Completed ads by November 8th earn an additional 5% discount.

Reach AHR Expo Visitors with ASHRAE
Official Co-Sponsor of AHR Expo

AHR Expo
January 21–23, 2014
Jacob K. Javits Convention Center • New York

Ashrae offers unique & contractual opportunities:

- Show Floor Distribution: ASHRAE Journal’s Official AHR Expo Product & Show Guide
- Show Floor Distribution: ASHRAE Journal’s Official Show Daily Newspaper
- Conference Bookstore Distribution: Sponsor an Event at the 2014 ASHRAE Winter Conference, held at the same time as the Show
AHR EXPO

Expected Visitors: 55,000 +
Expected Exhibiting Companies: 1,900+

62% of attendees are involved directly in sales or installation of HVAC & R products

80% of attendees rated AHR EXPO as ‘good’ or ‘excellent’

65% of attendees launched new products

$91.2% of attendees possess purchasing power for HVAC & R products

65% of attendees hold senior management or engineering positions

PRODUCT INTEREST

Cooling: 23,038
Heating: 21,774
Refrigeration: 14,584
Ventilation: 16,199
IAQ: 13,938
Building Automation & Control: 11,313
Solar Heating/Hot Water, Photovoltaic: 9,404
Other Renewable Energy: 7,164
Plumbing: 6,916
Tools & Instruments: 7,564
Business Mgmt: 4,946
Software: 4,833

Sustainable Products: 89.7%
State these products are important to their business

83.4% Commercial
58.6% Industrial
42.5% Residential
35.7% Institutional

Markets Served by Exhibitors

80% Look for new suppliers
88% Learn about new technologies
89% Look for new/upgraded products

ASHRAE_2014 AJ-MK_AHR Promo.indd 4
8/27/2013 2:04:09 PM
Blind Study Shows ASHRAE Journal #1 Resource for AHR Expo

What magazine is most useful for planning your visit to AHR Expo?
ASHRAE Journal: 47%
HPAC Engineering: 27%
Engineered Systems: 26%

What magazine is most useful after the AHR Expo?
ASHRAE Journal: 54%
HPAC Engineering: 23%
Engineered Systems: 23%

55,000 number of printed copies of the Show Guide bound into ASHRAE Journal and mailed throughout the world.

20,000 number of Show Guide printed copies distributed on the floor of the Expo and at the ASHRAE Winter Conference Bookstore.

300 number of AHR products covered in each Show Guide

First Resource:
The Show Guide arrives at the beginning of January, allowing for visitors to plan out what booths to see. A floor plan and exhibitor list is included.

AHR Expo Innovation Awards:
ASHRAE members judge this competition, sponsored by ASHRAE, AHRI and IEC. The winners are announced in the Show Guide and Show Daily newspaper.
ASHRAE JOURNAL’S OFFICIAL AHR EXPO SHOW GUIDE AND SHOW DAILY

ASHRAE JOURNAL’S INTEGRATED GUIDE FOR AHR EXPO
NEW YORK CITY, JAN. 21 – 23, 2014

- ASHRAE is an official sponsoring organization for AHR Expo, providing unique and contractual distribution agreements for entryway and floor distribution of your message.

- ASHRAE Journal’s Official AHR Expo Product & Show Guide is only magazine with advertising distributed in registration and entrances to AHR Expo.

- The Show Guide includes an exhibitors list, floor plans, 300 hot products displayed at the Expo, and the AHR Expo Innovation Awards.

- More than 75,000 copies of the Show Guide will be distributed worldwide (55,000 bound into the January issue of ASHRAE Journal plus 20,000 distributed on-site in Javits Convention Center).

Orders and materials received by Nov. 8 qualify for an additional 5% discount above frequency and agency discounts.

Ad closing date: November 25, 2013

ASHRAE JOURNAL’S OFFICIAL GUIDE TO AHR EXPO

<table>
<thead>
<tr>
<th></th>
<th>Three-Time ASHRAE Journal Advertiser Special</th>
<th>Regular Rates</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$7,030</td>
<td>$9,290</td>
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<tr>
<td>2/3 Page</td>
<td>$5,180</td>
<td>$6,970</td>
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<tr>
<td>1/2 Island</td>
<td>$4,840</td>
<td>$6,695</td>
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<td>1/2 Page</td>
<td>$4,145</td>
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<td>$3,100</td>
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<td>1/4 Page</td>
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<td>1/6 Page</td>
<td>$1,900</td>
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<tr>
<th></th>
<th>Inside Cover $12,900 S</th>
<th>Color Rates Add: Four Colors: $1,500; PMS Match: $995; 2 color std.: $700; Metallic: Call for quote.</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Back Cover $13,620 S</td>
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</tbody>
</table>

Special 50% Discount Program

- Advertisers in the January 2013 issue receive a 50% discount for increased advertising in January 2014 Show Guide.

- Those who purchased a full-page in January 2013 may order a two-page spread in January 2014 with 50% discount applied to the additional purchased page.

- Contact the nearest sales office shown on the back page or contact Greg Martin at gmartin@ashrae.org for more information.
ASHRAE JOURNAL’S OFFICIAL AHR EXPO SHOW GUIDE AND SHOW DAILY

ASHRAE JOURNAL’S OFFICIAL SHOW DAILY

- Show Daily is the only newspaper distributed at the Expo entrances, and to all exhibitor booths.
- New issues printed on Jan. 21 and 22.
- Includes late-breaking news, AHR Expo Innovation Award winners and Product of the Year, updated information on Show events and products, and updated New Product Technology Theater schedule.

Ad closing date: December 30, 2013

<table>
<thead>
<tr>
<th>Page &amp; Size</th>
<th>Rates</th>
<th>Page &amp; Size</th>
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<tbody>
<tr>
<td>Center Spread Tabloid (20.5 × 15 in.)</td>
<td>$18,775</td>
<td>2/3 Standard Page (4 9/16 × 10 in.)</td>
<td>$3,955</td>
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<tr>
<td>Back Cover Tabloid (10 × 15 in.)</td>
<td>$10,615</td>
<td>1/2 Island (4 9/16 × 7 1/2 in.)</td>
<td>$3,585</td>
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<tr>
<td>Inside Cover Tabloid (10 × 15 in.)</td>
<td>$9,610</td>
<td>1/2 Standard Page Vertical (3 3/8 × 10 in.)</td>
<td>$3,165</td>
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<tr>
<td>Tabloid Page (10 × 15 in.)</td>
<td>$7,035</td>
<td>1/2 Standard Page Horizontal (7 × 4 7/8 in.)</td>
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<tr>
<td>½ Tabloid Page Vertical (5 × 15 in.)</td>
<td>$5,620</td>
<td>1/3 Standard Page Vertical (2 3/16 × 10 in.)</td>
<td>$2,375</td>
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<tr>
<td>½ Tabloid Page Horizontal (10 × 7 1/2 in.)</td>
<td>$5,620</td>
<td>1/3 Standard Page Vertical (2 3/16 × 10 in.)</td>
<td>$2,375</td>
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<td>Full Standard Page (7 × 10 in.)</td>
<td>$5,270</td>
<td>1/4 Standard Page (3 3/8 × 4 7/8 in.)</td>
<td>$1,840</td>
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</tbody>
</table>

Color Rates Add: Four Colors, $1,135; Two Colors, $630

ASHRAE WINTER CONFERENCE SPONSORSHIPS

- Held concurrently with AHR Expo, the 2014 ASHRAE Winter Conference attracts the world’s most important leaders of the HVAC&R Industry
- More than 3,000 of these engineering leaders will gather to learn and share information about new technologies and applications, as well as attend AHR Expo
- Microphone time to address ASHRAE members and a sponsorship recognition banner on the ASHRAE.org home page is offered for several sponsorships
- Opt-in attendee list is offered
- Opportunities begin at $2,500
- 50% discount offered for sponsors of both the Annual and Winter Conference.
- Contact Greg Martin at gmartin@ashrae.org for more information or the sales office in your area. Sales office contacts are listed on the back page.