

# SUPPLYHOUSE

The Official Publication of the American Supply Association

T I M E S

## 2012 MEDIA PLANNING GUIDE

**SUPPLY HOUSE TIMES** and [www.supplyht.com](http://www.supplyht.com):

The best-read and most-useful information resources for plumbing, hydronics, HVAC and PVF wholesalers and distributors.\*

▶ Online

▶ Print

▶ Integrated Media

Digital Editions, eNewsletters,  
Videos and More!

### ***New for 2012:***

- ▶▶ ASA Quarterly Industrial PVF Outlook
- ▶▶ Plumbing & Hydronics Virtual Trade Show
- ▶▶ Website Redesign

\*Reader Preference Study, May 2011

[www.supplyht.com](http://www.supplyht.com)

## The Official Publication of the American Supply Association

### PRINT/DIGITAL CIRCULATION

The monthly print editions of *Supply House Times* are sent to more than **27,000** targeted subscribers.<sup>1</sup>

#### Year Qualified<sup>1</sup>

1-year: 81.9%

2-year: 18.1%

Our monthly digital editions reach 12,876 subscribers.<sup>2</sup>

#### Circulation by Business/Industry<sup>1</sup>

Plumbing, Heating, Piping or Air Conditioning Supply House or Wholesaler: 21,126

Manufacturers Agent/Rep: 3,388

Manufacturer/Sales Personnel: 2,496

*Supply House Times* is proud to report the title and industry of 100% of our subscribers.<sup>1</sup>

### ONLINE USERS

Our website is updated daily, with frequent postings of the latest news, commentary by bloggers and **Web exclusives**.

#### [www.supplyht.com](http://www.supplyht.com) monthly user information<sup>3</sup>

User Sessions: 10,475

Unique Browsers: 8,984

#### BNP Media Plumbing Group's combined website user information<sup>5</sup>

User Sessions: 35,368

Unique Browsers: 30,784

### ENEWS SUBSCRIBERS

Our eNewsletters are targeted to specific industry segments, so your ads will reach only those who sell, specify and install your products. Each edition of the twice-a-month eNewsletters goes to the following subscriber base:<sup>5</sup>

**Radiant & Hydronics:** 19,362

**Bath & Kitchen:** 14,843

**PVF:** 7,911

<sup>1</sup> BPA Circulation Statement, June 2011; TQ = 27,010

<sup>2</sup> Publishers Own Data, Jan.-June 2011 Average

<sup>3</sup> BPAWW Interactive, Average Jan.-June 2011

<sup>4</sup> BPAWW Interactive, Average Jan.-June 2011

<sup>5</sup> Includes data for *Supply House Times*, *PM* and *pme* added together.

<sup>5</sup> Exact Target, June 2011

# SPECIAL ISSUES

Here are some of the special issues planned for 2012:



## B.I.G. Book (January)

The annual **Brand Information Guide** is a highly regarded resource that provides an alphabetical listing of manufacturers with contact information, a product listing index and a separate section for master distributors. Your listing also appears at [www.supplyht.com](http://www.supplyht.com) for the full year. For more information, contact Kristin Gaberdiel, directory coordinator, at: [gaberdielk@bnpmedia.com](mailto:gaberdielk@bnpmedia.com) or 248.244.6422.



## Information Showcase (March, June, October)

Send us **75 words** or less and a 4-color photo or logo for a 1/6-page ad to showcase your products, services or **websites**. Advertisers in these issues receive a discounted price.



## Premier Distributors Survey (May)

This **must-read** ranking of **PHCP** distributors includes their percent of sales breakdown in three key categories: **plumbing & hydronics, PVF and HVACR**, and also lists the top 50 wholesalers in each of those three categories.

## Manufacturers Rep Issue (June)

Through our partnership **AIM/R**, we offer the **2012 Rep Locator**, a comprehensive directory of manufacturers reps available in **print, online and in digital format**. The directory is offered in a fully searchable format at [www.locatearep.com](http://www.locatearep.com). For more information, contact Breanne Rozek at: [rozekb@bnpmedia.com](mailto:rozekb@bnpmedia.com) or 248.244.6259.

## Manufacturer Spotlight Issue (July)

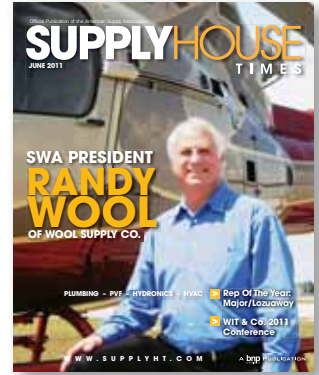
July full-page advertisers receive a full-page advertorial **Spotlight**, adjacent to their ad in a spread format.

## Radiant Heating Report (July)

Target installers, specifiers and distributors of radiant products with an ad in this yearly supplement.

## Case History Issue (November)

November full-page advertisers receive a free **500-word Case History** advertorial that appears opposite their ad as a spread.



# 2012 EDITORIAL CALENDAR

As the official publication of the American Supply Association, *Supply House Times* will carry a section of ASA News in every issue.

Issue	January	February	March	April	May	June
Ad Close	Dec. 6	Jan. 13	Feb. 10	March 13	April 11	May 11
Materials Due	Dec. 12	Jan. 19	Feb. 16	March 19	April 17	May 17
<b>Issue Theme</b>	<b>2012 B.I.G. Book Exclusive: Brand and Products Information Guide</b>	<b>Master Distribution</b>	<b>Sustainable Buildings</b>	<b>2012 K/BIS Issue</b>	<b>The Premier 150</b>	<b>Manufacturers Rep of the Year</b>
<b>Editorial Feature</b>	<b>2012 Industry Forecast</b>	<b>Master Distributors' Influence Grows</b>	<b>New Green Products on Supply House Shelves</b>	<b>Readers' Top New Products of 2011</b>	<b>Exclusive List of Nation's Top Supply Houses</b>	<b>Interview with Incoming SWA President</b>
<b>Hydronics</b>	Dan Holohan	Dan Holohan	John Siegenthaler & Dan Holohan	Dan Holohan	John Siegenthaler & Dan Holohan	Dan Holohan
<b>Showrooms</b>	Hank Darlington	Hank Darlington	Hank Darlington	Upscale Showrooms	Hank Darlington	Hank Darlington
<b>Industrial PVF</b>	ASA PVF Outlook	Master Distribution	The PVF Beat	ASA PVF Outlook	The PVF Beat	PVF Roundtable Report
<b>HVAC</b>	Jim Wheeler	Jim Wheeler	AHR Expo Report	Jim Wheeler	Jim Wheeler	Jim Wheeler
<b>Green Buildings</b>	Green Building Trends	Green Products/Boilers	Green Supply Houses	Green Products/High-Efficiency Toilets	Green Products/Shower Systems	Green Products/Pumps
<b>Advertiser Service/Bonus Distribution</b>	AHR Expo, Jan. 23-25, Chicago Omni Spring Meeting, Jan. 28-31, Orlando Bonus distribution of B.I.G. Book at 2012 trade shows.	Pumper & Cleaner Expo, Feb. 27-March 1, Indianapolis PVF Roundtable, Feb. 21, Houston	Embassy Spring Conference, March 20-24, Orlando WIT & Co. Distributor/Vendor Conference, April 2-6, Dallas Discounted 4-C Information Showcase ad for all March advertisers	KBIS, April 27-29, Chicago PSDA Annual Convention, May 3-6, Indian Wells, CA	PVF Roundtable, May 15, Houston National Association of Oil & Energy Service Professionals Annual Meeting, May 20-24, Providence, RI North Central Wholesalers Association Annual Convention, June 11-12, Huron, OH	Rep Locator: Manufacturers Rep Directory SWA Convention, June 24-26, Panama City, FL Discounted 4-C Information Showcase ad for all June advertisers.



**Plumbing Group Brand Leader**  
Bob Miodonski



**Integrated Content Manager**  
Mike Miazga



**Integrated Content Specialist**  
John McNally



**Integrated Content Specialist**  
Kelly Faloon



**Web Content Engagement Manager**  
Suzette Rubio



**Dan Holohan**  
Hydronics



**John Siegenthaler**  
Group Hydronics Editor

July	August	September	October	November	December
June 12	July 12	Aug. 13	Sep. 10	Oct. 12	Nov. 9
June 18	July 19	Aug. 17	Sep. 17	Oct. 18	Nov. 15
<b><u>Manufacturer Spotlights</u></b>	<b><u>2012 Showroom Of The Year</u></b>	<b><u>Industrial PVF</u></b>	<b><u>ASA Convention Issue</u></b>	<b><u>Case Histories</u></b>	<b><u>Wholesaler Of The Year</u></b>
<b>Radiant Heating and Cooling</b>	<b>Showroom Contest Winners</b>	<b>Profile of a Leading PVF Distributor</b>	<b>Exclusive: Interview with Incoming ASA President</b>	<b>ASA Convention Coverage</b>	<b>2012's Top Supply House</b>
Dan Holohan	Dan Holohan	John Siegenthaler & Dan Holohan	Dan Holohan	John Siegenthaler & Dan Holohan	Dan Holohan
Hank Darlington	Showroom of the Year Feature Story	Hank Darlington	Hank Darlington	Hank Darlington	Hank Darlington
ASA PVF Outlook	The PVF Beat	PVF Distributor Feature Story	ASA PVF Outlook	The PVF Beat	PVF Roundtable Report
Jim Wheeler	Jim Wheeler	Jim Wheeler	Jim Wheeler	HARDI Meeting Report	Jim Wheeler
Green Radiant Products	Green Building Trends	Green Products/Valves	Green Building Trends	Green Products/Water Heaters	Green Products/Faucets
FREE full-page editorial Spotlight for full-page July advertisers  Radiant Heating Report 2012  Discounted 4-C Information Showcase ad for all RHR advertisers.	PVF Roundtable, Aug. 21, Houston	AIM/R Annual Conference, Sept. 20-22, Boston  A-D Annual Meeting, Oct. 1-4, Grapevine, TX  HARDI Annual Conference, Oct. 6-10, Orlando	Network ASA 2012, Oct. 17-20, Orlando  PVF Roundtable, Oct. 16, Houston  ASPE Biennial Convention, Oct. 29-31, Charlotte, NC  Discounted 4-C Information Showcase ad for all October advertisers.	FREE full-page Case History article for full-page advertisers	



**Don Arnold**  
Product Design



**Hank Darlington**  
Showrooms



**Rick Johnson**  
Distribution Management



**Scott Benfield**  
Business Consulting



**Dick Friedman**  
Information Technology



**Gregg Marshall**  
Information Technology



**Jim Wheeler**  
HVAC



**Joshua Brown**  
Insider's Perspective



# 2012 AD RATES

Ask about our **FLEXIBLE ad packages**

B/W Rates	1x	3x	6x	12x	18x	24x
Full-page	4485	4340	4235	3595	3505	3265
2/3-page	3420	3275	3225	2750	2670	2480
1/2-island	2885	2765	2715	2310	2170	2105
1/2-page	2565	2455	2430	2065	2010	1950
1/3-page	1890	1815	1780	1520	1485	1385
1/4-page	1530	1480	1440	1235	1205	1125
1/6-page	1140	1100	1070	925	895	840

## Positioning:

Inside Pages	\$490
Center Spread	825
Consecutive Rights	460
Back Cover	1050
IFC & IBC	755
Regional Splits	Contact Brand Leader

Color:	Page or less	Spread
Standard Color	\$875	1325
Match PMS	1175	1725
Metallic	1320	2060
4/Color	1840	2765

## Classified Ad Rates:

	1x	3x	6x	12x
Regular	175	165	155	145
Display	200	185	175	160

Online Only: \$45 for 50 words.

These run for 30 days.

Blind Boxes: \$30

List *Supply House Times*

Classified Department as

recipient of responses. All

responses will be forwarded to client.

**Send all materials to:**

**Lisa Rahimpour,**  
**Supply House Times**

8495 Elkrun Dr.

Clarkston, MI 48348

Ads can also be sent via FTP

(File Transfer Protocol) at

<http://upload.bnpmmedia.com>.

If you have any questions,

contact Lisa at 248.620.4180 or

[rahimpourl@bnpmmedia.com](mailto:rahimpourl@bnpmmedia.com).

## TERMS & CONDITIONS

**Payment & Terms:** Invoices are payable in U.S. funds only, net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

**Agency Commission:** 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

## Short Rates and Rebates:

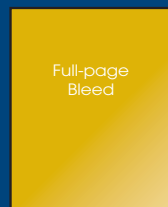
Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.

## Cancellation Policy:

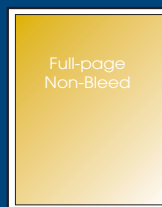
No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.

## SUPPLYHOUSE 2012 Ad Sizes

T I M E S



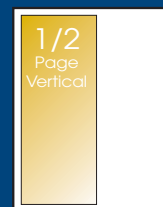
9" x 11"



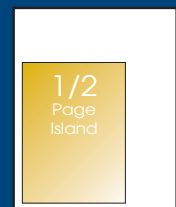
7 3/4" x 10"



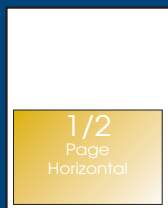
5" x 10"



3 3/4" x 10"



5" x 7 1/2"



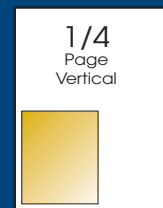
7 3/4" x 4 7/8"



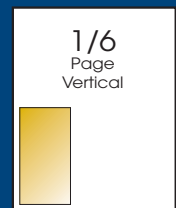
5" x 4 7/8"



2 1/2" x 10"



3 3/4" x 4 7/8"



2 1/2" x 4 7/8"

# Website and eNews Ads

Generate **brand awareness**, promote products and events, and **drive traffic** to your site.



To see examples of these ads and more, visit: <http://portfolio.bnpmmedia.com>

Must be: 72 dpi, 256 colors or less    File formats: jpg, gif, swf    Note: no Flash files in eNewsletters

**1 Banner Ad**  
468x60 pixels

**2 Tile Ad**  
125x125 pixels

**3 Skyscraper Ad**  
160x600 pixels

**4 Article Sponsorship Ad**  
300x250 pixels

**5 Microsite**  
Achieve almost any marketing objective with these special pages. Use our editorial content or provide your own.

**6 Video Clips**  
Must be: 320x240 pixels or 640x480 pixels  
File formats: WMV, Quicktime, SWF, FLV

### Enhanced Online Directory Listings

Get your company information into the hands of potential buyers in your industry looking for plumbing, industrial PVF, hydronics and HVAC products with a listing in the *Supply House Times* B.I.G Book. We make it easy for buyers to find you and even easier for you to make your company stand-out. Give buyers easy access to info with Live Links, Logos, RFP's, Spec Sheets, Photos and Videos. Get listed today! For more information, visit the online directory at [www.supplyht.com/buyersguide](http://www.supplyht.com/buyersguide).

### Custom eNewsletter

Become a news leader for the industry by developing your own eNewsletter. Stay in touch with your past, present and future customers, educate suppliers with valuable content that is delivered on a consistent basis and show your products and/or services as solutions to industry problems. Contact your sales rep today for a quote!

### New! Next Generation Webinars

Now in addition to our traditional webinar program, *Supply House Times* is excited to introduce a new option for webinars, offering users a more dynamic, powerful and engaging experience. The new next-generation platform redefines webcasting by allowing you to personalize your webinar experience and integrate interactive social media capabilities, including Screen Share, Twitter, group chat, video, mobile delivery and more! With a next-generation webinar, your audience has greater control of their experience, can easily interact with webinar presenters and even network with other webinar participants.



BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you — we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers.

Learn more about custom publishing and content marketing at [custommedia.bnpmmedia.com](http://custommedia.bnpmmedia.com) or contact us directly:

**Chris Wilson**

(248) 244-8264

[wilsonc@bnpmmedia.com](mailto:wilsonc@bnpmmedia.com)

## Clear Seas RESEARCH

*Making the complex clear*

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome. To learn more about how Clear Seas Research can help you maximize your marketing ROI, please contact:

**Beth Surowiec**

(248) 786-1619

[surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com)

<http://www.clearseasresearch.com>

## List Rentals

Use the most powerful and responsive list of plumbing professionals to complement your advertising program, introduce products, or test markets. For postal and email information, please contact:

**Kevin Collopy**

**Sr. Account Manager**

Ph: 800-223-2194, ext. 684

[kevin.collopy@infogroup.com](mailto:kevin.collopy@infogroup.com)

or:

**Michael Costantino**

**Sr. Account Manager**

Ph: 800-223-2194, ext. 748

[michael.costantino@infogroup.com](mailto:michael.costantino@infogroup.com)

You can see all our list rental datacards by

visiting: <http://www.bnpmmedia.com/listrental>

### Sales/Editorial Headquarters

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### Corporate Headquarters

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A **bnp** PUBLICATION  
media



BNP MEDIA HELPS PEOPLE SUCCEED  
IN BUSINESS WITH SUPERIOR INFORMATION

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