

2016 Media Kit

INSIDE:
ADVERTISING RATES
PRODUCTION SCHEDULE
AD SIZES & 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.

THE PHCC

The Plumbing-Heating-Cooling Contractors Association (PHCC) is an association consisting of committed professionals and volunteers focused on improving their industry. The oldest trade organization in the construction industry, the PHCC has been an advocate for plumbing, heating, and cooling contractors since 1883. The PHCC has created an awareness of an association that stands out in providing innovative ideas and solutions, while displaying an image of quality and professionalism to the industry nationwide. Having your logo and advertisement printed in a PHCC chapter publication insures that you are not only aligned with the PHCC mission, but also that your message will be seen by industry professionals and readers who make purchasing decisions. You are showing these decision makers that you support them and you are committed to the success of their trade. You'll also receive exposure at shows and conferences where

CIRCULATION

- NJ Contractor – 1,000
- NY Connection – 1,700
- PA Contractor – 1,000
- VA Image – 5,000

Frequency – Quarterly

members gather to learn more about the products and services available to help them run their businesses more effectively.

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



graphtech

Please send questions and material to:

Jen Smith

Publications Management

1310 Crooked Hill Road, Suite 800
Harrisburg, PA 17110

Phone: 717.238.5751 x124

Fax: 717.238.3081

Email: Jen@thinkgraphtech.com

ADVERTISING SPECS & SUBMISSION

NJ Due Dates

	Jan.–March 2016 Winter Issue	April–June 2016 Spring Issue	July–Sept. 2016 Summer Issue	Oct.–Dec. 2016 Fall Issue
Ad Reservation:	11/16/15	2/15/16	5/23/16	8/22/16
Artwork Due:	11/23/15	2/22/16	5/30/16	8/29/16

NY Due Dates

	Dec. 2015–Feb. 2016 Winter Issue	March–May 2016 Spring Issue	June–Aug. 2016 Summer Issue	Sept.–Nov. 2016 Fall Issue
Ad Reservation:	10/26/15	1/25/16	5/2/16	7/25/16
Artwork Due:	11/2/15	2/1/16	5/9/16	8/1/16

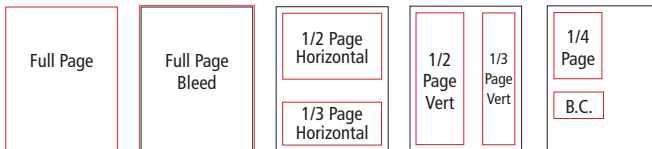
PA Due Dates

	Jan.–March 2016 Winter Issue	April–June 2016 Spring Issue	July–Sept. 2016 Summer Issue	Oct.–Dec. 2016 Fall Issue
Ad Reservation:	11/16/15	2/15/16	5/23/16	8/22/16
Artwork Due:	11/23/15	2/22/16	5/30/16	8/29/16

VA Due Dates

	Jan.–March 2016 Winter Issue	April–June 2016 Spring Issue	July–Sept. 2016 Summer Issue	Oct.–Dec. 2016 Fall Issue
Ad Reservation:	11/16/15	2/15/16	5/23/16	8/22/16
Artwork Due:	11/23/15	2/22/16	5/30/16	8/29/16

Ad Sizes



DIMENSIONS	W	H
Full Page	7.5"	10"
Full Page Bleed	8.75"	11.25"
Two-Page Spread	17.25"	11.25"
1/2 Page Horz	7.5"	5"
1/2 Page Vert	3.625"	10"
1/2 Page Spread	17.25"	5.25"
1/3 Page Horz	7.5"	3.25"
1/3 Page Vert	2.4375"	10"
1/4 Page	3.625"	5"
Business Card	3.75"	2"

	W	H
Trim Size	8.5"	11"
Bleed	8.75"	11.25"
Live Matter	7.75"	10.25"
Spread Size	17"	11"
Bleed (Spread)	17.25"	11.25"

- You may email your ad to Jen Smith or upload to our ftp site at www.thinkgraphtech.com
- Ads can be designed for \$69.50/hr

ADVERTISING RATES

PA/NJ/NY Advertising Rates

NON-MEMBER RATES

RATES	1x	2x	3x	4x
Full Page	\$1,110	\$1,010	\$900	\$790
Two-Page Spread	\$2,050	\$1,950	\$1,850	\$1,750
1/2-Page	\$900	\$790	\$695	\$590
1/2 Page Spread	\$1,700	\$1,480	\$1,290	\$1,080
1/3-Page	\$695	\$590	\$485	\$425
1/4-Page	\$540	\$485	\$435	\$385
Business Card	\$280	\$280	\$280	\$280
PREMIUM PLACEMENT				
Outside Back Cover	\$1,610	\$1,500	\$1,445	\$1,395
Inside Front Cover	\$1,395	\$1,325	\$1,240	\$1,190
Inside Back Cover	\$1,295	\$1,190	\$1,135	\$1,085

PA/NJ/NY PHCC members – take 10% off the advertising rates above

VA Advertising Rates

MEMBER RATES

RATES	1x	2x	3x	4x
Full Page	\$1,250	\$1,150	\$1,050	\$950
Two-Page Spread	\$2,000	\$1,900	\$1,800	\$1,700
1/2-Page	\$950	\$850	\$750	\$650
1/2 Page Spread	\$1,400	\$1,300	\$1,200	\$1,100
1/4-Page	\$700	\$600	\$500	\$400
Business Card	\$625	\$525	\$425	\$325
PREMIUM PLACEMENT				
Outside Back Cover	\$2,700	\$2,600	\$2,500	\$2,400
Inside Front Cover	\$2,400	\$2,300	\$2,200	\$2,100
Inside Back Cover	\$2,200	\$2,100	\$2,000	\$1,900

VA PHCC Members — reserve four issues and receive an additional 10% off the advertising rates above

PHCC Advertising Reservation Form



Complete the form below and mail to: Graphtech • 1310 Crooked Hill Road, Suite 800 • Harrisburg, PA 17110

Email to: Jen@thinkgraphtech.com or fax to: 717.238.3081

CONTACT INFORMATION

Contact Name

Company

Address

City

State

Zip

Phone

Fax

Email

Non-Member Member of: NJ NY PA VA

ADVERTISING SIZE & PLACEMENT

Outside Back Cover Inside Front Cover Inside Back Cover

Covers are sold on a first-come, first-served basis. Prior placement have priority for the next issue.

Full Page Two-Page Spread 1/2 Page Horizontal 1/2 Page Vertical 1/2 Page Spread
 1/3 Page Horizontal 1/3 Page Vertical 1/4 Page Business Card

ADVERTISING FREQUENCY

	NJ	NY	PA	VA	
Spring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sub-Total \$ _____
Summer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sub-Total \$ _____
Fall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sub-Total \$ _____
Winter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sub-Total \$ _____
					Total \$ _____

If advertising in multiple issues, please complete:

- I plan to change my ad in each issue. Please contact me prior to the deadline dates.
 I plan to use the same ad in each issue. If anything changes I will contact you prior to the deadline dates.

PAYMENT INFORMATION

Payment or check in US Dollars only.

Check Enclosed \$ _____ Please invoice me.

Please charge to my credit card: Visa MC AMEX Discover

Credit Card Number

CIV#

Exp. Date

Print Name on Card

Signature

Call or email if you have any questions:

Jen Smith

Publications Management

717.238.5751 x124

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