

ILLINOIS MASTER PLUMBER

ILLINOIS ASSOCIATION OF PLUMBING-HEATING-COOLING CONTRACTORS



MEDIA KIT



ILLINOIS' PREMIER SHOWCASE FOR THE PLUMBING, HEATING AND COOLING CONTRACTORS INDUSTRY



ILLINOIS MASTER PLUMBER

ILLINOIS ASSOCIATION OF PLUMBING-HEATING-COOLING CONTRACTORS

CONTACT INFORMATION

**ARTICLE SUBMISSIONS,
GENERAL PUBLICATION QUESTIONS
OR ADVERTISER PAYMENTS**

CONTACT:

**Bev Potts, Executive Director
Illinois Assn. of Plumbing-Heating and Cooling
Contractors
821 S. Grand West
Springfield, IL 62704
(217)522-7219 • FAX (217)522-4315
Email: bev@ilphcc.com**

**ADVERTISING RATES & MECHANICALS,
FILE TRANSFER PROTOCOLS,
AD CONTRACTS AND ALL GENERAL
ADVERTISING QUESTIONS OR CONCERNS**

CONTACT:

**Shelly Lott
Illinois Assn. of Plumbing-Heating and Cooling
Contractors
821 S. Grand West
Springfield, IL 62704
(217)522-7219 • FAX (217)522-4315
Email: shelly@ilphcc.com**



Why Advertise with the *Illinois Master Plumber*?

Each month the *Illinois Master Plumber* is mailed to members and non-members of the Illinois Association of Plumbing-Heating-Cooling Contractors. The professionals who receive the publication are those who make decisions to purchase products and services such as yours.

Our purpose is to provide the reader with current, useful information and to help the contractor be more successful in business.

We also want to provide our advertisers a premier showcase for their products and services. A publication that not only contains the latest in business and industry news, but a publication that can be a resource for the contractor.

We invite you to take a look at the *Illinois Master Plumber*. We are sure you will see the benefit of advertising in our publication, which is one of the primary sources of information for the contracting markets in Illinois and surrounding states.

Circulation

The *Illinois Master Plumber* is a controlled circulation publication and has over 2,000 recipients. It is mailed monthly to firms and individuals within the building and construction industry in Illinois and surrounding states who influence or have authority over specifications, purchasing and/or installation. Included are plumbing, heating, cooling and mechanical contractors, architects, engineers, home builders, general contractors, wholesalers, building inspectors, labor officials, and underground and utility contractors.

General Rate Policy

Advertisers will be protected at their contracted rates for the duration of present contracts. If advertising rates change during an advertiser's contract, said advertiser's rates will stay at rate when contract was signed. When/if a new contract is signed the rates for that contract will apply until said contract expires. **If an advertiser cancels an ad contract, additional fees may apply if cancellation results in a frequency rate change.** (*i.e. going from 12x to 6x rate or 6x to 1x rate.*) No refunds will be made if additional ads are placed resulting in a frequency rate change, but the additional advertisements will only incur the frequency rate charge the additional ad(s) have moved them too.

Indemnification

All advertisements for the *Illinois Master Plumber* are accepted and published on the representation the advertiser and/or advertising agency are authorized to publish entire contents and subject matter thereof. The advertiser and/or advertising agency will defend, indemnify and hold the *Illinois Master Plumber*, its editors and employees, harmless from and against any loss, expenses or other liability resulting from any claims or suits for liable, violation of right of privacy and publicity, plagiarism, copyright or trademark infringement, and any other claim or suits that may arise out of publication of such advertisement. The publisher reserves the right to reject or exclude advertising copy which in its opinion is unethical, misleading, unfair, in bad taste, detrimental to public interest, or otherwise inappropriate or incompatible with the character of the *Illinois Master Plumber*.



MECHANICAL REQUIREMENTS

Ad Size	Width	Depth
2-page Spread	16"	10"
Full page	7 1/2"	10"
2/3 page	4 1/2"	10"
1/2 page vertical	3 3/4"	10"
1/2 page horizontal	7 1/2"	5"
1/4 page vertical	2"	10"
1/4 page horizontal	3 3/4"	5"
Business Card	3 3/4"	2"

Trim Size:

Full page 8 1/2" 11"

Bleeds:

Bleeds must be at least 3/8" on all sides and have crop marks placed for page positioning.

Specified Position:

30% additional per ad charge. (Call for availability)

Additional Opportunities Available:

Magazine Inserts. (Call for pricing)

Acceptable Electronic Formats:

JPEG, EPS, TIF, PDF or post-script files in MAC or PC format is acceptable. All files must be saved in either black/gray or cmyk format. (All color ads are printed cmyk.) **Note: excel, access, doc, docx and docm files are not acceptable unless saved as a pdf with fonts and artwork embedded.** Any additional formats must be approved prior to deadline.

Acceptable Electronic Media Transfer Options:

Zip disks, CDs and e-mail* are all acceptable. Fonts and graphics must be embedded and/or converted to outline. **Please include a full-size proof with each ad.** Photo and graphic resolution must be at least 300 dpi. Vector or

line art must be at least 600 dpi. **All Ads must be sent to: ILPHCC**

Attn: Bev Potts or Shelly Lott
821 S. Grand West, Springfield, IL 62704
Files under 10MB may be emailed to:
bev@ilphcc.com or shelly@ilphcc.com.

File transfer protocol is available. Please call 217-522-7219 for FTP information.

Scanning, Ad Layout and Ad Design:

These services are available at additional cost. (Please call Shelly Lott or Bev Potts at 217-522-7219 for additional information.)

PLEASE NOTE — We are no longer able to accept film negatives. Camera-ready art will be scanned and placed for an additional 10% charge. Size limited to 7 1/2" x 10". **(Not available for 2-page spread.)**

10% Service Fee Charged for:

- resizing of material submitted;
- RGB or spot color files converted to CMYK;
- reproduction from original art (scanning)

Reproduction material will be held for 12 months and then destroyed unless otherwise instructed.

Commission:

ALL ADVERTISING RATES ARE NET.

Clients are responsible for all commission fees.

Payment:

Unless other arrangements have been made, **ALL Payments must be paid by insertion deadline and sent to: Illinois Plumbing-Heating-Cooling Contractors, 821 South Grand Avenue West, Springfield, Illinois 62704.**



ADVERTISING RATES

General Advertising Rates

Based on number of insertions used within 12 consecutive months. Multiple ads may be used.

Ad Size	Rate					
	1X		6X		12X	
	b/w	cmk	b/w	cmk	b/w	cmk
2-page spread	\$878	\$1,625	call for quote		call for quote	
Full page	\$450	\$925	\$390	\$850	\$359	\$700
2/3 page	\$358	\$700	\$303	\$600	\$282	\$560
1/2 page	\$303	\$600	\$260	\$550	\$223	\$420
1/4 page	\$239	\$460	\$204	\$400	\$182	\$260
Business Card	\$180	\$250	\$150	\$290	\$120	\$200

Special Issue Rates:

March EXPO and July Membership Directory

	b/w	cmk
2 page spread	\$1050	\$1,950
Full Page	\$540	\$1110
2/3 page	\$430	\$840
1/2 page	\$364	\$720
1/4 page	\$294	\$560
Business Card	\$225	\$400

Regular advertisers with a six or twelve time contract will have their regular rates guaranteed for all issues. Advertisers with less than a six time contract will have these special rates in effect for the special issues listed above.

NOTE: EXPO Exhibitors receive a 20% discount on ads placed in the March EXPO Issue!

Color: (Spot colors must be converted to cmyk)

Four color process or black/gray ads only.

Specific Ad Placement:

Special placement of advertising will incur 30% additional charge added to advertisement cost. Not available for Business Card or Classified ads.

(Positions vary. Please call for availability)

Classified:

Classified ads (boxed one-column x 2"), are \$60 per insertion for electronic format. **Members are allowed**

2 free classified ads per 12 month period. If type-setting or changes are necessary or if ad is longer than 2", advertiser will be notified before press-time of any additional charges, and said charges will be billed to the advertiser. **Blind ads** are available at an additional cost. See classified ad contract for additional information on placing blind ads. **Classified Ad Contract must accompany all Classified ads. Color Classifieds are not available at this time.**

Inserts:

Ad inserts are handled on a case by case basis. For a quote on a specific insert, mail a sample of the insert and anticipated issue(s) information to the editor for a price quote. All inserts are saddle-stitched into the publication. **Floating inserts are not an option.**

Deadlines:

Contracts and advertisements are due the 1st of the month prior to the month of publication in which you wish your advertisement to appear. You may obtain space by phone or e-mail (with FAX verification). **A contract must be in hand for any ad to appear in their designated issue. NO EXCEPTIONS!**

Cancellations:

Full payment is required in the event of a cancellation of any ad insertion unless cancellation is received 60 days prior to publication deadline. Deadline is the 1st of the month preceding the month of publication in which ad was to appear. If cancellation results in frequency rate change, advertiser may incur additional charges. (ie. 12x rate to 6x rate per ad.) **No refunds will be made if additional ads are placed resulting in a frequency rate change,** the additional ads will only incur the frequency rate charge the additional ad(s) have moved them to.

Please Direct All Advertising Correspondence to:

ILPHCC
821 S. Grand West
Springfield, IL 62704
(217)522-7219 • FAX (217)522-4315
Email: bev@ilphcc.com

ADVERTISING CONTRACT

ILLINOIS MASTER PLUMBER

ILLINOIS ASSOCIATION OF PLUMBING-HEATING-COOLING CONTRACTORS

Company Name: _____ Contact: _____

Phone: _____ Fax: _____ E-mail: _____

Billing Address: _____ City, State, Zip: _____

Ad Size	Rate						SPECIAL ISSUE RATES					
	1X		6X		12x		b/w		cmyk		Directory	EXPO
	b/w	cmyk	b/w	cmyk	b/w	cmyk						
2-page spread	<input type="checkbox"/> \$878	<input type="checkbox"/> \$1,625	quote		quote		2-page spread	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,950	<input type="checkbox"/>	<input type="checkbox"/>	
Full page	<input type="checkbox"/> \$450	<input type="checkbox"/> \$925	<input type="checkbox"/> \$390	<input type="checkbox"/> \$850	<input type="checkbox"/> \$359	<input type="checkbox"/> \$700	Full Page	<input type="checkbox"/> \$540	<input type="checkbox"/> \$1,110	<input type="checkbox"/>	<input type="checkbox"/>	
2/3 page	<input type="checkbox"/> \$358	<input type="checkbox"/> \$700	<input type="checkbox"/> \$303	<input type="checkbox"/> \$600	<input type="checkbox"/> \$282	<input type="checkbox"/> \$560	2/3 page	<input type="checkbox"/> \$430	<input type="checkbox"/> \$840	<input type="checkbox"/>	<input type="checkbox"/>	
1/2 page	<input type="checkbox"/> \$303	<input type="checkbox"/> \$600	<input type="checkbox"/> \$260	<input type="checkbox"/> \$550	<input type="checkbox"/> \$223	<input type="checkbox"/> \$420	1/2 page	<input type="checkbox"/> \$364	<input type="checkbox"/> \$720	<input type="checkbox"/>	<input type="checkbox"/>	
1/3 page	<input type="checkbox"/> \$239	<input type="checkbox"/> \$460	<input type="checkbox"/> \$204	<input type="checkbox"/> \$400	<input type="checkbox"/> \$182	<input type="checkbox"/> \$260	1/3 page	<input type="checkbox"/> \$294	<input type="checkbox"/> \$560	<input type="checkbox"/>	<input type="checkbox"/>	
Business Card	<input type="checkbox"/> \$180	<input type="checkbox"/> \$250	<input type="checkbox"/> \$150	<input type="checkbox"/> \$290	<input type="checkbox"/> \$120	<input type="checkbox"/> \$200	Business Card	<input type="checkbox"/> \$225	<input type="checkbox"/> \$400	<input type="checkbox"/>	<input type="checkbox"/>	

Please check the above ad which coincides with desired size, color and number of insertions per year.

Specified position: 30% additional charge to advertisement cost above. Call for availability.

Specify Position: _____

Digital Artwork. **Camera Ready (will be scanned).** Camera Ready ad size limited to full page-no bleeds (7 1/2 x 10).

— ALL ADVERTISING PRICES ARE NET. CLIENTS ARE RESPONSIBLE FOR ALL COMMISSION FEES —

Insertion Dates: Please check month(s) ad(s) is to be printed. *Special Issues are in bold*

To guarantee correct placement of multiple ads, the title and size of the ad to run **MUST** be noted beside insertion date.

- | | |
|---|---|
| <input type="checkbox"/> January 1, 20____ - _____ | <input type="checkbox"/> July 1, 20 ____ - _____ |
| <input type="checkbox"/> February 1, 20____ - _____ | <input type="checkbox"/> August 1, 20____ - _____ |
| <input type="checkbox"/> March 1, 20 ____ - _____ <input type="checkbox"/> Exhibitor | <input type="checkbox"/> September 1, 20____ - _____ |
| <input type="checkbox"/> April 1, 20____ - _____ | <input type="checkbox"/> October 1, 20____ - _____ |
| <input type="checkbox"/> May 1, 20____ - _____ | <input type="checkbox"/> November 1, 20____ - _____ |
| <input type="checkbox"/> June 1, 20____ - _____ | <input type="checkbox"/> December 1, 20____ - _____ |

DEADLINES: Contracts and advertisements are due the **1st of the month prior to the month of the publication in which the advertisement is to appear.** Contracts **MUST** be received for all ads.

CANCELLATIONS: Full payment is required in the event of a cancellation on any advertisement, unless notice is received by the **1st of the month prior to the month of publication in which advertisement is to appear.** If cancellation results in frequency rate, advertiser may incur additional charges. ie. 12x rate to 6x rate per ad.

Remarks or Special Instructions: _____

THIS CONTRACT MUST BE COMPLETED AND ACCOMPANY ALL AD INSERTION ORDERS FOR ANY AD PLACEMENT TO BE GUARANTEED.

Signature: _____ Date: _____

CLASSIFIED AD CONTRACT

ILLINOIS MASTER PLUMBER ILLINOIS ASSOCIATION OF PLUMBING-HEATING-COOLING CONTRACTORS

Please check one. Job Position Available Job Position Wanted Other _____

Member (2 free ads per 12 month period) **Additional Member Ad** (\$60 per insertion)

Non-Member (\$60 per insertion to be paid in advance.)

BLIND AD (\$10 - *See information below*)

Insertion Deadline for Classified Ads: 1st of the month prior to the month of publication in which ad is to appear

Print or type ad in the space below. (If additional room is necessary, you may use a separate sheet of paper.)

Month(s) ad is to run:

- | | | |
|--|---|--|
| <input type="checkbox"/> January 1, 20__ | <input type="checkbox"/> February 1, 20__ | <input type="checkbox"/> March 1, 20__ |
| <input type="checkbox"/> April 1, 20__ | <input type="checkbox"/> May 1, 20__ | <input type="checkbox"/> June 1, 20__ |
| <input type="checkbox"/> July 1, 20__ | <input type="checkbox"/> August 1, 20__ | <input type="checkbox"/> September 1, 20__ |
| <input type="checkbox"/> October 1, 20__ | <input type="checkbox"/> November 1, 20__ | <input type="checkbox"/> December 1, 20__ |

Ad Total: \$ _____

This form must accompany all classified advertisements.

Ads and all payments must be sent to:
ILPHCC, 821 S. Grand West, Springfield, IL 62704

Please complete information form below. This information will be placed in your ad. (Unless ad is a BLIND ad.)

*Person to contact: _____

*Company: _____

*Mailing Address: _____

*City, State, Zip: _____

*Phone: _____

FAX: _____

E-mail: _____

** denotes required information (includes blind ads).*

BLIND ADS are available at an additional \$10 per ad insertion. (This includes free member ads.) These ads will be coded, and advertiser's contact information will not be printed or revealed to ad's respondents. All ad responses are sent to P.O. Box then forwarded to the advertiser. Information forwarded then becomes advertiser's responsibility. Replies to all ad respondents in a timely manner are expected and appreciated.

Mail, FAX or E-mail to:
ILPHCC
821 S. Grand West
Springfield, IL 62704
(217)522-7219 • FAX (217)522-4315
Email: bev@ilphcc.com