



## 2018 Advertising Rates Wisconsin PHC Contractor

Wisconsin Plumbing-Heating-Cooling Contractors Association

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**Format:** 32 to 48 pages, full-size, full color, with reports on plumbing, heating and cooling industry activity, supplier news, code reports, licensing issues, legislative and regulatory issues, company profiles, industry updates, new product reports and PHCC association activities.

**Frequency:** Published four times per year – Ad costs are NET and include ALL FOUR ISSUES and FULL COLOR ADS

**Readership:** *Wisconsin PHC Contractor Magazine* reaches approximately 9,100 readers including plumbing/HVAC contractors throughout Wisconsin, suppliers, wholesalers, manufacturers' reps, as well as state and local regulatory/inspection officials.

**Online Version:** The magazine appears online at [www.PHCC-WI.org](http://www.PHCC-WI.org) and includes hyperlinks from ads to advertisers website. Also interactive with social media.

**Specifications:** High resolution (300 dpi) pdf format. Save as CMYK, Line Screen: 175, please embed fonts and links. Trim size: 8.375 x 10.875

**Dimensions/Rates:** (Rates include insertion into all four issues, ads are full color and are net)

	W	H	Full Color
Full Page (no bleed)	7.375"	9.875"	\$6100 (includes all 4 issues)
Full Page (with bleed)	8.625"	11.125"	\$6100 (includes all 4 issues)
1/2 Page Vertical	3.725"	9.875"	\$3740 (includes all 4 issues)
1/2 Page Horizontal	7.675"	4.9"	\$3740 (includes all 4 issues)
1/4 Page Vertical	3.725"	4.9"	\$2120 (includes all 4 issues)

Back cover & inside front cover - add \$800 - for entire year (full page color only).  
Inside back cover, page 3 and 5 - add \$450 - for entire year (full page color only).  
Any additional production charges, if needed, will be billed to the advertiser.

**ARE YOU A MEMBER of PHCC of Wisconsin or PHCC National Association? Take 10% off your advertising total.**

### 2018 PLANNING CALENDAR:

ISSUE	SPACE RESERVED	ART DEADLINE
Spring - Mailed Mar 2018	Feb 2, 2018	Feb 16, 2018
Summer - Mailed June 2018	Apr 27, 2018	May 11, 2018
Fall - Mailed Sept 2018	Jul 27, 2018	Aug 8, 2018
Winter - Mailed Dec 2018	Oct 26, 2018	Nov 7, 2018



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