

Target HVAC Buyers* in the ES Show Product Guide!

Featured in the January 2012 Edition of *Engineered Systems*
and Distributed at AHR Expo



The *ES* Show Product Guide is a perfect place to launch or promote a product in 2012. Mailed in the January issue of *ES*, your ad gives potential buyers their first look of the year at what products are on the market to meet their facility needs. Designed as a special section, the Show Product Guide can be saved for reference year-round and that gives your ad longevity.

Your ad reaches:

- 47,800 HVACR mechanical systems engineering professionals*
- Buying influence - 90.5% of *ES* subscribers influence the design, specification, purchase of mechanical systems or components*
- AHR Expo attendees - the HVACR industry's premier event
- 12,000+ subscribers through *ES*' digital edition with live links*

All this for an unbeatable price of only \$930, that's less than 2 cents per contact.

Reserve Your Space Today!
Contact Mary Wray at 248-244-6488
wraym@bnpmedia.com

Rates	1 Unit - \$930
	2 Units - \$750 ea.
	3 Units - \$630 ea.
	4 Units - \$490 ea.

*June 2011 BPA Circulation Statement. TQ = 47,800 (35,628 print + 12,172 digital).

RESERVATION FORM

2012 Show Product Guide

Yes, I'd like to advertise in the January 2012 edition of the **Show Product Guide**. 47,800 HVACR engineering professionals* plus AHR Expo attendees will have the opportunity to see my advertisement.

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____

Fax Number: _____

E-mail Address: _____

Number of units in January's Show Product Guide issue: _____

Approving Signature: _____

Issue Date
January 2012

Ad Closing
Dec. 1, 2011

To reserve ad space, fill out the reservation form and fax it to 248-244-3920 by the December 1st deadline.

Or, fill out the form and send with artwork and copy to:

Mary Wray
ES Show Product Guide
2401 W. Big Beaver Rd.
Suite 700
Troy, MI 48084

ES
Engineered Systems

