BAS/Controls: Automation, Direct Digital Controls, Energy Management, IAQ, Temperature, Occupancy, Life Safety, Facilities Management, Pneumatic, Temperature
DEC	11/7/11 11/14/11	<ul style="list-style-type: none"> • Building Pressurization Control • Trends in Motor and Drive Technology 	Chilled-Water Flow: A Comparative Analysis	Motors & Drives: Variable Speed, Adjustable Speed, Cooling-Tower Fan, Electrical, Mechanical, Hermetic, Fractional

*Executive Reports: The Health of the HVAC Industry. Top executives comment on what they see as the strengths and weaknesses of the upcoming year in their marketplace.

TECHNOLOGY & TRENDS

APPLICATIONS

Air Conditioning	Building Automation/Controls	Fire & Smoke	Heating/Boilers	Humidification/Dehumidification	Motors & Drives	Plumbing/Piping/Pumping	Ventilation/Indoor Air Quality	Commercial & Office Buildings	Hospitals/Health Care	Industrial/Manufacturing	Schools & Universities	SUPPLEMENTS/SPECIAL SECTIONS	WEBINAR TOPICS
●	●	●	●	●	●	●	●	●	●	●	●	Boiler Systems Engineering	Integrated System-Design Strategies
●	●	●	●				●	●	●	●	●	Fire Protection Engineering	Energy-Efficient Ventilation
●	●	●	●	●	●	●	●	●	●	●	●		Intelligent Medical Buildings
		●	●			●	●	●		●		Fire Protection Engineering	Intelligent Commercial Buildings
●			●		●		●	●			●	Techlit Selector	Intelligent School Buildings
●	●		●						●	●		Boiler Systems Engineering	Intelligent Industrial Buildings
●	●	●		●	●			●	●	●	●	Fire Protection Engineering	Fire-Safety-System Design
●				●					●	●			Variable Refrigerant Flow
●			●	●			●	●			●	Fire Protection Careers	Relative-Humidity Control
●			●		●	●		●	●		●	Fire Protection Engineering	Making Geothermal Work in Health-Care Applications
●	●		●		●		●	●	●			Networked Controls Techlit Selector	Specifying the Right Building Controls
●			●		●		●		●	●			Building Pressurization Control

INTEGRATED MEDIA SOLUTIONS

HEATING/PIPING/AIR CONDITIONING
HPAC
 ENGINEERING



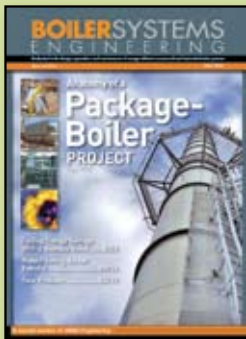
INFO-DEX Published in June

Description: Published since 1972, Info-dex is an annual directory of manufacturers and products. Source-of-supply information is included for all major HVAC categories:

- Air Conditioning
- Heating/Boilers
- Motors & Drives
- Plumbing/Piping/Pumping
- BAS/Controls
- Humidification
- Dehumidification
- Fire & Smoke
- Ventilation/IAQ

Closing Date: May 1, 2011

Special Marketing Opportunities



BOILER SYSTEMS ENGINEERING

Description: A special editorial section dedicated exclusively to the design, installation, operation and maintenance of steam and hot-water systems.

Published: January and June

Closing Dates: First week of month preceding issue



NETWORKED CONTROLS

Description: An annual editorial section dedicated to building automation systems and HVAC controls.

Published: November

Closing Date: First week of month preceding issue

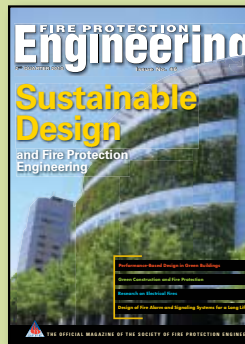


TECHLIT SELECTOR

Description: A twice-yearly section featuring 1/8-page ad units with a product photograph and descriptive copy, including supplier name.

Published: May and November

Closing Dates: First week of month preceding issue



FIRE PROTECTION ENGINEERING

Description: A quarterly publication of the Society of Fire Protection Engineers targeted exclusively to engineering professionals involved in the design and specification of fire-protection systems and to allied industry professionals.

Published: Winter, Spring, Summer, Fall

Closing Dates: First week of month preceding issue

IN PERSON

Engineering Green Buildings Conference

A Component of HVACR Week

Attendees: Mechanical Engineering Professionals and Facility Owners/Operators

Description: The only annual green-design educational and networking event dedicated to green engineering applications and practices as they apply to mechanical systems for non-residential buildings.

Availability: Fall

Note: HVACR Week is produced and managed by Penton Media's Mechanical Systems/Construction Group and includes EGB, HVAC Comfortech and the Commercial HVACR Symposium.



ADVERTISING RATES

2011

2011 Black-and-White Rates

	1X	3X	6X	9X	12X	18X	W x H
Full Pg.	\$6,980	\$6,860	\$6,740	\$6,620	\$6,500	\$6,380	7" x 9 3/4"
2/3 Pg.	\$5,480	5,320	5,140	4,980	4,820	4,640	4 1/2" x 9 3/4"
1/2 Pg. Isl.	\$5,140	4,980	4,820	4,640	4,480	4,320	4 1/2" x 7 3/8"
1/2 Pg. Horz.	\$4,320	4,180	4,020	3,860	3,720	3,560	7" x 4 7/8"
1/2 Pg. Vert.	\$4,320	4,180	4,020	3,860	3,720	3,560	3 1/4" x 9 3/4"
1/3 Pg. Vert.	\$3,200	3,100	3,000	2,900	2,800	2,700	4 1/2" x 4 5/8"
1/4 Pg.	\$2,400	2,320	2,240	2,160	2,080	2,000	3 1/4" x 4 5/8"
1/6 Pg.	\$1,940	1,880	1,800	1,740	1,680	1,620	2 1/8" x 4 5/8"

Magazine Trim Size: 7.625 x 10.5

Info-dex Directory Advertising

Cover Sponsorship	\$6,280
Display Advertising	See Above
Company Listing.....	\$80
Logo Placement (Black & White).....	\$260
Call Ads	2" x 2.5" 2" x 3"
1 Ad.....	\$660 \$800
2 Ads.....	\$560 \$760
3 Ads.....	\$540 \$720
4 Ads.....	\$500 \$660
5 Ads.....	\$460 \$600
6 Ads or More.....	\$420 each..... \$560 each
Add RED or CYAN (Blue) to Logo Placement or Call Ad	additional \$160

Non-Display Advertising

Per Column Inch:

1X	3X	6X	9X	12X
\$220	\$200	\$180	\$160	\$120

Help-Wanted Ads:

\$80 for up to 30 words
\$2 per word over 30 words

Online Classified Ads:

\$225 per month

Boiler Systems Engineering & Networked Controls Sections

Company Profile/White Paper

Full-Page Advertisers.....	\$2,740
Non-Advertisers	\$4,180

Black & White Rates

Full-Page.....	\$5,800
2/3-Page.....	\$4,320
1/2-Page Island.....	\$4,040
1/2-Page.....	\$3,440
1/3-Page.....	\$2,800
1/4-Page.....	\$2,120

Fire Protection Engineering

Corporate 100 Rates

	1X	4X
Spread	\$7,010	\$6,580
Full Page	\$4,460	\$3,635
Full Pg, Cover	\$6,070	\$5,295
2/3 Pg Vert.	\$3,510	\$3,115
1/2 Pg. Island	\$3,240	\$2,875
1/2 Pg. Horiz.	\$2,975	\$2,555
1/3 Pg. Vert.	\$2,435	\$2,045
1/3 Pg. Square	\$2,435	\$2,045
1/4 Page	\$1,890	\$1,635

Non-Corporate 100 Rates

	1X	4X
Spread	\$7,010	\$6,580
Full Page	\$4,460	\$3,635
Full Pg, Cover	\$6,070	\$5,295
2/3 Pg Vertical	\$3,510	\$3,115
1/2 Pg. Island	\$3,240	\$2,875
1/2 Pg. Horiz.	\$2,975	\$2,555
1/3 Pg. Vertical	\$2,435	\$2,045
1/3 Pg. Square	\$2,435	\$2,045
1/4 Page	\$1,890	\$1,635

Techlit Selector

Black & White Rates

One Ad Unit	\$1,840 each
Two Ad Units	\$1,720 each
Three to Seven Ad Units.....	\$1,540 each
Eight or More Ad Units.....	\$1,380 each

Color Rates



Two-Color:

Standard 4A color (cyan, magenta, yellow, black), per page/fraction .. extra \$620

Per additional consecutive page\$300

Matched, non-metallic color:

per page/fraction ..extra \$880

Per additional consecutive page\$420

Three and Four-Color:

Process 4-color or black and 2 non-metallic colors, per page/fraction extra \$1,500

Per additional consecutive page\$760

Note: Color Rates apply to all Display Advertising for the following:

- HPAC Engineering
- Info-dex Directory
- Boiler Systems Engineering
- Networked Controls

www.hpac.com

Re-designed in 2010 with your marketing/communications needs in mind. This invaluable Web resources offers a wealth of engineering content for busy designers and specifiers of mechanical/HVAC systems and BAS/controls.



Run-of-Site (ROS) Online Advertising Rates

1	Leaderboard – \$1,650/month	728 x 90
2	Premium Boom Box – \$1,385/month	336 x 280
3	Small Boom Box – \$1,230/month	180 x 150
4	Marketplace – \$1,080/month	125 x 125
5	Home Page Roadblock – \$1,370/month	640 x 480

*ALL RATES ARE GROSS

Featured HVAC technologies include:

- Air Conditioning
- Heating/Boilers
- Motors & Drives
- BAS/Controls
- Humidification/Dehumidification
- Plumbing/Piping/Pumping
- Fire & Smoke
- Ventilation

Current & archived departments, features & articles from:

- HPAC Engineering
- Boiler Systems Engineering
- Networked Controls

Plus:

- Products
- Literature
- Techlit Selector Online
- White Papers
- Online Classifieds

And...

- Info-dex Online - Directory of Manufacturers and Products

Webinars

Live, interactive Web presentations on a variety of pertinent and timely topics, issues, products, technologies, and applications related to mechanical systems for non-residential buildings.

- 385 Total Average Unique Viewers per event
- 285 Unique Live Viewers per event
- Includes one year of archiving and lead reporting

Rates: Exclusive Sponsorship – \$15,000

Co-host Sponsorship – \$5,000

White Paper Posting

White papers are located on a custom-built landing page on hpac.com that features a summary of the white paper and a company logo. Add registration to any white paper for lead generation component. Registration form contains business card information and up to three qualifying questions.

Rates: \$2,000 gross/quarter

E-NEWSLETTERS

HPAC FASTRACK

A twice-monthly e-newsletter featuring late-breaking industry news and developments, as well as highlights from www.hpac.com.

Reach: 27,000 opt-in subscribers

Distributed: Second and fourth week of each month

Ad Closing: Friday of week prior to week of distribution

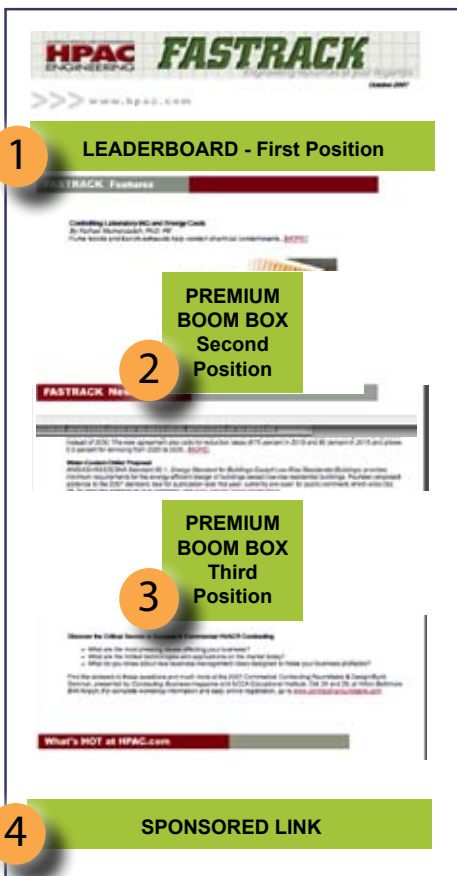
Engineering Green Buildings

A monthly e-newsletter dedicated to green engineering practices and applications for mechanical systems for non-residential buildings.

Reach: 2,600 opt-in subscribers

Distributed: Third week of each month

Ad Closing: Friday of week prior to week of distribution



Advertising Options

(Rates are Per Issue) *ALL RATES ARE GROSS

1. First Position: Leaderboard
(728 pixels x 90 pixels)

Fastrack: \$3,035 EGB: \$1,056

2. Second Position: Boom Box
(336 pixels x 280 pixels)

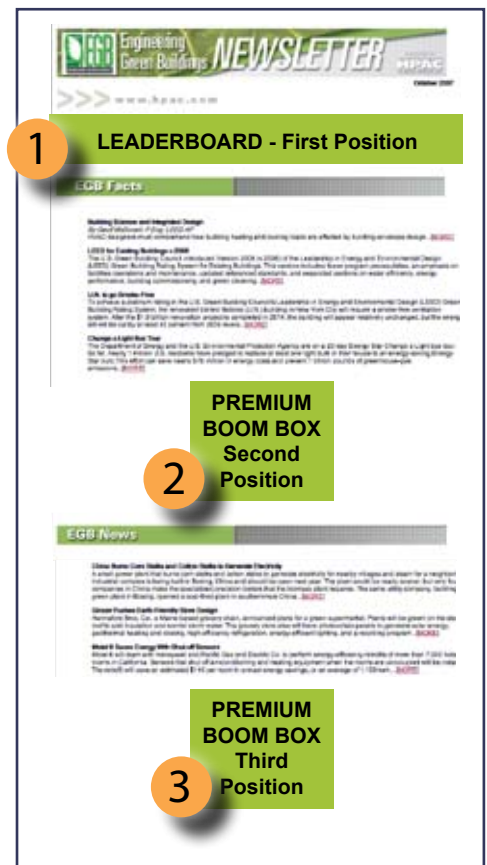
Fastrack: \$2,700 EGB: \$945

3. Third Position: Boom Box
(336 pixels x 280 pixels)

Fastrack: \$2,420 EGB: \$835

4. Sponsored Link
(Maximum 80 words)

Fastrack only: \$635



Product Spotlight E-Newsletter

A monthly product alert featuring the latest products in the areas of facility and energy management, building-automation systems and controls, indoor air quality, comfort management and deregulation.

Rate: \$1,200 gross/issue

Single-Sponsor eCard Blast

eCards are a quick and direct way to target mechanical systems engineers.

Rates: Contact your local sales representative for list size and pricing.

FOR ANY QUESTIONS REGARDING ONLINE MARKETING PLEASE CONTACT:

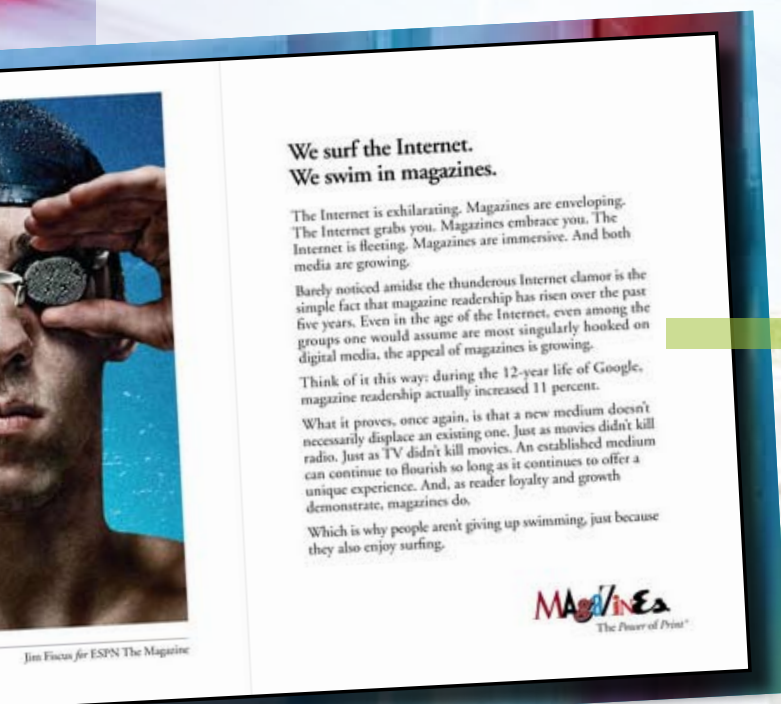
Virginia Goulding - Online Sales Development Director

Phone: 216.931.9893 Email: virginia.goulding@penton.com

THE NEED FOR ADVERTISING

"We surf the Internet. We swim in magazines."

From the Power of Print ad campaign – backed by Time Warner's Time Inc., Hearst, Advance Publications' Condé Nast, Wenner Media and Meredith.



" ... A new medium doesn't necessarily displace an existing one.

... People aren't giving up swimming, just because they enjoy surfing.

... During the 12-year life of Google, magazine readership actually increased 11 percent.

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