

**THE PLUMBING**



# ADVOCATE

A PUBLICATION OF EQUITY PLUMBING



**2012 MEDIA KIT**

# What the Plumbing Advocate has to offer

The Plumbing Advocate reaches a circulation of over 1,200 industry professionals and is the Flagship publication of Equity Plumbing. Published quarterly, Winter, Spring, Summer, Fall, the Plumbing Advocate is a leading source of information for new products and industry trends.



**There is no better way to contact the Equity Members who are purchasing your products, than advertising in the EQUITY PLUMBING ADVOCATE!** Each issue is packed with information, including individual profile articles on an **Equity Member, a Vendor and an AIM/R Sales Agency.**

New product releases and vendor press releases are spotlighted within the **Industry/Product News section.** Submit your new product releases and/or press release for publication, at no cost...giving you a cost effective resource to deliver the latest developments from your company.

## VENDOR PROFILE

Want to spotlight your company? Here's how - Submit your profile in appx. 400 - 1000 words along with any high resolution (300 DPI) JPG's to: [thavel@equityplumbing.com](mailto:thavel@equityplumbing.com)

## MEMBER PROFILE

We want our Members to showcase themselves as well! Submit your profile in appx. 400 - 1000 words along with any high resolution (300 DPI) JPG's to: [thavel@equityplumbing.com](mailto:thavel@equityplumbing.com)

## REP PROFILE

Every issue features an AIM/R Sales Agency and is circulated to over 230 AIM/R Companies. Submit your profile in appx. 400 - 1000 words along with any high resolution (300 DPI) JPG's to: [thavel@equityplumbing.com](mailto:thavel@equityplumbing.com)

## INDUSTRY / PRODUCT NEWS

Have a new or existing product and/or company news you'd like to feature? Submit your news in appx. 100 words along with any high resolution (300 DPI) JPG's to: [thavel@equityplumbing.com](mailto:thavel@equityplumbing.com)



# Target your message

By advertising in the Plumbing Advocate, you reach a nationwide group of independent distributors who are typically difficult to reach. Targeting Owners, Sales/Marketing Executives and Purchasing Managers, these individuals have influence to recommend product brands and solutions to contractors...your message is delivered to hundreds of industry professionals that have contact with thousands of contractors and end-users.



## "White Papers"

The Equity Membership is an audience that is eager to learn and seeks information on market trends, emerging technologies, code changes, and new business opportunities. Vendors are encouraged to submit "White Papers" that address these subjects...providing you with a perfect opportunity to reach those key individuals that have purchasing influence on your products.



### WHITE PAPERS

What trends or emerging opportunities are impacting your business and products? Publish White Papers in the Plumbing Advocate as an effective resource to notify the Equity Membership on changing market dynamics. Submit your news in appx. 1000 words along with any high resolution (300 DPI) JPG's to: [thavel@equityplumbing.com](mailto:thavel@equityplumbing.com)

## Greater Exposure with Digital Editions

Each issue is expanded into a digital format, then e-mailed to the audience. Further more, every issue is posted and archived on [www.equityplumbing.com](http://www.equityplumbing.com) providing greater exposure.

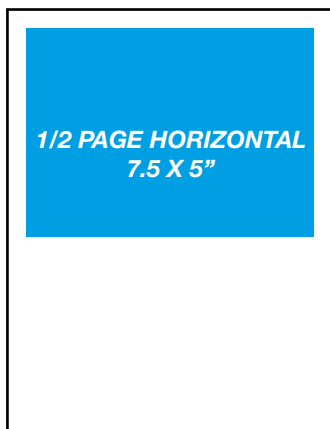
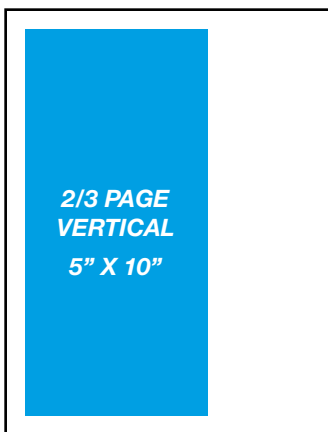
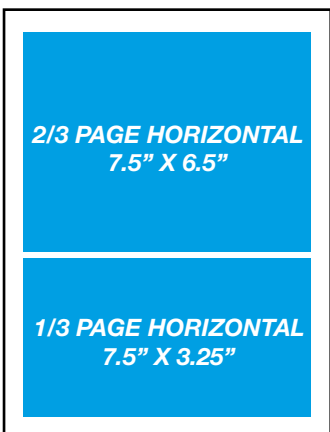
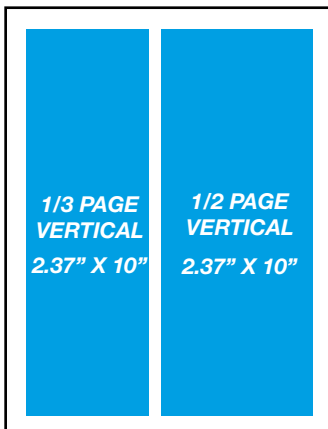


## No Better Value

Realize the value of integrating the Plumbing Advocate into your marketing strategy. Your advertising message is directed to mid - size independent distributors reaching a target audience that has a direct impact on supporting your company.

# 2012 AD SIZES, RATES AND SPECIFICATIONS

AD SIZES	
<b>FULL PAGE</b>	<b>7.5" x 10"</b>
<b>2/3 PAGE HORIZONTAL</b>	<b>7.5" x 6.5"</b>
<b>2/3 PAGE VERTICAL</b>	<b>5" x 10"</b>
<b>1/2 PAGE HORIZONTAL</b>	<b>7.5" x 5"</b>
<b>1/2 PAGE VERTICAL</b>	<b>3.75" x 10"</b>
<b>1/3 PAGE HORIZONTAL</b>	<b>7.5" x 3.75"</b>
<b>1/3 PAGE VERTICAL</b>	<b>2.375" x 10"</b>



## INSERTION DEADLINES

*December 1 - Winter 2012*  
*March 1 - Spring 2012*  
*June 1 - Summer 2012*  
*September 1- Fall 2012*

## FILE SETUP

- High-Res, press ready PDF (300dpi, 4 Color Process) is the preferred medium for advertiser's supplied print material.
- File size up to 10 megs, artwork can be submitted via email to: [prepress@bcgraphicsfl.com](mailto:prepress@bcgraphicsfl.com)
- File size larger than 10 megs please contact: Courtney Becker at 954-970-7273 ext. 2 for instructions.
- Please include a copy of the order insertion form with the ad submission. Order insertion PDF form can also be found online at: [www.bcgraphicsfl.com/Equity-order-insertion.html](http://www.bcgraphicsfl.com/Equity-order-insertion.html)
- If any problems arise with your art files we will notify the advertiser to correct the problem.

AD RATES	
<b>FULL PAGE</b>	<b>\$510</b>
<b>2/3 PAGE HORIZONTAL</b>	<b>\$435</b>
<b>2/3 PAGE VERTICAL</b>	<b>\$435</b>
<b>1/2 PAGE HORIZONTAL</b>	<b>\$355</b>
<b>1/2 PAGE VERTICAL</b>	<b>\$355</b>
<b>1/3 PAGE HORIZONTAL</b>	<b>\$230</b>
<b>1/3 PAGE VERTICAL</b>	<b>\$230</b>
<b>COVER (BACK OR INSIDE)</b>	<b>\$750</b>
<b>2-SIDED INSERTION</b>	<b>\$1020</b>
<b>4-SIDED INSERTION</b>	<b>\$2000</b>

2X AD RATES	
<b>FULL PAGE</b>	<b>\$459</b>
<b>2/3 PAGE HORIZONTAL</b>	<b>\$392</b>
<b>2/3 PAGE VERTICAL</b>	<b>\$392</b>
<b>1/2 PAGE HORIZONTAL</b>	<b>\$320</b>
<b>1/2 PAGE VERTICAL</b>	<b>\$320</b>
<b>1/3 PAGE HORIZONTAL</b>	<b>\$207</b>
<b>1/3 PAGE VERTICAL</b>	<b>\$207</b>
<b>COVER (BACK OR INSIDE)</b>	<b>\$675</b>
<b>2-SIDED INSERTION</b>	<b>\$1020</b>
<b>4-SIDED INSERTION</b>	<b>\$2000</b>

4X AD RATES	
<b>FULL PAGE</b>	<b>\$408</b>
<b>2/3 PAGE HORIZONTAL</b>	<b>\$348</b>
<b>2/3 PAGE VERTICAL</b>	<b>\$348</b>
<b>1/2 PAGE HORIZONTAL</b>	<b>\$284</b>
<b>1/2 PAGE VERTICAL</b>	<b>\$284</b>
<b>1/3 PAGE HORIZONTAL</b>	<b>\$184</b>
<b>1/3 PAGE VERTICAL</b>	<b>\$184</b>
<b>COVER (BACK OR INSIDE)</b>	<b>\$600</b>
<b>2-SIDED INSERTION</b>	<b>\$1020</b>
<b>4-SIDED INSERTION</b>	<b>\$2000</b>



# The Plumbing Advocate: Ad Insertion Order Form

**Publisher:**  
BC Graphics, Inc.  
811 NW 66th Ave.  
Margate, FL 33063  
954-970-7273 Fax 954-970-7274  
courtney@bcgraphicsfl.com

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact \_\_\_\_\_ Email \_\_\_\_\_

Name & Address of Invoicee \_\_\_\_\_

Ad Agency (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact \_\_\_\_\_ Email \_\_\_\_\_

Ad Size (circle): Full Pg 2/3 Pg Hor. 2/3 Pg Ver. 1/2 Pg Hor. 1/2 Pg Ver. 1/3 Pg Hor. 1/3 Pg Ver. Cost \_\_\_\_\_

Artwork (circle): New or Repeat \_\_\_\_\_

Issue(s) (Circle Quarter and Year) Quarter: Winter Spring Summer Fall Year: 2011 2012

### General Contracts and Regulations: Publisher's Protective Clause

All advertisements are accepted by The Plumbing Advocate and its publisher, BC Graphics, Inc. with the understanding that the advertiser and/or advertising agency is properly authorized to publish the entire contents and subject matter thereof. All copy, text and illustrations are subject to The Plumbing Advocate approval before execution of the order. The Plumbing Advocate reserves the right to reject any advertising at any time.

When changes in copy/material are not received by the closing date, copy/material run in previous issues will be inserted.

Cancellation is not accepted after closing date.

All contracts are accepted with the provision that rates are subject to change.

In consideration of The Plumbing Advocate's acceptance of such advertisements for publication, the agency and advertiser will indemnify and save harmless The Plumbing Advocate and BC Graphics, Inc. (including their officers, employees and agents) from any and all demands, claims or suits arising out of the publication of any advertising accepted and from any and all loss, cost, damage or expense, including attorney's fees. Sustained by the publisher in connection with any such demand, claim or suit. No conditions, printed or otherwise, appearing on space order billing copy instructions which conflict with the publisher's policies will be binding on the publisher. The publisher will not be liable for any consequential loss or damage occasioned by failure of any advertisement to appear from any cause whatsoever, nor does it accept liability for errors in any advertisement published, nor for its failure to appear on any specified date. Conditions applying to an order should be incorporated into the order. Printed conditions on orders will not be accepted as binding. Copy matter must conform to publisher's published requirements; any additional work involved will be charged back to the client. Orders subject to contract discount must be completed within 12 months, (Jan-Dec). Credit accounts are strictly net and must be settled with 30 days of receipt. If an account is overdue, the publisher reserves the right to suspend insertions.

### Short Rates

If an advertising contract is cancelled before the agreed number of insertions had appeared, a short adjustment will be made on space already run

### Payment Policy

1. All invoices are due upon receipt
2. All rates published are net.
3. All accounts must be in good standing for acceptance of insertion order

### Contract Options

The advertiser agrees to the following number of annual insertions in The Plumbing Advocate:

\_\_\_ Single Insertion \_\_\_ 2 Insertions \_\_\_ 4 Insertions

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser