

Pipeline DevCo

Revolutionary Advertising

- Fusion Advertising®
- Portal Ads and Profiles
- Social Networking

2011 Media Guide

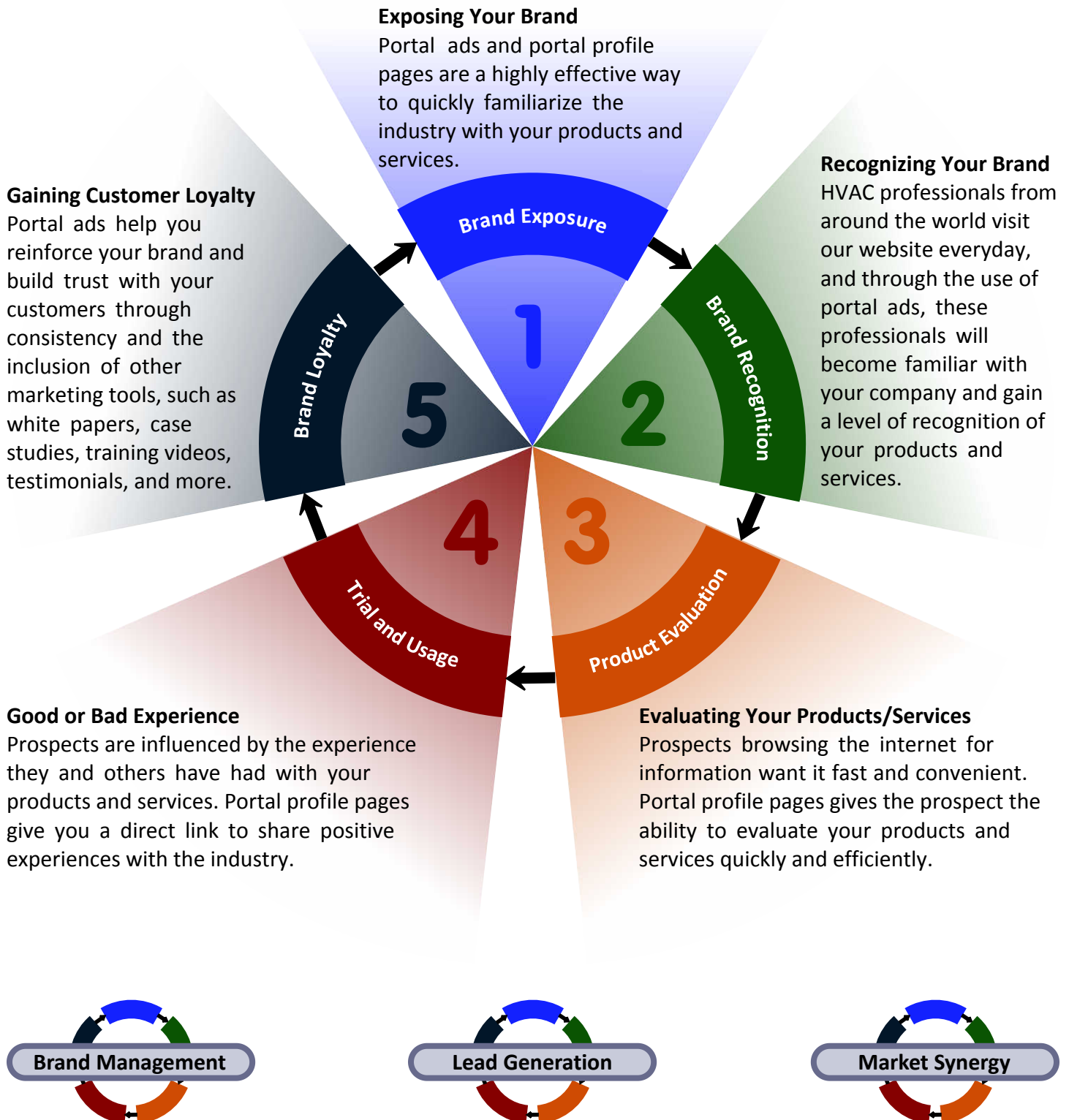


Why should I advertise with PipelineDevco.com?

If your business can grow from the attention of professionals within the HVAC industry, then Pipeline DevCo is where it's at! Advertising with us is affordable and direct! Stop wasting your advertising dollars with other companies who have a broad audience of no benefit to you. Reach your target audience with us!

“Fusion Advertising®”

PipelineDevCo.com offers a revolutionary approach to online advertising. Manage your brand, generate leads, and build synergy in the marketplace through **Portal Advertising** and let the *fusion* process begin!



2011 Fusion Advertising®

What is Portal Advertising?

Pipeline DevCo is taking the lead on all other forms of online advertising through the use of portal ads at low, competitive pricing. Portal advertising offers our advertisers a smarter, more efficient way to manage their online advertising. When prospects “click” on your advertisement, they are sent to your portal profile page, a page that allows them to get a quick, detailed summary of your company, your products, and your services before moving on to your website. It also gives you the ability to network with your prospects using today’s social media tools and offers you better, more creative techniques for generating viable customer leads!

PipelineDevCo.com Fusion Advertising® Rates

Portal Ad Size	Size in Pixels	Price*	Frequency
Small Column	300 x 100	\$350	Monthly
Medium Column	300 x 250	\$700	Monthly
Large Column	300 x 500	\$1,300	Monthly
Top Banner	728 x 90	\$800	Monthly
Mid Banner	468 x 60	\$500	Monthly
Bottom Banner	900 x 150	\$700	Monthly

E-Newsletter Fusion Advertising® Rates

Portal Ad Size	Size in Pixels	Price*	Frequency
Top Banner	728 x 90	\$675	4 emails / month
Mid Banner	468 x 60	\$415	4 emails / month
Bottom Banner	750 x 125	\$550	4 emails / month
Column	160 x 600	\$875	4 emails / month

* Without a minimum 6-month contract, a non-refundable, one-time setup fee off \$150 will be assessed.

4220 W. 2100 S. Unit D
Salt Lake City, UT 84120
Phone: (801) 975-1229
Fax: (801) 975-0229

Pipeline DevCo
The Online Community for HVAC Professionals

Products / Services:

- On Demand Training
- On-Site Training
- PDH Credits
- Online Calculators
- Social Networking
- Directory Services
- Consulting Services

Pip Sizing

Refrigerant:	140
Flow Rate:	66.69
Pipe Size:	2 1/2"
Friction Loss:	3.09
Velocity:	4.38

Satisfied Clients:
"... easy to understand, easy to follow format keeps it simple and lets the user focus on learning... which brings tremendous value to business owners, industry specialists and end-users alike."

Jane Terry
Apex Boiler, Inc.

Web Links:

- Home Page
- On-Demand Training
- Community Discussions
- On-Site Training
- Sizing Calculator

Community Drawing Entry:
This sponsor participates in the monthly community drawing for a \$100.00 gift certificate to Home Depot. You are allowed to enter the drawing once every month from this sponsor's page. Your contact information (phone number excluded) may be shared with the participating sponsors. To enter, please complete and submit the following information:

Name (first and last) _____
Company _____
Location (city, state) _____
Phone (for winner contact) _____

- SUBMIT -

Portal Advertising Specifications

Pipeline DevCo's Fusion Advertising® is an all-inclusive online advertising program, which includes the production of your portal ads and portal profile pages. Simply send us the pictures, graphics, logos, and content that you'd like to have used on your ad and in your profile details and our designers will take care of the rest. To discuss how our designers can create your enticing ads and a powerful profile page, please give them a call at (801) 975-1229 or send an e-mail to advertising@pipelinedevco.com!

Connect with Your Customers

Become a leader in the HVAC industry and gain direct influence with the professionals who are specifying, installing, operating, and servicing your equipment. Pipeline DevCo will help you establish a presence in the world of social media and will teach you how to effectively use these tools to gain loyal customers around the world!

Brand Management

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Directory, Video Hosting, and Webinar Sponsorships

Pipeline DevCo HVAC Directory

Our online community of HVAC professionals reaches across the industry and around the world to share ideas, collaborate with others, and to help expand businesses in their respective market places. The online directory links the community members together and provides a method for creating new business opportunities. Upgraded listings are available for companies who wish to benefit from additional advertising opportunities within the community.

Directory Listing	Price	Frequency
Basic Listing	Free	Yearly
Upgrade Listing †	\$1,000*	Yearly

* Includes a highlighted listing with links to your custom-built portal profile page with full access to our Fusion Advertising® services.

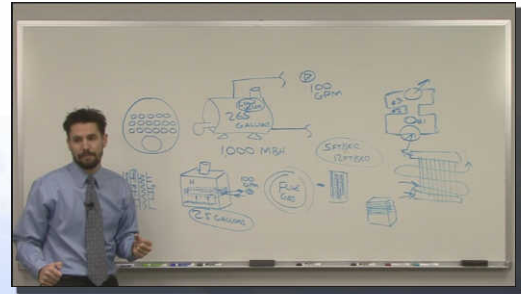
† Upgraded listings are offered as a standard benefit with the purchase of all other advertising on the website.

Video Hosting

Post your own training or promotional videos and promote the features, advantages, and benefits of your products and services. Demonstrate the installation, maintenance and service procedures of your products. Your videos will be attached to your portal profile page and will be linked through the community network!



Length of Video	Price	Frequency
Up to 5-minutes	\$500	Monthly
Additional minutes	\$100/min	Monthly



Webinar Sponsorship

Each webinar sponsorship can be custom-tailored to meet your advertising needs and is available with shared or sole-sponsorship programs. The basic sponsorship program includes:

- 24-month webinar sponsorship
- 60-second commercial before webinar
- 30-second commercial after webinar
- Mid Banner on the webinar webpage
- Column ad in (1) weekly E-Newsletter
- Portal Profile Page

Sponsorship	Price	Duration
Basic Program	\$9,000	24-Months
Extended Options	Call for rate quotes	

Please accept my "thanks" for sponsoring Pipeline DevCo's online training. When I arrived at my customer's office, I found him watching the presentation and taking notes; he was very appreciative of your sponsorship. The range of products offered on www.PipelineDevCo.com, as well as the quality of the presentations, is top quality!

*Daniel M. Dunaway, Sr.
President - Hydro Technologies, Inc.*

Don't have a commercial or training video?

No problem! Pipeline DevCo can produce your commercial or training video for you. Our highly skilled video production and editing teams can give you a top-quality product at affordable rates. You can then use these video files on your web site, at trade shows, and in conjunction with your other marketing activities. Contact us to get a quote to meet your specific needs.

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Website Ad Placement and Rates

The diagram illustrates the layout of the Pipeline DevCo website with various advertising spots highlighted in orange. The spots are labeled with their dimensions and monthly rates:

- Top Banner**: 728 x 90 pixels, \$800/month
- Medium Column**: 300 x 250 pixels, \$700/month
- Small Column**: 300 x 100 pixels, \$350/month
- Mid Banner**: 468 x 60 pixels, \$500/month
- Large Column**: 300 x 500 pixels, \$1,300/month
- Bottom Banner**: 900 x 150 pixels, \$700/month

The website layout includes a header with the Pipeline DevCo logo and navigation links: Community, Training, Applications, Consulting, Directory, and Profile. The footer contains links to Home Page, Community, Discussions, Training, Applications, Consulting, Directory, Articles, Events, Testimonials, Community Guidelines, Membership Benefits, About Pipeline, and Contact Us. Social media links for LinkedIn and Facebook are also present.

Note: The actual placement of the advertising may vary depending on the page where it is displayed. The locations shown above follow the general layout for most of the standard pages on the website.

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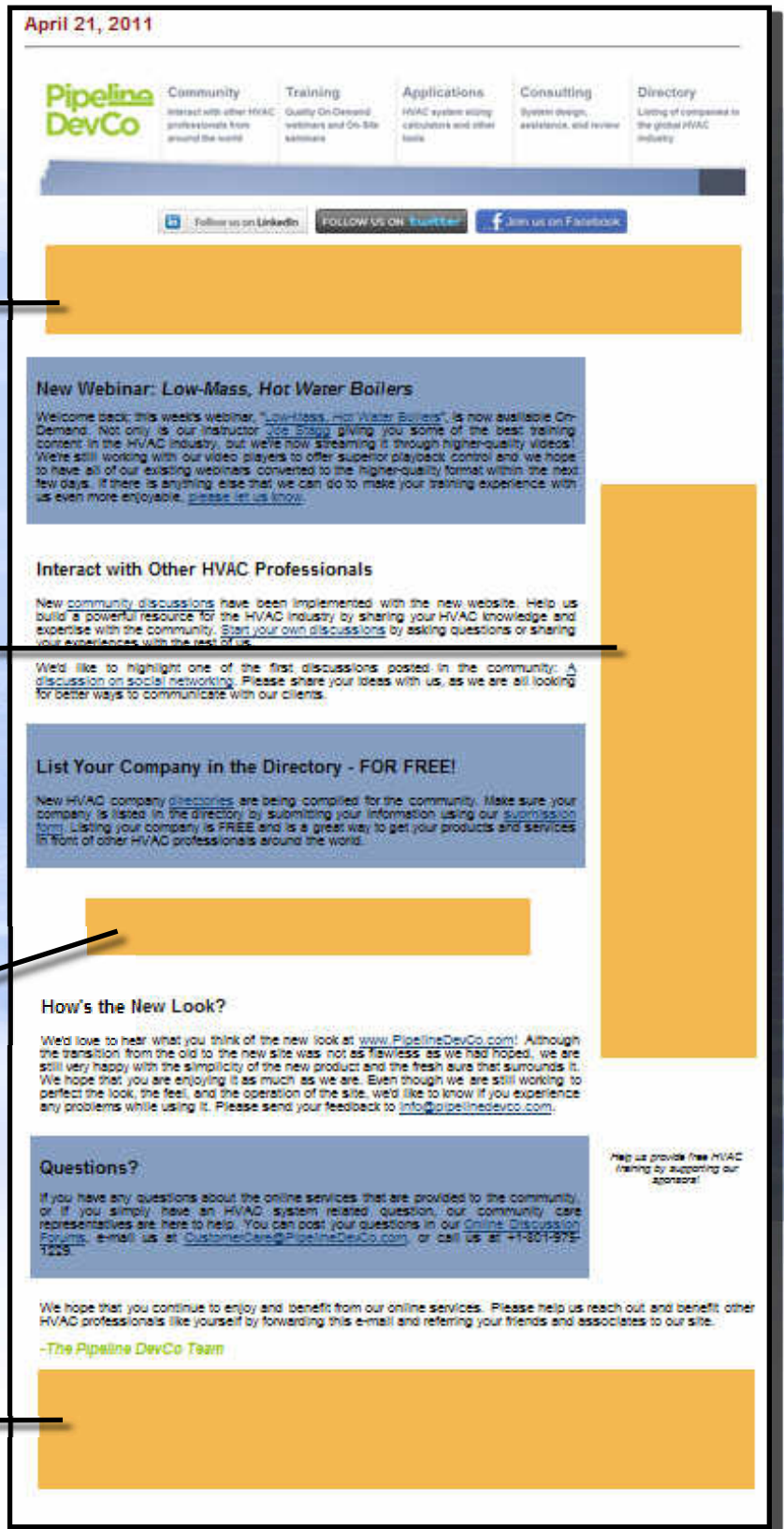
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\$675/month
4 weekly newsletters

Column
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\$875/month
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\$415/month
4 weekly newsletters

Bottom Banner
750 x 125 pixels
\$550/month
4 weekly newsletters



2011 Fusion Advertising®

Portal Profile Page Layout

Company Name
and Logo

Excerpt or
Statement

Picture

Products and
Services


Free Space
(ie. testimonials,
interesting facts,
picture, etc.)

Community
Drawing Form
lead generator

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[Follow us on LinkedIn](#) [FOLLOW US ON twitter](#) [Join us on Facebook](#)

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Jane Terry
Ajax Boiler, Inc.

Pipeline DevCo hosts a resourceful online HVAC community, featuring training services, system sizing tools, discussion forums, industry directories, and more. Our community is comprised of HVAC professionals from around the world and includes consulting engineers, mechanical contractors, service technicians, facility engineers, equipment manufacturers, and sales representatives. The Pipeline Team is dedicated to providing the best unbiased, non-product specific services and system training curriculum for the HVAC industry.

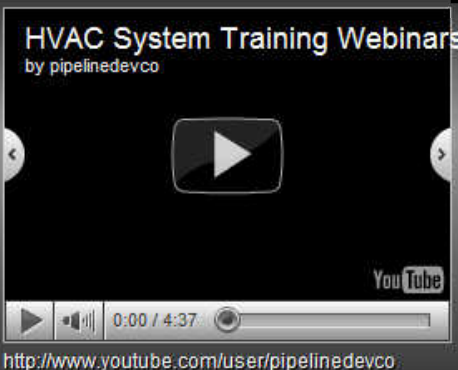
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Company
Location (city, state)
Phone (for winner contact)

- SUBMIT -

HVAC System Training Webinars
by pipeline devco



<http://www.youtube.com/user/pipeline devco>

Contact
Information

Product Picture
or Photo

Social
Networking
Links

Brief
Description

Weblinks

Video
Placements
training or
promotional

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