



# 2025 ADVERTISING RATES

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

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**Readership:** Wisconsin PHC Contractor magazine reaches 15,000 plumbing and HVAC contractors throughout Wisconsin; suppliers, wholesalers, manufacturers’ reps, and more. With features on plumbing, heating, and cooling, supplier and company news, industry updates, product reports, and association activities; it’s the official magazine of the WI PHCC.

**Digital Magazine:** The magazine is posted online at [phcc-wi.org](http://phcc-wi.org) and includes hyperlinks from ads to the advertiser’s website, including your company URL in the index section. We post on social media platforms as well.

Blue Water Publishers also has a PHCC News website for additional 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 [PHCCNews.com](http://PHCCNews.com) for more information.

**Value Added – Social Media Sharing and Tagging.** As an advertiser we will share and tag your posts on WI PHCC social platforms and PHCC News platforms.

**Frequency & Format:** Published four times per year, 32 to 48 pages – 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 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



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%

**Ad Discounts –** Association members receive a 10% discount on their ad total. Further discounts are available based on the volume of additional state publications 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.

### 2025 Planning Calendar • Official PHCC State Association Publication:

ISSUE	SPACE RESERVED	ART DEADLINE
Spring – Mailed Mar 2025	Feb 18, 2025	Feb 27, 2025
Summer – Mailed Jun 2025	May 20, 2025	May 29, 2025
Fall – Mailed Sep 2025	Aug 26, 2025	Sep 4, 2025
Winter – Mailed Dec 2025	Nov 4, 2025	Nov 13, 2025

**\*\* 2023 Award for Excellence \*\***  
**National Award Recipient**  
**at PHCCCONNECT2024**

10/10/24 – Our magazine was recognized as the best among publications of other state/local associations and acknowledges its effectiveness in getting the PHCC message to members.

**Reach your Buyers and Installers with Blue Water –  
Combine Targeted Print, Digital Issue with links,  
Social Media Support, and Editorial Opportunities**

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