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**Readership:** Michigan Plumbing and Mechanical Contractor magazine reaches 3,600 plumbing and HVAC contractors throughout Michigan; 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 MP&MC.

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

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 MP&MC social platforms and PHCC News platforms.

**Frequency & Format:** Published four times per year, 24 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) 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”	11.125”	\$3796	\$949
Full Page (no bleed)	7.875”	10.375”	\$3796	\$949
1/2 Page Vertical	3.5”	10”	\$2656	\$664
1/2 Page Horizontal	7.875”	5”	\$2656	\$664
1/3 Page Square	5”	5”	\$1896	\$474
1/4 Page Vertical	3.5”	5”	\$1516	\$379

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%



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**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	Jan 28, 2025	Feb 6, 2025
Summer - Mailed Jun 2025	Apr 29, 2025	May 8, 2025
Fall - Mailed Sep 2025	Aug 12, 2025	Aug 21, 2025
Winter - Mailed Nov 2025	Oct 16, 2025	Oct 28, 2025

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