



2024 ADVERTISING RATES

Wisconsin PHC Contractor - Wisconsin Plumbing-Heating-Cooling Contractors Association

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Circulation: Wisconsin PHC Contractor magazine reaches 15,000 plumbing and HVAC contractors throughout Wisconsin; suppliers, wholesalers, manufacturers’ 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 WI PHCC Association.

Digital Version: The magazine is posted online at www.phcc-wi.org 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 four times per year, 32 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

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

	WIDTH X HEIGHT	ANNUAL	SINGLE
Full Page (with bleed)	8.625” x 11.125”	\$6300	\$1575
Full Page (no bleed)	7.875” x 10.375”	\$6300	\$1575
1/2 Page Vertical	3.5” x 10”	\$3920	\$980
1/2 Page Horizontal	7.875” x 5”	\$3920	\$980
1/4 Page Vertical	3.5” x 5”	\$2240	\$560
Biz Card	3.375” x 2.375”	\$1200	\$300



Back cover and inside front cover – additional \$800.00 or \$200.00 ea.
Inside back cover, page 3 and 5 – additional \$400.00 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
Spring – Mailed Mar 2024	Feb 20, 2024	Feb 29, 2024
Summer – Mailed Jun 2024	May 21, 2024	Jun 4, 2024
Fall – Mailed Sep 2024	Aug 20, 2024	Aug 29, 2024
Winter – Nov 2024	Oct 29, 2024	Nov 7, 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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