

HVACR BUSINESS

ZONING SUPPLEMENT.....

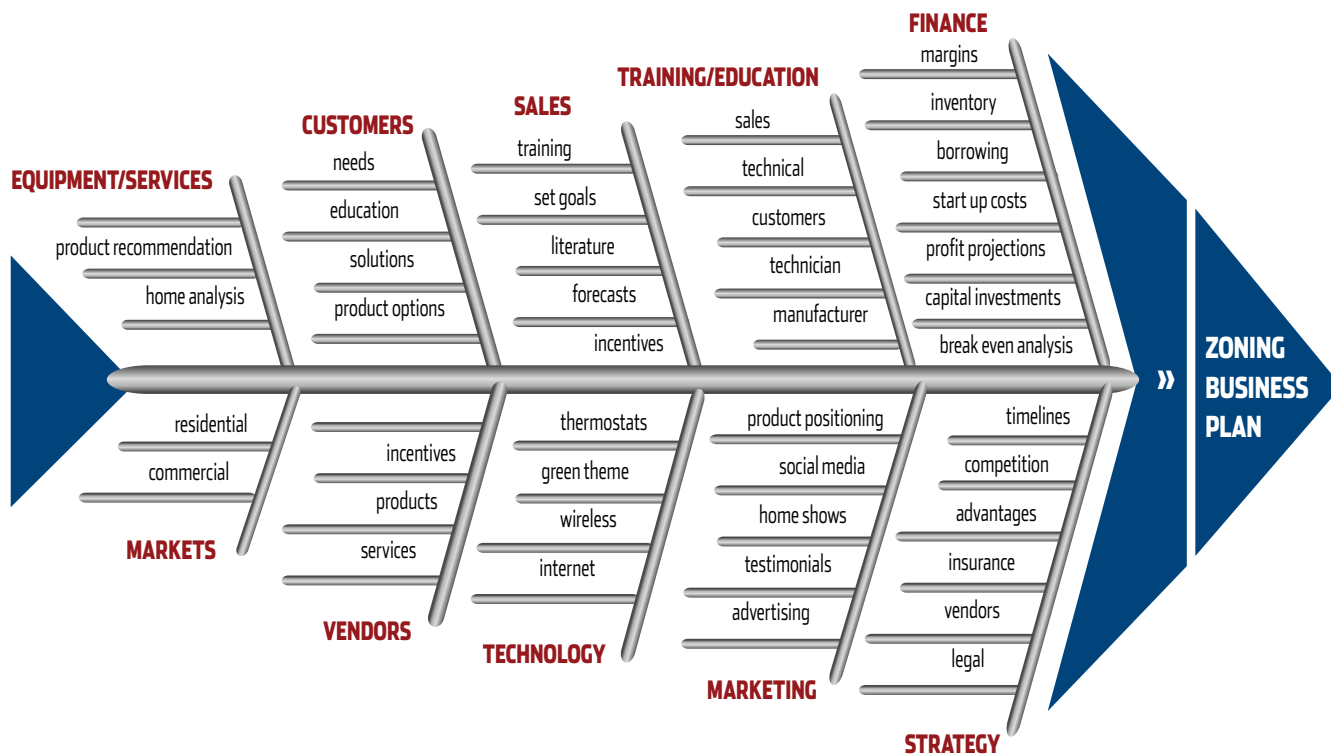
A NEW AND EXCITING BUSINESS OPPORTUNITY FOR THE ZONING MARKET

In October, HVACR Business shines its business management spotlight on the enormous and exciting opportunities in zoning for HVACR contractors. An important and critical component of today's comfort and energy requirements, understanding how to plan and develop successful business and marketing strategies is key to building the necessary foundation for success in zoning products and services.

This insightful zoning supplement will serve as a basic industry reference and resource guide for HVACR contractors who are enhancing their capabilities for both residential and commercial customers. The supplement will be poly wrapped with our October issue mailed out to over 33,000 qualified subscribers. Bonus distribution of the supplement will be available at all of the major industry shows and events throughout the year and through the first quarter of 2012. This will be a "must have" reference for all HVACR contractors.

Be sure to have your products, services and capabilities included in this exciting new opportunity for increasing sales and profitability in zoning.

In this special Zoning Issue we begin with a comprehensive review of a "Zoning Business Plan" in the form of an Ishikawa diagram or Fishbone. The Fishbone will help contractors visualize and outline the critical business requirements needed to start and manage their own successful Zoning Business.



* The Ishikawa Diagram - or Fishbone was developed by Professor Kaoru Ishikawa a Japanese quality control statistician. See our September 2006 issue page 5 Have a Bone to Pick? Diagram It for more information. Also available online at www.hvacrbusiness.com.

Zoning Strategies That Build Sales, Profits, and Customer Satisfaction

Whether it's improving margins with zoning products and services or adding zoning as a new capability, a well thought out strategy for maximizing the business opportunities in zoning is the first and most critical component of contractor success. Our opening article details the strategic planning elements required to set the stage for maximizing the business opportunities for zoning products and services. We outline the requirements and investments required in time, money, and assets, training, marketing, and estimating revenues. We also show them how to take advantage of synergies among products and services they currently provide.

Marketing Strategies for Selling Zoning in New and Existing Buildings

Customers are familiar with "zoning problems," but very few know the solution. We'll show contractors how to take advantage of this need with zoning products and services. We will define common zoning problems (their customer's pain points) and show contractors how to market the solutions to the residential and commercial buildings markets. We'll show them how to generate leads based on energy savings, comfort, and more.

Zeroing in on Zoning

This article explains why zoning fundamentals are important for contractors to understand. Done properly, zoning can add significant revenue to the bottom line. We discuss benefits, opportunities, potential customers and explain in detail how zoning works, the types of equipment used, and benefits to the customer and contractor. Additionally, we cover how to calculate return-on-investment of adding zoning to their current business mix, variables by region, as well as tax incentives and rebates.

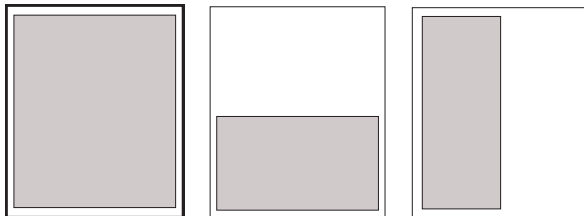
Training - Sales, Technician and Service Staffs

Once contractors commit to adding zoning to their business mix, they will need to train their front-line people. This article outlines the importance of proper training, as well as understanding the terminology and selling solutions. We also explore how to identify opportunities within their existing customer base. And, we show how team members can prepare to answer questions customers will likely ask.

ZONING SUPPLEMENT PACKAGES

FULL PAGE 4 COLOR 8.5" X 10.875"
HALF PAGE 4 COLOR 7.75" X 4.625" / 3.625" X 9.875"
(Both packages include everything listed below)

- **Product Section** – includes a 4 color product photo and 100 word description
- **Literature Section** – includes a 4 color literature photo and 100 word description
- **Zoning Micro Site** available @ www.hvacrbusiness.com
 - All editorial content available on the Zoning Micro Site
- **White Paper** – Advertisers may post one White Paper on the Micro Site
- **E-Links**
 - Advertisers may provide links to websites, videos, services and products
- **Training Schedules**
 - Advertisers may provide Training Schedules – dates, locations and pricing



Full Page:
Trim Size: 8.5" x 10.875"
Bleed Size: 8.75" x 11.125"

1/2 page horizontal
(7.75" x 4.625")

1/2 page vertical
(3.625" x 9.875")

Bonus Distribution at the following shows included:

AMCA October	AHR Expo January
HARDI October	ACCA February
RSES November	

PAYMENT OPTION 1

Full Page Four Color

Gross Rate	\$9,800.00
Less Agency Discount.. -	\$1,470.00
Net Rate	\$8,330.00
15% Pre-Pay Discount by Aug 1st.....	- \$1,249.50
Net Rate	\$7,080.50

Half Page Four Color

Gross Rate	\$6,300.00
Less Agency Discount..... -	\$945.00
Net Rate	\$5,355.00
15% Pre-Pay Discount by Aug 1st.....	- \$803.00
Net Rate	\$4,552.00

* Includes full page four color 8.5 x 10.875 advertisement, four color product release with 100 word description, one four color literature release

** All materials included on the Zoning Microsite hosted on www.hvacrbusiness.com

PAYMENT OPTION 2

Full Page Four Color

Gross Rate	\$9,800.00
Less Agency Discount.. -	\$1,470.00
Net Rate	\$8,330.00
10% Pre-Pay Discount by Sept 1st.....	- \$833.00
Net Rate	\$7,497.00

Half Page Four Color

Gross Rate	\$6,300.00
Less Agency Discount..... -	\$945.00
Net Rate	\$5,355.00
10% Pre-Pay Discount by Sept 1st.....	- \$535.00
Net Rate	\$4,820.00

PAYMENT OPTION 3

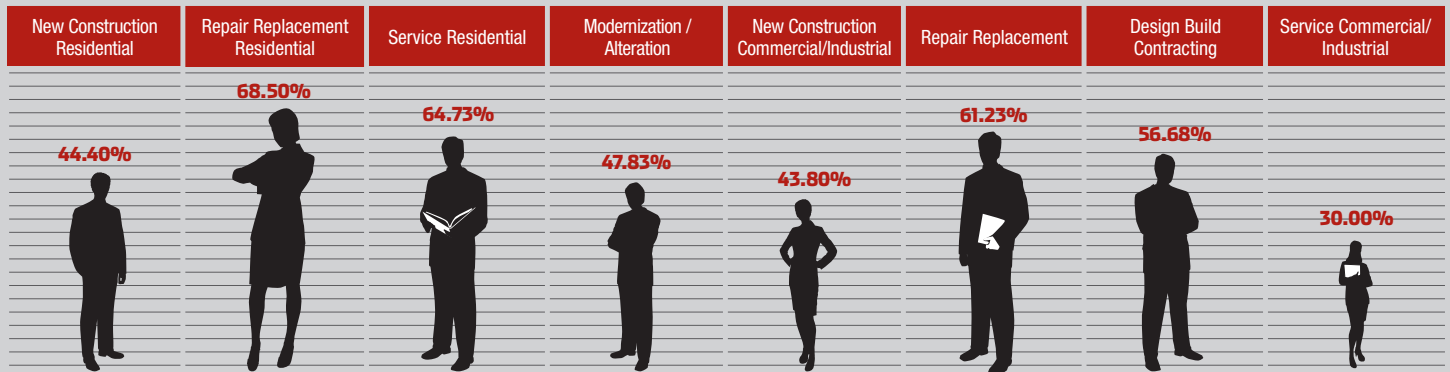
Full Page net 30 days

Gross Rate	\$9,800.00
Less Agency Discount.. -	\$1,470.00
Net Rate	\$8,330.00

Half Page net 30 days

Gross Rate	\$6,300.00
Less Agency Discount..... -	\$945.00
Net Rate	\$5,355.00

IN WHICH IS YOUR FIRM INVOLVED?*



NUMBER OF EMPLOYEES*

1-4	24.40%
5-8	15.15%
9-16	12.50%
17-25	10.45%
26-50	8.70%
51-99	5.45%
100+	7.20%

WHICH TYPES OF WORK DOES YOUR FIRM PERFORM?*

Air Conditioning / Ventilation	91.25%	Piping	43.30%
Warm Air Heating	70.25%	Sheet Metal Fabrication	42.92%
IAQ	65.75%	Hydronic Heating	42.32%
Service	60.75%	Duct Fabrication	40.35%
Air-Handling	60.25%	Ice Makers	39.55%
Controls	50.25%	Energy Management	34.50%
Refrigeration	44.38%		

*Percentages may not add up to 100% because of non-responses. **Percentages may add up to more than 100% due to multiple responses.

ANNUAL SALES VOLUME**

Under \$100,000	9.50%
\$100,000 - \$249,999	10.00%
\$250,000 - \$499,999	11.50%
\$500,000 - \$749,999	6.25%
\$750,000 - \$999,999	8.75%
\$1,000,000 - \$2,499,999	15.75%
\$2,500,000 - \$4,999,999	9.55%
\$5,000,000 - \$7,499,999	5.55%
\$7,500,000 - \$9,999,999	2.80%
\$10,000,000 - And Over	8.33%



» WHICH OF THE FOLLOWING TYPES OF PRODUCTS DO YOU DESIGN, SPECIFY, BUY, RECOMMEND OR APPROVE FOR MECHANICAL SYSTEMS?

Air Handling	85.6%
Residential AC	84.4%
Service	84.4%
Warm Air Heating	81.1%
Controls	72.2%
Ventilation	72.2%
Zoning	70.0%
Commercial AC	66.7%
IAQ	65.6%
All of the Above	11.1%



BUSINESS / OCCUPATIONAL BREAKOUT

Contractor	28,435
Wholesaler / Distributor	2,147
Manufacturer's Representative	585
Manufacturer	1,184
Other	1,608

TITLE / OCCUPATION BREAKOUT*

Owner/Partner & Owner Management	25,845
Corporate Management	2,853
Sales/Sales Management	1,932
Service Management	1,506
Technical/Engineering Management	1,017
Other Functions	806

GET IN TOUCH WITH SOME NEW THINKING TODAY

HVACR Business offers the only editorial package in the industry focused exclusively on improving the business management skills of hvacr contractors.

Together, HVACR Business, HVACRBUSINESS.com, HVACR Business Digital, HVACR Business - Webcasts, and "Ahead Of The Curve" eNewsletter create a dynamic environment that attracts top hvacr contractors.

The following representatives can help you leverage our unique package into a successful advertising strategy:

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