

# 2021 Media Kit



## QUARTERLY CIRCULATION

NJ Contractor – 1,250  
NY Connection – 1,800  
PA Contractor – 1,250

## INSIDE:

Advertising Rates  
Production Schedule  
Ad Sizes and Specs



## { 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

**NY CONNECTION** magazine: Quarterly Distribution: 1,800+

	Winter Issue	Spring Issue	Summer Issue	Fall Issue
Ad Reservation:	1/15/21	4/16/21	7/16/21	10/8/21
Artwork Due:	1/22/21	4/23/21	7/23/21	10/15/21

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.

# NEW JERSEY ASSOCIATION OF PLUMBING-HEATING & COOLING CONTRACTORS

**NJ CONTRACTOR** magazine: Quarterly Distribution: 1,250+

	Winter Issue	Spring Issue	Summer Issue	Fall Issue
Ad Reservation:	1/15/21	4/16/21	7/16/21	10/8/21
Artwork Due:	1/22/21	4/23/21	7/23/21	10/15/21

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
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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+

	Winter Issue	Spring Issue	Summer Issue	Fall Issue
Ad Reservation:	1/15/21	4/16/21	7/16/21	10/8/21
Artwork Due:	1/22/21	4/23/21	7/23/21	10/15/21

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
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Half Page	7.5" x 5"	\$900	\$800	\$700	\$600
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Business Card	3.75" x 2"	\$350	\$325	\$300	\$275

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

# PHCC 2021 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:**  Spring  Summer  Fall  Winter

Outside Back Cover  Inside Front Cover  Inside Back Cover  Full Page  
 Half Page Spread  Half Page  Quarter Page  Business Card **Sub-Total \$** \_\_\_\_\_

### NJ PHCC

**QUARTERLY MAGAZINE:**  Winter  Spring  Summer  Fall

Outside Back Cover  Inside Front Cover  Inside Back Cover  Full Page  
 Half Page Spread  Half Page  Quarter Page  Business Card **Sub-Total \$** \_\_\_\_\_

### PA PHCC

**QUARTERLY MAGAZINE:**  Winter  Spring  Summer  Fall

Outside Back Cover  Inside Front Cover  Inside Back Cover  Full Page  
 Half Page Spread  Half Page  Quarter Page  Business Card **Sub-Total \$** \_\_\_\_\_

## PAYMENT INFORMATION

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

Advertisements are invoiced prior to publishing. All accounts must be paid within 30 days of the billing date. If advertiser has a different payment policy, please discuss prior.

Check Enclosed (Payable to Graphtech)

Invoice:  In Full  Per Issue

Credit Card:  In Full  Per Issue

Visa  Mastercard  Discover  American Express

Credit Card Number \_\_\_\_\_

Print Name on Card \_\_\_\_\_

CIV# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

### ADVERTISING ARTWORK

If advertising in multiple issues, please complete:

- I plan to change my ad in each issue, please contact me prior to the deadline dates. If no response is received by the deadline date, the previous artwork will be run.
- I plan to use the same ad in each issue, if anything changes I will contact you prior to the deadline dates.

Questions? Call or email:

Jen Smith 717.238.5751 x124  
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 at an hourly rate.