

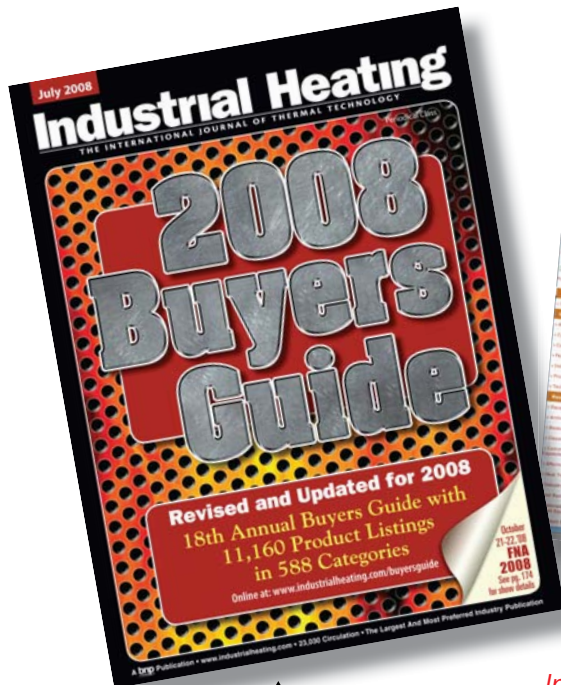
# Industrial Heating

THE INTERNATIONAL JOURNAL OF THERMAL TECHNOLOGY

# 2009 Buyers Guide

In Print & Online!

Advertise Today in *Industrial Heating's* 2009 Buyers Guide. Thousands of Dollars in Advertising Bonuses!



Appear in the Online *Industrial Heating Buyers Guide* for an entire year! *Industrial Heating* subscribers—your customers—will be able to find you by product or by company at [www.industrialheating.com/buyersguide](http://www.industrialheating.com/buyersguide).

Your company will appear in an alphabetical Manufacturer Section and in a Cross-Referenced Product Listing Section.

## Gain Year-Round Exposure to the Heat Treating/Thermal Processing Industry in this Essential Buyers Guide & Reference Issue.

Reach buyers and specifiers of thermal processing equipment, components and supplies with buying power in excess of \$7 billion.\*

See reverse side for all the details on Display Bonuses and Enhancement Options.

**ADVERTISING DEADLINE: June 4, 2009**

\*Buying Decision Trends Study, April 2004

## Industrial Heating Online Buyers Guide Completely Revamped, Expanded and Improved!

[www.industrialheating.com/buyersguide](http://www.industrialheating.com/buyersguide)

**KEYWORD SEARCH** – More exposure for your online listing. Keyword search through BNP Media (powered by Google) allows potential customers to find your listing from any page on [www.industrialheating.com](http://www.industrialheating.com) and from other BNP Media websites as well.

### Buyers Guide 2008

Search in:  Editorial  Products  Companies

## PREFERENTIAL RESULTS – Appear at the Top of Your Product Categories

Purchase a Premium Package and appear at the top of the results with a star next to your name every time your product categories are accessed – prime visibility!



## COMPANY DETAIL PAGES – Post More Info

Get a dedicated page for your information in an easy-to-read format. Purchase a Premium Package and post spec sheets, product photos, and more.



**NEW!**

Update your listing online. Call or e-mail for details!

**Ask About  
Our NEW  
Directory  
Banner, Tile  
& RFP Options**

# Industrial Heating

THE INTERNATIONAL JOURNAL OF THERMAL TECHNOLOGY

# 2009 Buyers Guide

► **Fill out the enclosed listing and order form to be sure your company is listed.** ◀

## LISTING ENHANCEMENTS

**GIVE BUYERS THE BEST CHANCE TO FIND YOU!**

### LOGO LISTING

Add a logo to your Manufacturer Index listing in print and online. Your listing will really stand out and attract buyers' attention.

**NOW Available  
in 4-Color**

### LINKED LISTING

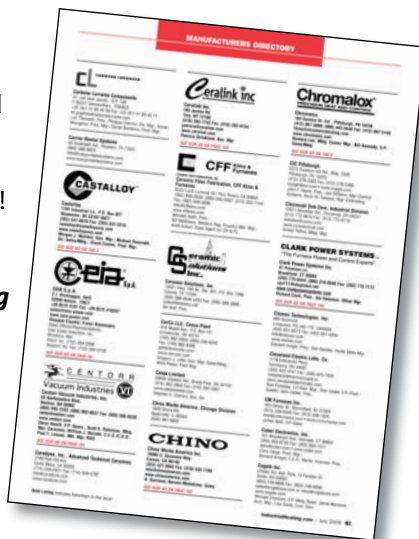
Drive leads to your website. You can add a hotlink to your listing online so buyers can reach you with a simple click.

### DELUXE LISTING

Logos, link and more! Includes logo in print and online, hotlink to your website and improved online search positioning!

### PREMIUM PACKAGE

**Want to make a really big splash?** Choose our Premium Package. Includes your company's logo, up to 3 spec sheets and 3 product photos online, premium ranking and designation (appear first online) and e-mail lead form so you know your leads came from *Industrial Heating*.



**See the enclosed order form for packages and pricing. Send in your listing form today.**

## Display Advertiser Bonuses

**Thousands of dollars in FREE upgrades!**

Get the best value and most exposure for your company by running a ¼-page or larger display ad in the *Industrial Heating* July 2009 Buyers Guide! Display advertisers receive the following benefits:

- FREE** Boldface type in Manufacturer Section in print (\$375 value)
- FREE** Boldface type in the Product Listings Section in print. Also includes arrows highlighting all of your product listings (\$375 value)
- FREE** Black and white logo in the Manufacturer Index Section in print (\$350 value)
- FREE** Online logo and hotlink to your website in the online Buyers Guide (\$950 value)
- FREE** One 1" product box ad in print (\$495 value)
- FREE** Five sales office/representatives (\$150 value)
- FREE** Trademark listing (\$495 value)
- FREE** "See our ad..." reference line (\$495 value)
- FREE** Literature showcase (\$695 value)
- DISCOUNT** on additional 1" product box ads – only \$100 each (Save \$250 - 70% discount)
- DISCOUNT** on the Premium Listing – only \$595 (Save \$1,400 - 70% discount)
- FREE** Improved online ranking (\$300 value)

**BONUSES Total Over \$4,000!**

**There's only one way to ensure that the *Industrial Heating* audience can find you when it's time to buy, and that is to list your company in the Buyers Guide.**

## QUESTIONS ON LISTINGS?

Contact Christine Lewis at 248-786-1665 or at [lewis@bnpmedia.com](mailto:lewis@bnpmedia.com).

## FOR DISPLAY ADVERTISING OPTIONS CONTACT:

Kathy Pisano - Advertising Director, [kathy@industrialheating.com](mailto:kathy@industrialheating.com); 412-306-4357; Fax: 412-531-3375

Larry Pullman - Eastern & West Coast Sales Mgr., [larry@industrialheating.com](mailto:larry@industrialheating.com); 888-494-8480; Fax: 888-494-8481

Steve Roth - Midwest Sales Manager, [chicagosales@industrialheating.com](mailto:chicagosales@industrialheating.com); 847-256-3040; Fax: 847-620-2525

Patrick Connolly - European Sales Representative, [europesales@industrialheating.com](mailto:europesales@industrialheating.com); (44) 1-702-477341; Fax: (44) 1-702-477559

★ [www.industrialheating.com/buyersguide](http://www.industrialheating.com/buyersguide) ★