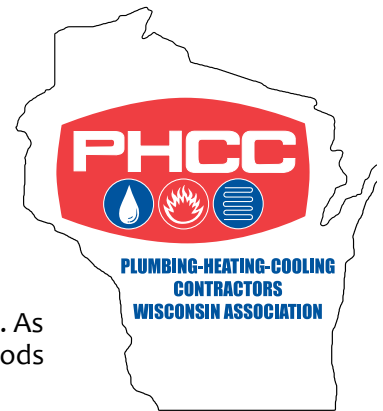


Winter 2011

Dear Advertiser,

I am inviting you to make an investment in an association which supports the industry which supports you.

I am referring to the PHCC Wisconsin Association and its publication, The Wisconsin P-H-C Contractor. The Wisconsin P-H-C Contractor is directly mailed to more than 7,000 plumbing and HVAC contractors and business owners in the state of Wisconsin. As a group, they purchase hundreds of thousands of dollars each year on a variety of goods and services.



When our readers need to make a purchase, wouldn't you like to have them choose your brand or company?

As the owner of my own plumbing, kitchen and bath remodeling company, let me list just a few reasons why I feel so strongly about the PHCC Association and why I think it's important for you to support it through your advertising dollars.

- PHCC-WI is the only association dedicated to protecting and improving the business and lives of the Plumbing, Heating, Cooling Contractors industry.
- Our association's advocacy work at the local, state and federal levels provides Wisconsin plumbing, heating and cooling contractors with a means to weigh in on better, more informed business decisions.
- Our association's extensive educational programs and training programs enhances our expertise, which we share with customers and other industry professionals.
- Through our association's activities such as legislative advocacy, education, training, networking and promotion, we work with industry members, government representatives and community members to further the plumbing, heating and cooling trades to ensure that Wisconsin residents receive the highest quality of products and services.

From the contractors to the manufactures to the distributors to the employees and to the end-user, all receive the benefits of what PHCC-WI is doing for our industry.

I would like to emphasize again, The Wisconsin P-H-C contractor magazine is our association's *official publication* and mailed director to more than 7,000 plumbing and HVAC contractors and business owners.

The 2012 media kit is enclosed with our budget-friendly advertising rates. We are always available to receive your inquiries, and with a full-service creative staff, we can help with display advertising design and content if needed.

If you have any questions, please don't hesitate to contact me, danc@oakcreekplumbing.com or our advertising representative, Patty Johnson, (800) 969-0200, ext. 103 ☐ patty@rspr.com.

Thank you in advance for your advertising support.

Cordially,

Dan Callies

Dan Callies

President
PHCC Wisconsin Association
Master Plumbers/Heating & Cooling Contractors of Wisconsin

President and Owner
Oak Creek Plumbing
649 E. Ryan Road
Oak Creek, WI 53154-4540

The Official Wisconsin P-H-C Contractor Magazine

2012 MEDIA KIT

The Wisconsin P-H-C Contractor magazine is the *official* publication of the PHCC Wisconsin Association and Master Plumbers/Heating Cooling Contractors of Wisconsin. We are the number one, authoritative information source for Wisconsin's plumbing, heating, and cooling industry.

Published four times annually, we mail directly to 7,500 professionals in the plumbing, heating, and cooling industry, including master and journeymen plumbers, plus owners and managers of contracting firms providing service to the residential, commercial and industrial markets, extending our readership to more than 12,000.

Our editorial content focusing exclusively on Wisconsin plumbers, HVAC, and related contractors provides our readers with:

- New product information
- Technical updates
- Industry news & trends
- Local and state association events
- State trade and code legislation news

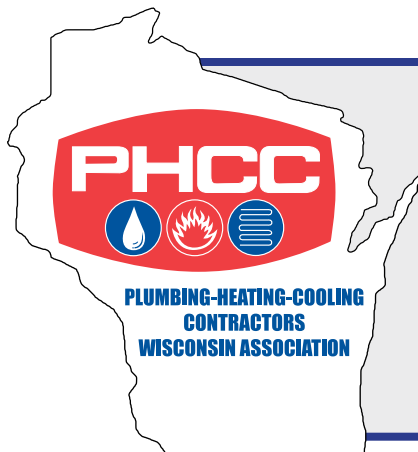


Targeted Marketing

When you advertise in the Wisconsin P-H-C Contractor, your sales message reaches a targeted readership of decision-makers and professionals who are focused on increasing revenue and growing their customer-base through operational efficiencies and new products and technology.

Online Readership

In addition to our mailing list, the Wisconsin P-H-C Contractor magazine is available online in its entirety at www.PHCC-WI.org – that means your print ads are reaching a potentially limitless audience.



Advertising in the Wisconsin P-H-C Contractor gives you a direct connection to purchasers of your products and services geared to a specific trade community.

For more information on advertising options or to book an ad, call Patty Johnson at (414) 354-0200, ext 103, or e-mail patty@rspr.com.

Advertising Space Rates

	4X	3X	2X	1X
Outside Back Cover	\$1,700	\$1,900	\$2,100	\$2,300
Special positions*	1,600	1,800	2,000	2,200
Full Page	1,375	1,500	1,625	1,750
1/2 Page	800	950	1,050	1,150
1/4 Page	450	575	650	725
1/8 Page	250	250	250	250

Note: *Special positions are inside covers, table of contents page. They are encouraged to be 4X commitments. Rates are based on full color ads.



ARE YOU A MEMBER of PHCC of Wisconsin or PHCC National Association? Take 10% off your advertising total. If you are not a member - become one and save money on advertising plus connect with the industries you serve. Contact us for membership information, 414-227-1230.

Specifications

SIZE	DIMENSIONS	Materials: High Res Jpegs, PDFs, TIFFs, are preferable with all fonts and links embedded. We can also accept ads on CD/disk with all files included. If unsure, please call first to verify software and disk compatibility.
Full Pg. (Bleed)	8.75" x 11.25"	An FTP site is available, please call 414-354-0200 ext 103 or e-mail: patty@rspr.com
Full Pg. (Non-Bleed)	7.5" x 10"	
1/2 Pg. (Horizontal)	7.5" x 5"	Trim Size: 8-1/8 x 10-7/8
1/2 Pg. (Vertical)	3.5" x 10"	
1/4 Pg.	3.5" x 4.875"	
1/8 Pg. (Business Card)	3.5" x 2"	

Terms & Conditions

Payment Due Date: All invoices must be paid in U.S. currency within thirty (30) days of invoice. After 30 days, an interest charge of 1-1/2 percent monthly will be added to the account. If payment is not received within sixty (60) days after the due date, the publication reserves the right to refuse future ads.

Publisher Liability: Liability of the publisher for any error, omission, or delay for which the publisher may be held generally responsible shall not exceed the cost of the space paid for and occupied by an individual advertiser.

Contract Cancellation: If an advertiser fails to purchase sufficient ads to obtain a discount, the rate will revert to the amount specified for the actual number of ads run in that calendar year. Special positions require a 120-day/two issue notice of cancellation.

Acceptability of Advertising: Wisconsin P-H-C Contractor magazine reserves the right to refuse advertising deemed inappropriate for its publication. The advertiser and/or its representatives are solely responsible for ad content. Advertising in the form of editorial copy must be labeled as advertising to avoid confusion with text.

For more information on advertising options or to book an ad, call Patty Johnson at (414) 354-0200, ext 103, or e-mail patty@rspr.com.

2012 WISCONSIN P-H-C CALENDAR

SPRING 2012 //

EDITORIAL HIGHLIGHTS

Space/Copy Deadline: Feb 17
Art Due: March 2

- Green Up with Grease Interceptors
- Top 10 New Plumbing Trends
- Top 10 New HVAC Trends
- Your Business: The Mobile Office/Smart technology for people in the field.

SUMMER 2012 //

Space/Copy Deadline: May 4
Art Due: May 18

- Greywater: The Next Big Thing?
- Residential Air Purification
- Electronics in the Residential Bathroom
- Your Business: Increase Your Profits with Upselling

FALL 2012 //

Space/Copy Deadline: August 10
Art Due: August 24

- Getting Ready for Lead-Free in Brass Pipes: Meeting 2014 Federal Requirements
- Snow Melt Solutions
- Your Business: Shooting Down Marketing Myths

WINTER 2012 //

Space/Copy Deadline: October 26
Art Due: November 9

- What's New in Flow Meters?
- VFDs: Energy Savings and More
- Your Business: What Happens When You're Not Here? Estate Planning/Business Succession Plan



The official publication of the
PHCC Wisconsin Association and
Master Plumbers/Heating Cooling
Contractors of Wisconsin

2012 ADVERTISING AGREEMENT

Please reserve the following space in Wisconsin P-H-C Contractor magazine under the terms and conditions described in the rate card.

Number of insertions _____ Contract Term _____

Ad Size _____ Format _____

Rate per ad for contract term _____

Color(s) _____ Special position/cover _____

Other instructions _____

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Advertising Agency _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Authorizing Signature _____

Print Name _____

Date _____



FAX COMPLETED FORM TO PATTY JOHNSON AT 414-354-5317
PHONE: 414-354-0200 EXT 103

Wisconsin P-H-C Contractor magazine is printed quarterly and is the official publication of the PHCC Wisconsin Association and Master Plumbers/Heating Cooling Contractors of Wisconsin.