

BONUS DISTRIBUTION – National PHCC Meeting
CONNECT 2017 – MILWAUKEE, OCT. 4-7



2017 MEDIA KIT

The Wisconsin PHC Contractor magazine is the *official* publication of the PHCC Wisconsin Association and Master Plumbers/Heating Cooling Association of Wisconsin (MP/HC). We are the number one, authoritative information source for Wisconsin's plumbing, heating, and cooling industry.

Published four times annually, we mail directly to over 8,600 professionals in the plumbing, heating, and cooling industry, including master, and licensed journeymen plumbers, plus owners and managers of contracting firms providing service to the residential, commercial and industrial markets, extending our readership to more than 18,000.

TARGETED MARKETING

When you advertise in the Wisconsin PHC Contractor, your sales message reaches a targeted readership of decision-makers and professionals who are focused on increasing revenue and growing their customer base through operational efficiencies and new products and technology.

ONLINE READERSHIP

In addition to our mailing list, Wisconsin PHC Contractor magazine is available online in its entirety at www.PHCC-WI.org and includes hyperlinks to your business – that means your print ads are reaching a potentially limitless audience.



Advertising in Wisconsin PHC Contractor gives you a direct connection to purchasers of your products and services geared to a specific trade community.



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.



2017 RATES

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 PHC 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.

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ADVERTISING SPACE RATES

	4X	3X	2X	1X
Outside Back Cover	\$1,870	\$2,090	\$2,310	\$2,530
Special positions*	1,760	1,980	2,200	2,420
Full Page	1,525	1,650	1,790	1,925
1/2 Page	935	1,045	1,155	1,265
1/4 Page	530	635	715	800

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, 888-782-6815.

SPECIFICATIONS

SIZE	DIMENSIONS
Full Pg. (Bleed)	8.625" x 11.125"
Full Pg. (Non-Bleed)	7.875" x 10.375"
1/2 Pg. (Horizontal)	7.875" x 5"
1/2 Pg. (Vertical)	3.5" x 10"
1/4 Pg.	3.5" x 4.875"

Trim Size: 8.375" x 10.875"

Materials: High Res JPEGs, PDFs, with fonts and links embedded.

If you need assistance with your ad layout or need a logo inserted in a manufacturer's or supplier's ad, please contact us. Call 414-354-0200 ext 103 or e-mail: patty@rspr.com



2017 CALENDAR

Regular Features Include:

- Managing Your Business
- Legislative Updates
- Industry News
- Code Updates

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SPRING 2017

EDITORIAL HIGHLIGHTS * TO BE ANNOUNCED

Space/Copy Deadline: Feb 7
Art Due: Feb 21

SUMMER 2017 - Pre Connect 2017 Issue

Space/Copy Deadline: May 2
Art Due: May 16

FALL 2017 - Pre Connect 2017 Issue

Space/Copy Deadline: Aug 1
Art Due: Aug 15

WINTER 2017 - Post Connect 2017 Issue

Space/Copy Deadline: Oct 31
Art Due: Nov 14

* SUBJECT TO CHANGE



The official publication of the PHCC Wisconsin Association

www.facebook.com/PHCCWisconsin



2017 AGREEMENT

Please reserve the following space in **Wisconsin PHC Contractor** magazine under the terms and conditions described in the rate card.

Number of insertions _____ Contract term _____ Rate per ad for contract term _____

Ad size _____ Color(s) _____

Special position/cover _____ File format _____

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 PHC Contractor magazine is printed quarterly and is the official publication of the PHCC Wisconsin Association.