

# 2010 MEDIA KIT

## Why Advertise in the Wisconsin P-H-C Contractor Magazine?

More than 7,500 master plumbers, heating and cooling contractors, are waiting to read your message.

Don't waste time in getting it to them.

The Wisconsin P-H-C Contractor magazine – delivered directly to the purchasers you are trying to reach.

## What Is the Wisconsin P-H-C Contractor Magazine?

Published four times annually, the Wisconsin P-H-C Contractor magazine is the OFFICIAL publication of the PHCC Wisconsin Association & Master Plumbers Association.

Our editorial content focusing exclusively on Wisconsin plumbers and HVAC contractors and includes:

- New products
- Technical updates
- Local and state association events
- Legislative proposals and action which affect the industry
- Industry news and trends
- Safety issues
- State trade and code legislation news
- Opinion

## Your Benefits

Our readers are not only skilled tradesmen, but savvy business owners interested in innovative products and ways to grow their business. When they make a purchase, they will choose a company that is perceived as solid and lasting. Advertising your company in the Wisconsin P-H-C Contractor shows strength and stability and puts you in a position to gain market share.

**BONUS:** Besides our mailing list, Wisconsin P-H-C Contractor is available online in its entirety – that means your print ads are reaching a potentially limitless audience.



[www.wisconsinsbestplumbers.com](http://www.wisconsinsbestplumbers.com)

**We guarantee an audience that is waiting for your message!**

**Call Patty Johnson at (414) 354-0200, ext 103, or e-mail [patty@rspr.com](mailto:patty@rspr.com).**

## Advertising Space Rates

	4X	3X	2X	1X
Outside Back Cover	\$1,700	\$1,900	\$2,100	\$2,300
Special positions*	1,600	1,800	2,000	2,200
Full Page	1,375	1,500	1,625	1,750
1/2 Page	800	950	1,050	1,150
1/4 Page	450	575	650	725
1/8 Page	250	250	250	250

Note: \*Special positions are inside covers, table of contents page. They are encouraged to be 4X commitments. Rates are based on full color ads.



ARE YOU A MEMBER of PHCC of Wisconsin or PHCC National Association? Take 10% off your advertising total. If you are not a member - become one and save money on advertising plus connect with the industries you serve. Contact us for membership information, 414-227-1230.

## Specifications

SIZE	DIMENSIONS	Materials: High Res PDFs are preferable with all fonts and links embedded. We can also accept ads on CD with all files included. If unsure, please call first to verify software and compatibility.
Full Pg. (Bleed)	8.75" x 11.25"	An FTP site is available, please call or email, 800-969-0200 ext 103, patty@rspr.com
Full Pg. (Non-Bleed)	7.5" x 10"	
1/2 Pg. (Horizontal)	7.5" x 5"	Trim Size: 8.5 x 11
1/2 Pg. (Vertical)	3.5" x 10"	
1/4 Pg.	3.5" x 4.875"	
1/8 Pg. (Business Card)	3.5" x 2"	

## Terms & Conditions

**Payment Due Date:** All invoices must be paid in U.S. currency within thirty (30) days of invoice. After 30 days, an interest charge of 1-1/2 percent monthly will be added to the account. If payment is not received within sixty (60) days after the due date, the publication reserves the right to refuse future ads.

**Publisher Liability:** Liability of the publisher for any error, omission, or delay for which the publisher may be held generally responsible shall not exceed the cost of the space paid for and occupied by an individual advertiser.

**Contract Cancellation:** If an advertiser fails to purchase sufficient ads to obtain a discount, the rate will revert to the amount specified for the actual number of ads run in that calendar year. Special positions require a 120-day/two issue notice of cancellation.

**Acceptability of Advertising:** Wisconsin P-H-C Contractor magazine reserves the right to refuse advertising deemed inappropriate for its publication. The advertiser and/or its representatives are solely responsible for ad content. Advertising in the form of editorial copy must be labeled as advertising to avoid confusion with text.

For more information on advertising options or to book an ad, call Patty Johnson at (414) 354-0200, ext 103, or e-mail patty@rspr.com.

# 2010 | WISCONSIN PHC CONTRACTOR DEADLINES

## Spring 2010 - Five State Conference - April 14-17 - EXTRA DISTRIBUTION

Space/Copy Deadline:	Feb 19
Art Due:	March 5

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## Summer 2010

Space/Copy Deadline:	May 28
Art Due:	June 7

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## Fall 2010

Space/Copy Deadline:	August 13
Art Due:	September 8

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## Winter 2010

Space/Copy Deadline:	October 21
Art Due:	November 4

# 2010 ADVERTISING AGREEMENT

Please reserve the following space in Wisconsin P-H-C Contractor magazine under the terms and conditions described in the rate card.

Number of insertions \_\_\_\_\_ Contract Term \_\_\_\_\_

Ad Size \_\_\_\_\_ Format \_\_\_\_\_

Rate per ad for contract term \_\_\_\_\_

Color(s) \_\_\_\_\_ Special position/cover \_\_\_\_\_

Other instructions \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Advertising Agency \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_

FAX COMPLETED FORM TO PATTY JOHNSON AT 414-354-5317  
PHONE: 414-354-0200 EXT 103



Wisconsin P-H-C Contractor magazine is printed quarterly and is the **OFFICIAL** publication of the PHCC Wisconsin Association and Master Plumbers Association of Wisconsin.