



Unico Media Coverage Jan-Dec 2015

Media Report Analysis

Prepared: January 11, 2016

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Unico Media Coverage Jan-Dec 2015

Folder	# of Articles	Print	Online	Soc. Media	B'cast	Newswires
Unico	256	65	191	0	0	0

Folder: Unico

Type	Published Date	Headline Publication	Media Cost	Posted Date	Impressions	Audience
Print	1/1/2015	Unico to Enter New HVAC Markets, Offer More New Products in 2015 HVAC INSIDER (TENNESSEE)	574	3/27/2015	15,573	6,229
Print	1/1/2015	Inverter ASHRAE JOURNAL	386	1/21/2015	134,718	53,887
Print	1/19/2015	HVAC Contractors NORTH BAY BUSINESS JOURNAL	6,769	1/26/2015	15,458	6,183
Online	1/26/2015	Improvements bring 1923 Prange mansion up to date Sheboygan (WI) Press	3,516	1/27/2015	96,890	38,756
Print	1/27/2015	Improvements bring 1923 mansion up to date SHEBOYGAN PRESS	9,836	1/30/2015	51,233	20,493
Online	1/30/2015	Sustainable construction practices STL Today	n/a	n/a	5,632,210	2,252,884
Print	1/30/2015	GREEN MACHINES ST. LOUIS POST-DISPATCH	135,950	1/30/2015	467,050	186,820
Print	2/1/2015	Unico, Inc. HPAC (HEATING-PLUMBING-AIR CONDITIONING) MAGAZINE	472	3/11/2015	47,655	19,062
Print	2/1/2015	Unico to Enter New HVAC Markets, Offer More New Products in 2015 TODAY'S A/C & REFRIGERATION NEWS	848	2/18/2015	51,870	20,748
Print	2/1/2015	HEATING THE OLD HOUSE OLD HOUSE JOURNAL	68,020	1/7/2015	229,988	91,995
Print	2/1/2015	Unico HPAC (HEATING-PLUMBING-AIR CONDITIONING) MAGAZINE	157	3/11/2015	47,655	19,062
Print	2/2/2015	Price Increases AIR CONDITIONING, HEATING & REFRIGERATION NEWS	663	2/12/2015	72,535	29,014
Online	2/12/2015	Sustainable construction practices provide opportunity for manufacturers Rock Hill (SC) Herald	1,225	2/12/2015	95,193	38,077
Online	2/12/2015	Sustainable construction practices provide opportunity for manufacturers Oklahoman (Oklahoma City,OK)	672	2/12/2015	2,263,295	905,318
Online	2/12/2015	Sustainable construction practices provide opportunity for manufacturers Bellingham (WA) Herald	1,343	2/12/2015	126,133	50,453
Online	2/12/2015	Sustainable construction practices provide opportunity for manufacturers Sacramento (CA) Bee	1,225	2/12/2015	2,576,020	1,030,408
Online	2/12/2015	ST. LOUIS: Sustainable construction practices provide opportunity for manufacturers - Business - Kentucky.com Lexington (KY) Herald Leader	1,383	2/13/2015	720,923	288,369
Online	2/12/2015	Sustainable construction practices provide opportunity for manufacturers Bradenton (FL) Herald	1,225	2/12/2015	120,970	48,388

Online	2/12/2015	Sustainable construction practices provide opportunity for manufacturers	Myrtle Beach (SC) Sun News	1,264	2/12/2015	245,248	98,099
Print	2/13/2015	Sustainable construction practices provide opportunity for manufacturers	LA PORTE COUNTY HERALD-ARGUS	2,742	2/19/2015	13,953	5,581
Print	2/13/2015	New sustainable construction practices provide opportunity for manufacturers	NEWS-ITEM	1,639	2/13/2015	20,408	8,163
Online	2/13/2015	Sustainable construction practices provide opportunity for manufacturers	Columbus (GA) Ledger-Enquirer	1,264	2/16/2015	450,870	180,348
Online	2/13/2015	Sustainable construction practices provide opportunity for manufacturers	SaukValley.com (Sterling, IL)	1,225	2/16/2015	120,750	48,300
Online	2/13/2015	Green ways boost manufacturers	Columbian (Vancouver, WA)	830	2/13/2015	209,580	83,832
Print	2/13/2015	Green ways boost manufacturers	COLUMBIAN	5,530	2/27/2015	71,078	28,431
Online	2/14/2015	Sustainable construction practices provide opportunity for manufacturers	Modesto (CA) Bee	1,225	2/16/2015	413,400	165,360
Print	2/14/2015	Manufacturers seeing beauty of green	FORUM	8,596	2/27/2015	99,560	39,824
Print	2/14/2015	Sustainable construction	FREDERICK NEWS-POST	4,437	2/25/2015	69,153	27,661
Print	2/15/2015	Green buildings, good business	PALM BEACH POST	52,533	2/16/2015	322,293	128,917
Print	2/15/2015	Manufacturers embrace green building movement	SUNDAY STATE JOURNAL	12,029	2/23/2015	268,220	107,288
Print	2/15/2015	THE GREEN BUILDING MOVEMENT	HERALD-JOURNAL	10,866	2/16/2015	88,563	35,425
Print	2/15/2015	Green Power	TIMES NEWS	12,548	2/27/2015	90,620	36,248
Print	2/15/2015	BUILDING TECHNOLOGY Green buildings, good business Demand for	PALM BEACH POST	52,533	2/16/2015	322,293	128,917
Print	2/15/2015	Green buildings generate good business	AUSTIN AMERICAN-STATESMAN	10,095	2/15/2015	372,753	149,101
Print	2/15/2015	Sustainable construction practices provide opportunity	PITTSBURGH POST-GAZETTE	80,778	2/16/2015	603,675	241,470
Print	2/15/2015	Green building provides boost to U.S. firms	DAYTON DAILY NEWS	8,581	2/15/2015	365,688	146,275
Print	2/16/2015	Going green pays off	SOUTH BEND TRIBUNE	6,857	2/27/2015	119,820	47,928
Print	2/18/2015	Going green pays off	TIMES (THE)	4,432	3/2/2015	34,723	13,889
Print	2/20/2015	Sustainable cons Sustainable construction practices provide opportunity for manufacturers	NEW HAMPSHIRE UNION LEADER	10,830	2/20/2015	94,780	37,912
Print	2/22/2015	Going green is beneficial for builders in America	AUGUSTA CHRONICLE	5,738	2/24/2015	136,415	54,566
Print	2/24/2015	From 'Warm Room' to Warm House	ARLINGTON CONNECTION	505	3/11/2015	17,520	7,008
Print	3/1/2015	Expo + Innovtion = 'Expo-Vation'	CONTRACTING BUSINESS	62,781	4/8/2015	99,673	39,869
Print	3/1/2015	Green building a boon for US manufacturers					

		POST-STANDARD	26,135	3/2/2015	370,008	148,003
Print	3/1/2015	UNICO TO ENTER NEW HVAC MARKETS				
		OIL & ENERGY	618	3/31/2015	23,500	9,400
Print	4/1/2015	The LivingHome				
		GB&D-GREEN BUILDING & DESIGN	3,318	3/13/2015	21,250	8,500
Print	4/1/2015	Headline not available				
		HVAC INSIDER (NATIONAL)	49,603	4/3/2015	312,500	125,000
Print	4/1/2015	UNICO INC.				
		ARTS & CRAFTS HOMES AND THE REVIVAL	280	2/24/2015	112,500	45,000
Print	4/13/2015	2015 New Residential Cooling Products				
		AIR CONDITIONING, HEATING & REFRIGERATION NEWS	46,096	4/22/2015	72,535	29,014
Print	4/13/2015	Unico System iSeries				
		AIR CONDITIONING, HEATING & REFRIGERATION NEWS	4,643	4/22/2015	72,535	29,014
Print	5/1/2015	Unico Adds The Nixon Group to Cover Georgia				
		TODAY'S A/C & REFRIGERATION NEWS	738	5/27/2015	57,500	23,000
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Minneapolis (MN) Star Tribune	66,028	5/12/2015	4,963,993	1,985,597
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WAFB-TV Channel 9 (Baton Rouge,LA)	6,000	5/12/2015	550,188	220,075
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		SearchBug (Encinitas,CA)	288	5/12/2015	598,490	239,396
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Rockwell Global Capital (Melville,NY)	632	5/12/2015	21,250	8,500
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Alerus Retirement Solutions (St. Paul,MN)	1,280	5/12/2015	30,338	12,135
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Tribune (San Luis Obispo, CA)	300	5/12/2015	274,685	109,874
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KFVS-TV Channel 12 (Cape Girardeau,MO)	3,420	5/12/2015	876,458	350,583
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Oak Ridger (Oak Ridge, TN)	5,190	5/12/2015	10,888	4,355
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Nation's Restaurant News (New York, NY)	1,875	5/12/2015	261,903	104,761
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WOIO-TV Channel 19 (Cleveland,OH)	5,206	5/12/2015	1,041,360	416,544
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Alaska Dispatch News (AK)	4,125	5/12/2015	716,485	286,594
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Hydro World (Kansas City,MO)	33,600	5/12/2015	1,130	452
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		San Diego (CA) Union Tribune	6,544	5/12/2015	2,262,573	905,029
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WOLF-TV (Wilkes-Barre, PA)	5,187	5/12/2015	14,228	5,691
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Dental Economics (Tulsa, OK)	128	5/12/2015	96,463	38,585
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Townhall.com (Washington, DC)	17,248	5/12/2015	3,523,130	1,409,252
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WALB-TV Channel 10 (Albany,GA)	3,640	5/12/2015	125,740	50,296

Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Toledo News Now (OH)	5,510	5/12/2015	1,084,873	433,949
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Digital Media Wire (West Hollywood, CA)	1,296	5/12/2015	195	78
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	KLTV-TV Channel 7 (Tyler,TX)	4,864	5/12/2015	286,315	114,526
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Concord (NH) Monitor	735	5/12/2015	337,858	135,143
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Bio Space (San Francisco,CA)	272	5/12/2015	196,243	78,497
Print	5/11/2015	fyi	AIR CONDITIONING, HEATING & REFRIGERATION NEWS	7,857	5/28/2015	73,125	29,250
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	KATV-TV Channel 7 (Little Rock, AR)	6,048	5/12/2015	630,305	252,122
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Market Intelligence Center (Charlottesville,VA)	1,479	5/12/2015	24,370	9,748
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	KARN NewsRadio 102.9 FM/920 AM (Little Rock, AR)	850	5/12/2015	79,718	31,887
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	International Business Times (NY,NY)	148,325	5/12/2015	14,266,800	5,706,720
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	CEO World News (New York,NY)	632	5/12/2015	1,718	687
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Centre Daily Times (State College, PA)	1,005	5/12/2015	255,585	102,234
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Columbus (GA) Ledger-Enquirer	1,980	5/12/2015	573,973	229,589
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Tucson News Now (AZ)	1,926	5/12/2015	537,215	214,886
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	HeraldNet (Everett,WA)	1,035	5/12/2015	598,780	239,512
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Lexington (KY) Herald Leader	6,336	5/12/2015	732,605	293,042
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	KUTV-TV Channel 2 (Salt Lake City, UT)	1,921	5/12/2015	880,170	352,068
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Miami (FL) Herald	18,400	5/12/2015	3,394,273	1,357,709
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Rockford (IL) Register Star	880	5/12/2015	324,740	129,896
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	KCBD-TV Channel 11 (Lubbock,TX)	588	5/12/2015	181,428	72,571
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	KAUZ-TV Channel 6 (Wichita Falls,TX)	1,672	5/12/2015	107,778	43,111
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	WDAM-TV Channel 7 (Hattiesburg,MS)	1,520	5/12/2015	88,285	35,314
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Securities Technology Monitor (New York,NY)	48,000	5/12/2015	5,000	2,000
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	TulsaCW.com (OK)	5,040	5/12/2015	1,658	663
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually					

		Daily Times (Farmington, NM)	96	5/12/2015	6,068	2,427
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WBOC-TV Channel 16 (Salisbury, MD)	5,491	5/12/2015	447,633	179,053
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Duluth (MN) News-Tribune	915	5/12/2015	323,923	129,569
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Pittsburgh (PA) Post-Gazette	20,820	5/12/2015	1,581,983	632,793
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		IntelligentValue (Boulder, CO)	672	5/12/2015	5,675	2,270
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KLKN-TV Channel 8 (Lincoln,NE)	2,812	5/12/2015	24,930	9,972
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Spoke.com (San Jose,CA)	1,136	5/12/2015	1,050,203	420,081
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KXXV-TV Channel 25 (Waco,TX)	608	5/12/2015	460,698	184,279
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		State (Columbia, SC)	5,985	5/12/2015	1,015,855	406,342
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WMBF-TV Channel 32 (Myrtle Beach,SC)	2,080	5/12/2015	54,788	21,915
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Myrtle Beach (SC) Sun News	2,550	5/12/2015	679,545	271,818
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WIS-TV Channel 10 (Columbia, SC)	18,816	5/12/2015	274,413	109,765
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Ask.com (Oakland,CA)	579,344	5/12/2015	51,149,253	20,459,701
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		InvestorPlace (Lancaster,PA)	26,316	5/12/2015	1,534,458	613,783
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Sacramento (CA) Bee	14,432	5/12/2015	1,897,593	759,037
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WorldNet Daily (Fair Oaks, CA)	1,392	5/12/2015	4,134,338	1,653,735
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WFXG-TV Fox 54 (Augusta,GA)	380	5/12/2015	258,510	103,404
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		HPC Wire (San Diego,CA)	544	5/12/2015	958	383
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KUSI-TV (San Diego,CA)	551	5/12/2015	188,695	75,478
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Carlsbad (NM) Current-Argus	4,665	5/12/2015	3,468	1,387
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KBMT-TV ABC-12 (Beaumont,TX)	3,040	5/12/2015	69,628	27,851
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Boston (MA) Globe	46,400	5/12/2015	5,284,460	2,113,784
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Kansas City (MO) Star	16,779	5/12/2015	2,120,790	848,316
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Las Cruces (NM) Sun-News	1,152	5/12/2015	37,878	15,151
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WXTX-TV Fox54 (Columbus,GA)	76	5/12/2015	2,478	991

Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	WAFF-TV Channel 48 (Huntsville,AL)	10,317	5/12/2015	184,660	73,864
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	My Mother Lode (Sonora, CA)	527	5/12/2015	136,043	54,417
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	KMPH-TV Channel 26 (Fresno,CA)	180	5/12/2015	23,023	9,209
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	WICU-TV Channel 12 (Erie,PA)	798	5/12/2015	55,890	22,356
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Belleville (IL) News-Democrat	2,940	5/12/2015	659,563	263,825
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	WGFL-TV Channel (Gainesville,FL)	703	5/12/2015	2,493	997
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Redlands (CA) Daily Facts	540	5/12/2015	21,075	8,430
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	ABC 33/40 (Birmingham, AL)	1,998	5/12/2015	937,745	375,098
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	KTVN-TV Channel 2 (Reno,NV)	1,007	5/12/2015	499,840	199,936
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	WTHR-TV Channel 13 (Indianapolis,IN)	21,717	5/12/2015	1,662,845	665,138
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	WTRF-TV Channel 11 (Wheeling,WV)	1,332	5/12/2015	282,670	113,068
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	WDSI-TV Channel 61 - MyFOXChattanooga (TN)	360	5/12/2015	17,298	6,919
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Ruidoso (NM) News	3,440	5/12/2015	2,610	1,044
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Worcester (MA) Telegram & Gazette	4,440	5/12/2015	196,920	78,768
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Marketplace (Los Angeles,CA)	3,077	5/12/2015	933,195	373,278
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Bellingham (WA) Herald	2,430	5/12/2015	471,045	188,418
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Deseret News (Salt Lake,UT)	9,376	5/12/2015	1,707,093	682,837
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	WLNE-TV Channel 6 (Providence, RI)	361	5/12/2015	80,173	32,069
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Pasadena (CA) Star-News	224	5/12/2015	71,788	28,715
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	NBC Right Now (Yakima,WA)	751	5/12/2015	37,790	15,116
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	PRWeb (Ferndale,WA)	3,468	5/12/2015	1,160,893	464,357
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Oklahoman (Oklahoma City,OK)	10,065	5/12/2015	1,485,715	594,286
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Cabling Installation & Maintenance (Nashua,NH)	20,400	5/12/2015	144,513	57,805
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Minyanville (New York, NY)	3,825	5/12/2015	16,680	6,672
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually					

		WAVE-TV Channel 3 (Louisville,KY)	8,189	5/12/2015	845,648	338,259
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WLBT-TV Channel 3 (Jackson, MS)	10,317	5/12/2015	906,783	362,713
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WBCB-TV CW-21 (Youngstown,OH)	57	5/12/2015	17,628	7,051
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Franklin Credit Management Corporation (New Jersey,NJ)	632	5/12/2015	1,273	509
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KOTV-TV Channel 6 (Tulsa, OK)	16,544	5/12/2015	781,238	312,495
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Network Journal (New York,NY)	304	5/12/2015	30,215	12,086
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WDRB.com (Louisville,KY)	5,548	5/12/2015	576,588	230,635
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KDOW-1220 AM Wall Street Business Network (Fremont,CA)	672	5/12/2015	14,828	5,931
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WSPA-TV Channel 7 (Spartanburg,SC)	3,798	5/12/2015	236,948	94,779
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Renewable Energy World (Peterborough,NH)	400	5/12/2015	49,198	19,679
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WRAL-TV Channel 5 (Raleigh, NC)	16,000	5/12/2015	4,572,153	1,828,861
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KVOR 740 AM (Colorado Springs, CO)	714	5/12/2015	590	236
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		StockNod Blog	632	5/12/2015	82,500	33,000
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KTRE-TV Channel 9 (Tyler,TX)	1,330	5/12/2015	165,970	66,388
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		BioOptics World (Nashua,NH)	632	5/12/2015	21,250	8,500
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		InvestTalk (Dana Point,CA)	672	5/12/2015	21,250	8,500
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Fat Pitch Financials (Richmond, VA)	736	5/12/2015	5,838	2,335
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KFMB-TV Channel 8 (San Diego, CA)	5,092	5/12/2015	505,630	202,252
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KFDA-TV Channel 10 (Amarillo, TX)	594	5/12/2015	159,278	63,711
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Idaho Statesman (Boise, ID)	7,875	5/12/2015	328,915	131,566
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KSWO-TV ABC-7 (Lawton,OK)	418	5/12/2015	110,708	44,283
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		NewsWest9.com (Midland,TX)	684	5/12/2015	43,783	17,513
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Long Beach (CA) Press-Telegram	1,632	5/12/2015	56,643	22,657
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WWBT-TV Channel 12 (Richmond,VA)	12,100	5/12/2015	1,399,340	559,736
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Ascensus (Dresher,PA)	4,160	5/12/2015	217,500	87,000

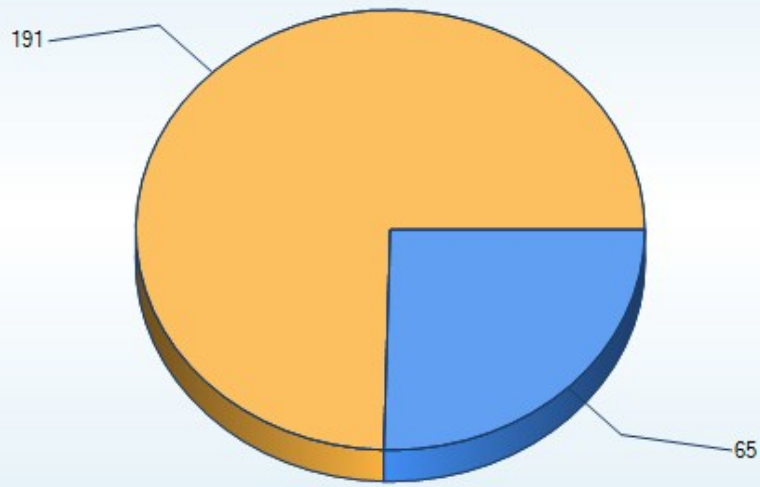
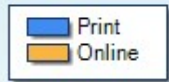
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	KEYC-TV Channel 12 (Mankato,MN)	950	5/12/2015	391,968	156,787
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Raleigh (NC) News & Observer	6,528	5/12/2015	2,011,515	804,606
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Buffalo (NY) News	6,465	5/12/2015	673,913	269,565
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Fort Worth (TX) Star-Telegram	8,235	5/12/2015	1,103,563	441,425
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	WCIV-TV Channel 4 (Mt. Pleasant. SC)	570	5/12/2015	26,615	10,646
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	WAND-TV Channel 17 (Decatur,IL)	1,273	5/12/2015	14,718	5,887
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Business Insurance (Chicago,IL)	1,635	5/12/2015	254,783	101,913
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Inside Bay Area (Oakland,CA)	1,836	5/12/2015	116,473	46,589
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Olympian (Olympia,WA)	624	5/12/2015	334,930	133,972
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Sun (San Bernardino, CA)	560	5/12/2015	466,040	186,416
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Riverside (CA) Press Enterprise	5,295	5/12/2015	533,115	213,246
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Deming (NM) Headlight	1,328	5/12/2015	19,450	7,780
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	News Channel 11 (Johnson City, TN)	3,240	5/12/2015	198,720	79,488
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Arizona Republic (Phoenix, AZ)	42,240	5/12/2015	4,732,460	1,892,984
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	WallStreetSelect (New York,NY)	1,168	5/12/2015	6,970	2,788
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Torrance (CA) Daily Breeze	1,600	5/12/2015	333,440	133,376
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	San Gabriel Valley Tribune (Covina, CA)	900	5/12/2015	395,865	158,346
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Whittier (CA) Daily News	210	5/12/2015	34,118	13,647
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	State Journal (The) (Charleston,WV)	5,111	5/12/2015	21,138	8,455
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	StreetInsider.com (Birmingham, MI)	1,845	5/12/2015	843,898	337,559
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	SiliconValley.com (San Jose, CA)	4,592	5/12/2015	19,120	7,648
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Illinois Daily Herald (Arlington Heights, IL)	2,505	5/12/2015	1,123,383	449,353
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	Great American Insurance Company (Cincinnati,OH)	632	5/12/2015	21,250	8,500
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually	KMEG14 - Fox 44 (Sioux City,IA)	864	5/12/2015	385,610	154,244
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually					

		Value Investing News (Richmond, VA)	1,584	5/12/2015	11,760	4,704
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Hawaii News Now-KHNL/KGMB (Honolulu,HI)	11,932	5/12/2015	955,383	382,153
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		El Paso (TX) Times	2,368	5/12/2015	526,590	210,636
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Daily News Los Angeles (CA)	4,530	5/12/2015	532,113	212,845
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Denver (CO) Post	38,096	5/12/2015	3,877,818	1,551,127
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Contra Costa (CA) Times	5,865	5/12/2015	409,970	163,988
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Macon (GA) Telegraph	2,768	5/12/2015	136,625	54,650
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		San Jose (CA) Mercury News	47,296	5/12/2015	4,139,078	1,655,631
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Wichita (KS) Eagle	4,410	5/12/2015	1,156,000	462,400
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KFLX FOX Nebraska (Kearney,NE)	171	5/12/2015	176,143	70,457
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Inland Valley (CA) Daily Bulletin	1,024	5/12/2015	190,650	76,260
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Island Packet (Hilton Head Island,SC)	576	5/12/2015	61,123	24,449
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		ElectroIQ (Ann Arbor, MI)	896	5/12/2015	14,558	5,823
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WECT-TV Channel 6 (Wilmington,NC)	6,360	5/12/2015	643,005	257,202
Online	5/11/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Bradenton (FL) Herald	915	5/12/2015	498,603	199,441
Online	5/12/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KUAM-TV Channel 8 (Dededo,Guam)	1,121	5/12/2015	5,465	2,186
Online	5/12/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		WSFA-TV Channel 12 (Montgomery, AL)	7,752	5/12/2015	1,010,798	404,319
Online	5/13/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KXVO-TV CW-15 (Omaha,NE)	751	5/13/2015	10,848	4,339
Online	5/14/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		KHQ-TV Channel 6 (Spokane,WA)	8,664	5/14/2015	777,483	310,993
Online	5/25/2015	May 25, 2015: Students Design Efficient Home with Central Air Cost of Only \$38 Annually				
		Air Conditioning, Heating, & Refrigeration News(Troy, MI)	1,005	6/2/2015	426,835	170,734
Print	6/1/2015	Dancing on your own				
		PHC NEWS	31,695	7/1/2015	117,500	47,000
Online	6/19/2015	How Preservationists Are Cooling 7 Historic Landmarks				
		Bob Vila : Trusted Home Renovation & Repair Expert	198	6/22/2015	21,250	8,500
Online	6/19/2015	Summertime Spotlight - Aspen Heating & Cooling				
		PHCnews.com	n/a	n/a	25,000	10,000
Online	6/22/2015	Weathering the Storm				
		ACHRnews.com	n/a	n/a	284,865	113,946
Print	6/22/2015	High-end Systems in Luxury Homes				
		AIR CONDITIONING, HEATING & REFRIGERATION NEWS	35,529	7/6/2015	73,125	29,250

Online	6/22/2015	High-End Systems in Luxury Homes ACHRnews.com	n/a	n/a	284,865	113,946
Print	6/22/2015	Weathering the Storm AIR CONDITIONING, HEATING & REFRIGERATION NEWS	20,156	7/6/2015	73,125	29,250
Online	6/27/2015	Mass residents can cool off for less \$\$ - Tewksbury Town Crier: News Daily Times Chronicle (Woburn, MA)	553	6/29/2015	15,730	6,292
Print	7/1/2015	Unico LOG HOME LIVING	1,107	5/17/2015	285,760	114,304
Print	7/1/2015	Students Design Efficient Home with Central Air Cost of Only \$38 Annually INDOOR COMFORT NEWS	1,442	7/9/2015	62,500	25,000
Print	7/1/2015	UNICO INC. ARTS & CRAFTS HOMES AND THE REVIVAL	210	5/13/2015	112,500	45,000
Online	7/10/2015	How Preservationists Are Cooling 7 Historic Landmarks Bob Vila : Trusted Home Renovation & Repair Expert	198	7/13/2015	21,250	8,500
Online	7/28/2015	Unico + Trane system circa 2003. Nest, diminished cooling? HVAC-Talk: Heating, Air & Refrigeration Discussion - AOP Residen	593	7/29/2015	21,250	8,500
Online	7/28/2015	FDA bows to pressure from McCaskill: delays menu labeling Suntimes Ste. Genevieve (Ste. Genevieve,MO)	2,496	7/29/2015	98,040	39,216
Print	8/1/2015	Contractors Can Earn \$500 Rebates on Unico iSeries Heat Pumps HVAC INSIDER (TENNESSEE)	574	10/6/2015	15,573	6,229
Print	8/1/2015	Outdoor inverter unit RSES JOURNAL	253	8/17/2015	23,870	9,548
Print	8/1/2015	Unico Inc. OLD HOUSE JOURNAL	731	7/2/2015	229,988	91,995
Print	8/1/2015	Unico TIMBER HOME LIVING	690	5/22/2015	187,500	75,000
Online	8/1/2015	Prevent Runaway Mold in Your Vacation Home with Innovative HVAC BobVila.com	n/a	n/a	3,202,228	1,280,891
Print	8/1/2015	Unico LOG HOME LIVING	1,107	7/7/2015	285,760	114,304
Online	8/3/2015	Senator Claire McCaskill Named Hero of Main Street Ksis Radio AM 1050 (Sedalia,MO)	237	8/4/2015	10,233	4,093
Print	8/6/2015	MCCASKILL HONORED AS 'HERO OF MAIN STREET' INDEPENDENT-JOURNAL	185	8/25/2015	14,258	5,703
Print	8/10/2015	Dealing with Mold and Humidity Threats in Vacation Residences AIR CONDITIONING, HEATING & REFRIGERATION NEWS	15,032	8/20/2015	73,125	29,250
Online	8/10/2015	Dealing with Mold and Humidity in Vacation Residences ACHRNews.com	1,005	n/a	285,000	114,000
Online	8/24/2015	Mini Duct HVAC for Your Dream House BobVila.com	n/a	n/a	3,202,228	1,280,891
Online	9/1/2015	How Preservationists Are Cooling 7 Historic Landmarks Bob Vila : Trusted Home Renovation & Repair Expert	198	9/1/2015	21,250	8,500
Print	9/1/2015	Unico Inc. OLD HOUSE JOURNAL	731	8/7/2015	229,988	91,995
Print	9/1/2015	PLUMBING, BATH & HEATING PERIOD HOMES	2,400	10/2/2015	97,500	39,000
Print	9/7/2015	HVAC Contractors NORTH BAY BUSINESS JOURNAL	6,163	9/17/2015	15,458	6,183

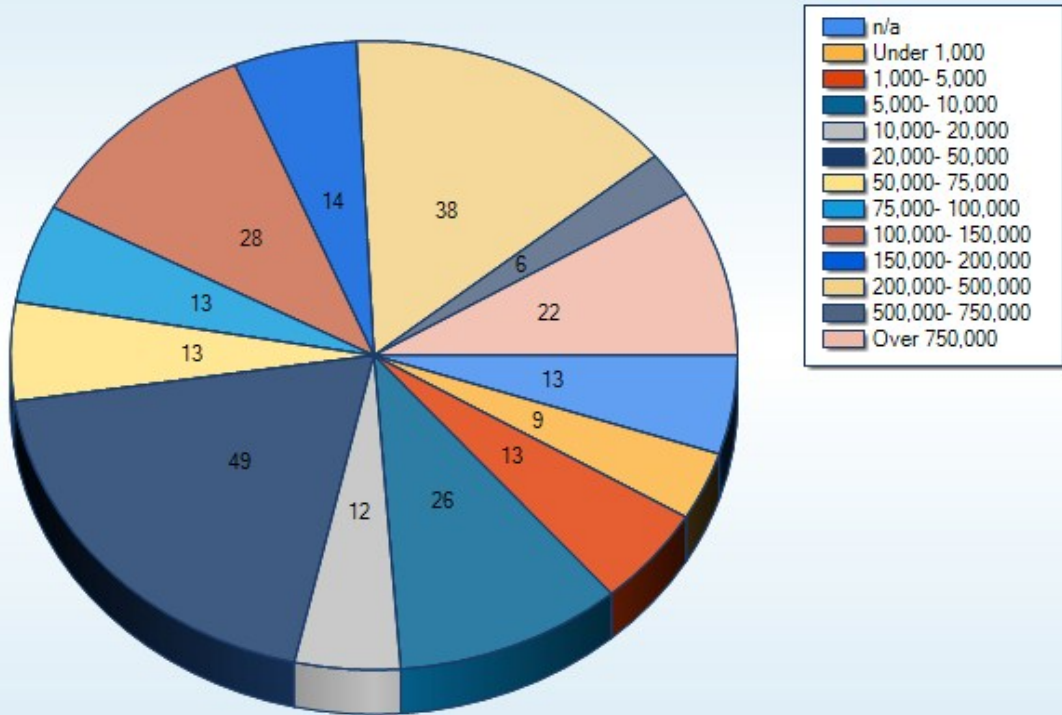
Print	9/14/2015	UNICO SYSTEM	AIR CONDITIONING, HEATING & REFRIGERATION NEWS	4,783	9/28/2015	73,125	29,250
Print	9/14/2015	2015 New Residential Heating Products	AIR CONDITIONING, HEATING & REFRIGERATION NEWS	64,567	9/28/2015	73,125	29,250
Online	9/18/2015	Conservation of current radiators vs heat with Unico	HVAC-Talk: Heating, Air & Refrigeration Discussion - AOP Residen	395	9/18/2015	21,250	8,500
Online	9/22/2015	How Preservationists Are Cooling 7 Historic Landmarks	Bob Vila : Trusted Home Renovation & Repair Expert	198	9/23/2015	21,250	8,500
Print	10/1/2015	Contractors Can Earn \$500 Rebates on Unico iSeries Heat Pumps	HVAC INSIDER (NATIONAL)	4,680	10/6/2015	312,500	125,000
Print	10/1/2015	Pacific Systems Group	INDOOR COMFORT NEWS	240	10/8/2015	62,500	25,000
Print	10/1/2015	Unico iSeries Offering More than Just Heat	HPAC Magazine	600	n/a	48,765	19,506
Print	10/5/2015	UNICO	AIR CONDITIONING, HEATING & REFRIGERATION NEWS	5,808	10/20/2015	73,125	29,250
Print	10/5/2015	Heating Up the Commercial Market	AIR CONDITIONING, HEATING & REFRIGERATION NEWS	73,791	10/20/2015	73,125	29,250
Print	10/10/2015	Builder's 'eco-shell' cited as saving home from Johns Island tornado	POST AND COURIER	44,419	10/12/2015	189,918	75,967
Print	11/1/2015	Pacific Systems Group	INDOOR COMFORT NEWS	240	11/19/2015	62,500	25,000
Online	11/2/2015	FYI - HVAC Briefs	ACHRNews.com	400	n/a	280,898	112,359
Print	11/2/2015	FYI HVAC BRIEFS	AIR CONDITIONING, HEATING & REFRIGERATION NEWS	4,100	11/19/2015	73,125	29,250
Online	11/16/2015	Smart Space-Saving Systems (Cloudland)	ThisOldHouse.com	800	n/a	5,426,300	2,170,520
Print	12/1/2015	Craftsman-Style Charmer	THIS OLD HOUSE	841,388	11/13/2015	2,409,960	963,984
Online	12/8/2015	Unico offering HVAC market rebate	www.SnipsMag.com	200	n/a	12,500	5,000
Online	12/22/2015	Unico installer	HVAC-Talk: Heating, Air & Refrigeration Discussion	79	12/22/2015	21,250	8,500
Online	12/22/2015	Unico installer	HVAC-Talk: Heating, Air & Refrigeration Discussion - AOP Residen	79	12/23/2015	21,250	8,500

Articles by Media Type



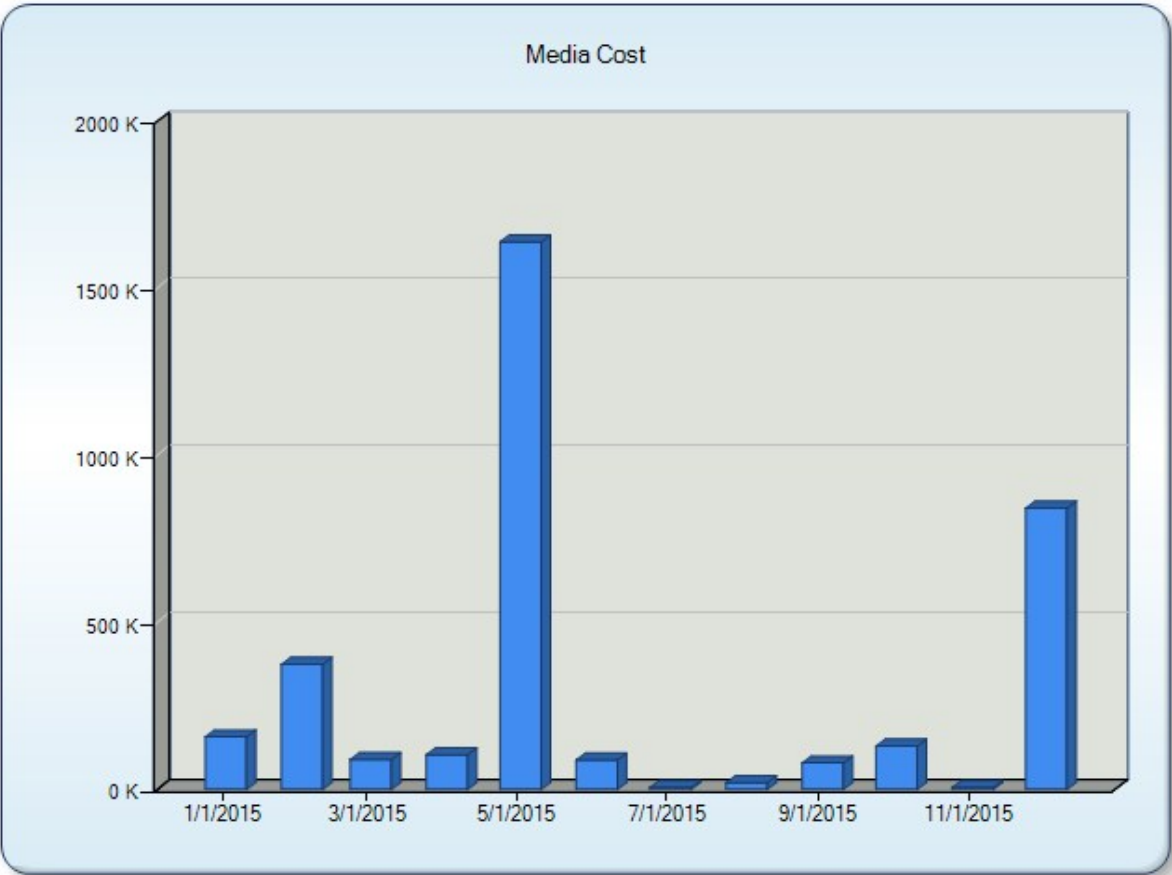
Articles By Media Type	
Online	Print
191	65

Audience



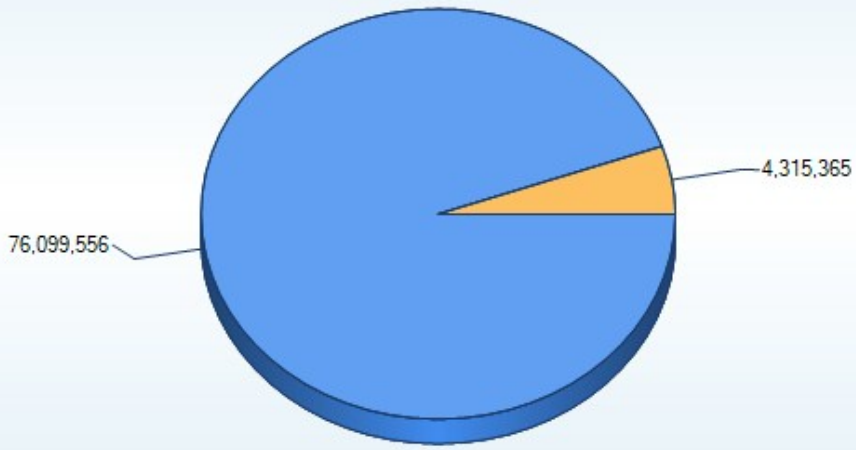
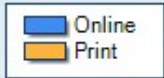
Articles By Circulation

n/a	Under 1,000	1,000- 5,000	5,000- 10,000	10,000- 20,000	20,000- 50,000	50,000- 75,000	75,000- 100,000	100,000- 150,000	150,000- 200,000	200,000- 500,000	500,000- 750,000	Over 750,000
13	9	13	26	12	49	13	13	28	14	38	6	22



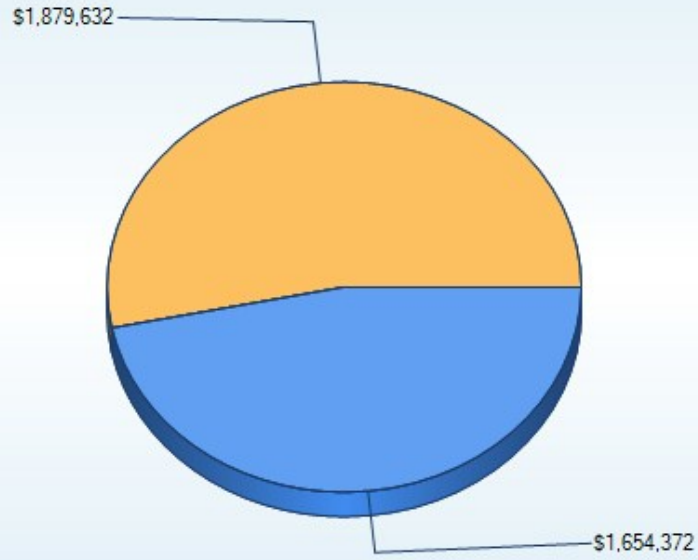
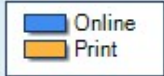
Media Cost	
Total Articles	256
Total Impressions	201,313,553
Total Media Cost	\$3,534,004

Impressions by Media Type



Impressions By Media Type	
Online	Print
76,099,556	4,315,365


































Media Cost by Media Type



Media Cost By Media Type	
Online	Print
1,654,372	1,879,632

Articles List with PDF

-  [Unico offering HVAC market rebate](#)
-  [Craftsman-Style Charmer](#)
-  [Smart Space-Saving Systems \(Cloudland\)](#)
-  [FYI - HVAC Briefs](#)
-  [FYI HVAC BRIEFS](#)
-  [Pacific Systems Group](#)
-  [Builder's 'eco-shell' cited as saving home from Johns Island tornado](#)
-  [UNICO](#)
-  [Heating Up the Commercial Market](#)
-  [Contractors Can Earn \\$500 Rebates on Unico iSeries Heat Pumps](#)
-  [Pacific Systems Group](#)
-  [Unico iSeries Offering More than Just Heat](#)
-  [UNICO SYSTEM](#)
-  [2015 New Residential Heating Products](#)
-  [HVAC Contractors](#)
-  [Unico Inc.](#)
-  [PLUMBING, BATH & HEATING](#)
-  [Mini Duct HVAC for Your Dream House](#)
-  [Dealing with Mold and Humidity Threats in Vacation Residences](#)
-  [Dealing with Mold and Humidity in Vacation Residences](#)
-  [MCCASKILL HONORED AS 'HERO OF MAIN STREET'](#)
-  [Contractors Can Earn \\$500 Rebates on Unico iSeries Heat Pumps](#)
-  [Outdoor inverter unit](#)
-  [Unico Inc.](#)
-  [Unico](#)
-  [Unico](#)
-  [Unico](#)
-  [Students Design Efficient Home with Central Air Cost of Only \\$38 Annually](#)
-  [UNICO INC.](#)
-  [Weathering the Storm](#)
-  [High-end Systems in Luxury Homes](#)
-  [High-End Systems in Luxury Homes](#)


-  [Weathering the Storm](#)
-  [Summertime Spotlight - Aspen Heating & Cooling](#)
-  [Dancing on your own](#)
-  [fyi](#)
-  [Unico Adds The Nixon Group to Cover Georgia](#)
-  [2015 New Residential Cooling Products](#)
-  [Unico System iSeries](#)
-  [The LivingHome](#)
-  [Headline not available](#)
-  [UNICO INC.](#)
-  [Expo + Innovtion = 'Expo-Vation'](#)
-  [Green building a boon for US manufacturers](#)
-  [UNICO TO ENTER NEW HVAC MARKETS](#)
-  [From 'Warm Room' to Warm House](#)
-  [Going green is beneficial for builders in America](#)
-  [Sustainable cons Sustainable construction practices provide opportunity for manufacturers](#)
-  [Going green pays off](#)
-  [Going green pays off](#)
-  [Green buildings, good business](#)
-  [Manufacturers embrace green building movement](#)
-  [THE GREEN BUILDING MOVEMENT](#)
-  [Green Power](#)
-  [BUILDING TECHNOLOGY Green buildings, good business Demand for](#)
-  [Green buildings generate good business](#)
-  [Sustainable construction practices provide opportunity](#)
-  [Green building provides boost to U.S. firms](#)
-  [Manufacturers seeing beauty of green](#)
-  [Sustainable construction](#)
-  [Sustainable construction practices provide opportunity for manufacturers](#)
-  [New sustainable construction practices provide opportunity for manufacturers](#)
-  [Green ways boost manufacturers](#)
-  [Price Increases](#)
-  [Unico, Inc.](#)

 [Unico to Enter New HVAC Markets, Offer More New Products in 2015](#)

 [HEATING THE OLD HOUSE](#)

 [Unico](#)

 [GREEN MACHINES](#)

 [Improvements bring 1923 mansion up to date](#)

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