

2019 Media Kit

INSIDE:
ADVERTISING RATES
PRODUCTION SCHEDULE
AD SIZES & SPECS



QUARTERLY CIRCULATION

NJ Contractor – 1,250
NY Connection – 1,800
PA Contractor – 1,250
VA Image – 5,000

THE PHCC

The PHCC is the oldest and most respected organization in the Plumbing-Heating-Cooling industry. PHCC members are business owners and managers looking to improve their companies and the industry as a whole. They actively work to stay on the cutting edge of codes, regulations, business strategy, tools, materials, and services that combine to help them save time and make more money. These are the decision makers you want to influence. They are loyal and affiliated.

EDITORIAL CONTENT

PHCC magazines are an integral means of educating members and prospective members alike about what is going on in the association and in the industry as a whole. Editorial consists of:

- Legislative Updates (regional and national)
- Association News (regional and national)
- Business articles related to management, human resources, marketing, customer relations, finance, etc.
- Legal Issues (litigation and arbitration)
- Installation & Service
- Health and Safety
- Industry Trends

THE NEW YORK STATE ASSOCIATION OF PLUMBING, HEATING, COOLING CONTRACTORS

MEMBERSHIP DIRECTORY:

- Distribution: Annually to 200+
- Ad Reservation: 2/8/19
- Artwork Deadline: 2/15/19

Directory Ad Placement	Size	4-Color Rate	B&W Rate
Outside Back	5" x 8"	\$800	N/A
Inside Back	5" x 8"	N/A	\$725
Divider	5" x 8"	N/A	\$600
Full Page	5" x 8"	\$500	\$400
Half Page	5" x 4"	\$400	\$300

NY CONNECTION MAGAZINE:

- Quarterly Distribution: 1,800+

	Spring Issue	Summer Issue	Fall Issue	Winter Issue
Ad Reservation:	1/25/19	4/26/19	7/26/19	10/25/19
Artwork Due:	2/1/19	5/3/19	8/2/19	11/1/19

Placement	Size	1 Issue	2 Issues	3 Issues	4 Issues
Outside Back Cover	8.5" x 11"	\$1,600	\$1,500	\$1,450	\$1,400
Inside Front Cover	8.5" x 11"	\$1,400	\$1,300	\$1,250	\$1,200
Inside Back Cover	8.5" x 11"	\$1,300	\$1,200	\$1,150	\$1,100
Full Page	8.5" x 11"	\$1,100	\$1,000	\$900	\$800
Half Page Spread	17.25" x 5.25"	\$1,300	\$1,200	\$1,100	\$1,000
Half Page	7.5" x 5"	\$900	\$800	\$700	\$600
Quarter Page	3.625" x 5"	\$550	\$500	\$450	\$400
Business Card	3.75" x 2"	\$350	\$325	\$300	\$275

Note: Add 1/8" to all sides for bleed.



PLUMBING HEATING COOLING CONTRACTORS OF VIRGINIA

MEMBERSHIP DIRECTORY:

- Distribution: Annually to 4,900+ (sent digitally, on website, and printed for a selected group)
- Ad Reservation: 8/2/19
- Artwork Deadline: 8/9/19

Directory Ad Placement	Size	4-Color Rate	B&W Rate
Back Cover	5" x 8"	\$1,250	N/A
Inside Front Cover	5" x 8"	\$1,150	N/A
Inside Back Cover	5" x 8"	\$1,050	N/A
Full Page Divider	5" x 8"	\$950	N/A
Half Page Divider	5" x 4"	\$650	N/A
Full Page	5" x 8"	\$850	\$750
Half Page	5" x 4"	\$550	\$450
Quarter Page	2.5" x 4"	\$350	\$250
Boxed Listing	N/A	N/A	\$50
Boxed Listing w/ Logo	N/A	\$75	N/A
Boxed Listing w/ Logo & 50 Word Bio	N/A	\$125	N/A

IMAGE MAGAZINE:

- Quarterly Distribution: 4,900+ (sent digitally and on website)

	Spring Issue	Summer Issue	Fall Issue	Winter Issue
Ad Reservation:	1/18/19	4/19/19	7/19/19	10/18/19
Artwork Due:	1/25/19	4/26/19	7/26/19	10/25/19

Placement	Size	1 Issue	2 Issues	3 Issues	4 Issues
Outside Back Cover	8.5" x 11"	\$1,800	\$1,700	\$1,600	\$1,500
Inside Front Cover	8.5" x 11"	\$1,600	\$1,500	\$1,400	\$1,300
Inside Back Cover	8.5" x 11"	\$1,500	\$1,400	\$1,300	\$1,200
Full Page	8.5" x 11"	\$1,300	\$1,200	\$1,100	\$1,000
Half Page Spread	17.25" x 5.25"	\$1,450	\$1,350	\$1,250	\$1,150
Half Page	7.5" x 5"	\$1,000	\$900	\$800	\$700
Quarter Page	3.625" x 5"	\$750	\$650	\$550	\$450
Business Card	3.75" x 2"	\$625	\$525	\$425	\$325

Note: Add 1/8" to all sides for bleed.



DIGITAL ADD-ONS:

- For Membership Directory and IMAGE Magazine

	Rate
Sponsor Package	\$600
Banner Ad	\$350
Video/Audio	\$100
Interactive Links	\$25 per link or \$100 for 5 links

Note: Contact Jen Smith for more information on digital add-ons.

NEW JERSEY ASSOCIATION OF PLUMBING-HEATING & COOLING CONTRACTORS

NJ CONTRACTOR MAGAZINE:

- Quarterly Distribution: 1,250+

	Spring Issue	Summer Issue	Fall Issue	Winter Issue
Ad Reservation:	1/18/19	4/19/19	7/19/19	10/18/19
Artwork Due:	1/25/19	4/26/19	7/26/19	10/25/19

Placement	Size	1 Issue	2 Issues	3 Issues	4 Issues
Outside Back Cover	8.5" x 11"	\$1,600	\$1,500	\$1,450	\$1,400
Inside Front Cover	8.5" x 11"	\$1,400	\$1,300	\$1,250	\$1,200
Inside Back Cover	8.5" x 11"	\$1,300	\$1,200	\$1,150	\$1,100
Full Page	8.5" x 11"	\$1,100	\$1,000	\$900	\$800
Half Page Spread	17.25" x 5.25"	\$1,300	\$1,200	\$1,100	\$1,000
Half Page	7.5" x 5"	\$900	\$800	\$700	\$600
Quarter Page	3.625" x 5"	\$550	\$500	\$450	\$400
Business Card	3.75" x 2"	\$350	\$325	\$300	\$275

Note: Add 1/8" to all sides for bleed.



PENNSYLVANIA ASSOCIATION OF PLUMBING-HEATING & COOLING CONTRACTORS

PA CONTRACTOR MAGAZINE:

- Quarterly Distribution: 1,250+

	Spring Issue	Summer Issue	Fall Issue	Winter Issue
Ad Reservation:	1/18/19	4/19/19	7/19/19	10/18/19
Artwork Due:	1/25/19	4/26/19	7/26/19	10/25/19

Placement	Size	1 Issue	2 Issues	3 Issues	4 Issues
Outside Back Cover	8.5" x 11"	\$1,600	\$1,500	\$1,450	\$1,400
Inside Front Cover	8.5" x 11"	\$1,400	\$1,300	\$1,250	\$1,200
Inside Back Cover	8.5" x 11"	\$1,300	\$1,200	\$1,150	\$1,100
Full Page	8.5" x 11"	\$1,100	\$1,000	\$900	\$800
Half Page Spread	17.25" x 5.25"	\$1,300	\$1,200	\$1,100	\$1,000
Half Page	7.5" x 5"	\$900	\$800	\$700	\$600
Quarter Page	3.625" x 5"	\$550	\$500	\$450	\$400
Business Card	3.75" x 2"	\$350	\$325	\$300	\$275

Note: Add 1/8" to all sides for bleed.



NJ/PA COMBINED ANNUAL TRADE SHOW JOURNAL



- Distribution: Annually to 400+
- Ad Reservation: 3/1/19
- Artwork Deadline: 3/8/19

Placement	Size	B&W Rate	4-Color Rate
Center Spread	15.875" x 10"	\$815	\$865
Outside Back Cover	7.5" x 10"	\$765	\$815
Inside Front Cover	7.5" x 10"	\$715	\$765
Inside Back Cover	7.5" x 10"	\$665	\$715
Full Page	7.5" x 10"	\$615	\$665
Half Page Horizontal	7.5" x 5"	\$515	\$565
Half Page Vertical	4.75" x 10"	\$515	\$565
Quarter Page	3.75" x 5"	\$365	\$415
Business Card	3.5" x 2"	\$40	\$65

Notes: Exhibitor discount available, please contact Jen Smith for more information.

PHCC 2019 Advertising Reservation Form

Complete the form and email to: Jen@thinkgraphtech.com or fax to: 717.238.3081. Call Jen with any questions or to reserve ad space at: 717.238.5751, ext. 124.

CONTACT INFORMATION

Contact Name	Company	
Address		
City	State	Zip
Phone	Email	

NY PHCC

QUARTERLY MAGAZINE	<input type="radio"/> Spring	<input type="radio"/> Summer	<input type="radio"/> Fall	<input type="radio"/> Winter
<input type="radio"/> Outside Back Cover	<input type="radio"/> Inside Front Cover	<input type="radio"/> Inside Back Cover	<input type="radio"/> Full Page	
<input type="radio"/> Half Page Spread	<input type="radio"/> Half Page	<input type="radio"/> Quarter Page	<input type="radio"/> Business Card	Sub-Total \$ _____
ANNUAL MEMBERSHIP DIRECTORY				
<input type="radio"/> Outside Back Cover	<input type="radio"/> Inside Front Cover	<input type="radio"/> Divider Page	<input type="radio"/> Full Page	<input type="radio"/> Half Page
				Sub-Total \$ _____

VA PHCC

QUARTERLY MAGAZINE	<input type="radio"/> Spring	<input type="radio"/> Summer	<input type="radio"/> Fall	<input type="radio"/> Winter
<input type="radio"/> Outside Back Cover	<input type="radio"/> Inside Front Cover	<input type="radio"/> Inside Back Cover	<input type="radio"/> Full Page	
<input type="radio"/> Half Page Spread	<input type="radio"/> Half Page	<input type="radio"/> Quarter Page	<input type="radio"/> Business Card	Sub-Total \$ _____
ANNUAL MEMBERSHIP DIRECTORY				
<input type="radio"/> Outside Back Cover	<input type="radio"/> Inside Front Cover	<input type="radio"/> Inside Back Cover	<input type="radio"/> Full Page Divider	<input type="radio"/> Half Page Divider
<input type="radio"/> Full Page	<input type="radio"/> Half Page	<input type="radio"/> Quarter Page	<input type="radio"/> Enhanced Boxed Listing	
<input type="radio"/> Enhanced Boxed Listing w/ Logo		<input type="radio"/> Enhanced Boxed Listing w/ Logo & 50 Words		Sub-Total \$ _____
DIGITAL ADD-ONS	<input type="radio"/> Quarterly Magazine	<input type="radio"/> Annual Membership Directory		
<input type="radio"/> Sponsor Package	<input type="radio"/> Banner Ad	<input type="radio"/> Video/Audio	<input type="radio"/> Interactive Links	Sub-Total \$ _____

NJ PHCC

QUARTERLY MAGAZINE	<input type="radio"/> Spring	<input type="radio"/> Summer	<input type="radio"/> Fall	<input type="radio"/> Winter
<input type="radio"/> Outside Back Cover	<input type="radio"/> Inside Front Cover	<input type="radio"/> Inside Back Cover	<input type="radio"/> Full Page	
<input type="radio"/> Half Page Spread	<input type="radio"/> Half Page	<input type="radio"/> Quarter Page	<input type="radio"/> Business Card	Sub-Total \$ _____

PA PHCC

QUARTERLY MAGAZINE	<input type="radio"/> Spring	<input type="radio"/> Summer	<input type="radio"/> Fall	<input type="radio"/> Winter
<input type="radio"/> Outside Back Cover	<input type="radio"/> Inside Front Cover	<input type="radio"/> Inside Back Cover	<input type="radio"/> Full Page	
<input type="radio"/> Half Page Spread	<input type="radio"/> Half Page	<input type="radio"/> Quarter Page	<input type="radio"/> Business Card	Sub-Total \$ _____

NJ/PA PHCC

COMBINED ANNUAL TRADE SHOW JOURNAL				
<input type="radio"/> Center Spread	<input type="radio"/> Outside Back Cover	<input type="radio"/> Inside Front Cover	<input type="radio"/> Inside Back Cover	
<input type="radio"/> Full Page	<input type="radio"/> Half Page (H or V)	<input type="radio"/> Quarter Page	<input type="radio"/> Business Card	Sub-Total \$ _____

PAYMENT INFORMATION

Please invoice me **Grand Total \$** _____

To pay by credit card, please contact Jen Smith at 717.238.5751, ext. 124. For your security, please do not email credit card payments.

Questions? Call or email:
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Publications Management Jen@thinkgraphtech.com

You may email your ad to Jen or upload to us by visiting our website, www.thinkgraphtech.com, and clicking the "Send Us Files" button. Ads can be designed for \$89.50/hr.

SUBMIT