



# 2024 ADVERTISING RATES

## Minnesota Contractor Magazine

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**Circulation:** *Minnesota Contractor magazine* reaches 5,200 plumbing and HVAC contractors throughout Minnesota; suppliers, wholesalers, manufactures’ reps, as well as state and local officials. With features on plumbing, heating, and cooling industry activity, supplier and company news, industry updates, new product reports, and association activities; it’s the official magazine of the MN PHCC Association.

**Digital Version:** The magazine is posted online at [www.mnphcc.com](http://www.mnphcc.com) and includes hyperlinks from ads to the advertiser’s website, including your company URL in the index section.

Blue Water Publishers also launched a PHCC News website for even more digital engagement. It features the magazine, advertiser logos and online feature content. As an advertiser, the site welcomes your plumbing, HVAC and related-industry features, new products, company news, case studies and more. Please check out <https://PHCCNews.com> for more information.

**Frequency & Format:** Published six times per year, 24 to 48 pages – full color (CMYK), 70 lb. glossy stock, 175-line screen with saddle stitch, and 8.375” x 10.875” magazine trim size.

**Ad Specifications:** High resolution (300 dpi) PDF format (CMYK – no RGB or spot colors) and send to: [art@bluewaterpublishers.com](mailto:art@bluewaterpublishers.com)

**Ad Size/Dimensions/Rates:** Net pricing per annum and for a single insertion.

	WIDTH	HEIGHT	ANNUAL	SINGLE
Full Page (with bleed)	8.625”	x 11.125”	\$4995	\$832.50
Full Page (no bleed)	7.875”	x 10.375”	\$4995	\$832.50
1/2 Page Vertical	3.5”	x 10”	\$3780	\$630
1/2 Page Horizontal	7.875”	x 5”	\$3780	\$630
1/3 Page Square	5”	x 5”	\$3240	\$540
1/4 Page Vertical	3.5”	x 5”	\$2160	\$360
Biz Card	3.375”	x 2.375”	\$1080	\$180



Back cover and inside front cover – additional \$900.00 or \$150.00 ea.  
 Inside back cover, page 3 and 5 – additional \$600.00 or \$100.00 ea.  
 Sponsored content advertisement – additional 10%

Association member discount 10% and any additional charges will be billed to the advertiser as quoted. Discounts are available based on the volume of additional publication and insertion participation.

Payments per annum, the invoice is mailed with the first issue tear sheet at time of the magazine distribution – statement (only) with tear sheet for additional insertions. Payments by credit card are subject to a 3% bank transaction fee.

### 2024 Planning Calendar Official PHCC State Association Publication:

ISSUE	SPACE RESERVED	ART DEADLINE
Jan/Feb - #1	Dec 12, 2023	Dec 21, 2023
Mar/Apr - #2	Feb 27, 2024	Mar 7, 2024
May/ Jun - #3	Apr 9, 2024	Apr 18, 2024
July/Aug - #4	Jun 11, 2024	Jun 20, 2024
Sept/Oct - #5	Aug 13, 2024	Aug 22, 2024
Nov/Dec - #6	Oct 8, 2024	Oct 17, 2024

**PRINT IS...TANGIBLE, CREDIBLE, AND ENGAGING! ELEVATING YOUR BRAND, HELPING YOU REACH YOUR TARGET AUDIENCE TO ESTABLISH AND INSTILL YOUR MESSAGE.**

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