

SUPPLYHOUSE

The Official Publication of the American Supply Association **TIMES**

2013 MEDIA PLANNING GUIDE

SUPPLY HOUSE TIMES and www.supplyht.com:

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

- > Print
- > Online
- > Digital Editions, eNewsletters, Videos and More!

PRINT/DIGITAL CIRCULATION 100% DIRECT WRITTEN REQUEST

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

Year Qualified¹

1-year: 80%

2-year: 20%

Our monthly digital editions reach 12,876 subscribers.²

Circulation by Business/Industry¹

Wholesaler/Distributor: 20,995

Manufacturers Agent/Rep: 3,440

Manufacturer/Sales Personnel: 2,575

Supply House Times is proud to report the title and industry of 100% of our subscribers.¹

ONLINE USERS³

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

www.supplyht.com monthly user information³

User Sessions: 10,647

Unique Browsers: 9,304

BNP Media Plumbing Group's combined website user information⁴

User Sessions: 38,162

Unique Browsers: 34,014

ENEWS SUBSCRIBERS⁵

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:

Radiant & Hydronics: 18,065

Bath & Kitchen: 14,174

PVF: 7,160

¹ Supply House Times December 2012 BPA Brand Report; TQ = 27,010

² Publishers Own Data, Jan.-June 2012 Average

³ BPAWW Interactive, Average Jan-Jun 2012

⁴ BPAWW Interactive, Average Jan-Jun 2012

⁵ Includes data for *Supply House Times*, *PM* and *pme* added together.

⁵ Exact Target, Jan-June 2012

New for 2013:

- > ASA Quarterly Industrial PVF Outlook
- > Website Redesign
- > Supply House Times Mobile App

2013 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. 5	Jan. 15	Feb. 8	March 11	April 10	May 10
Materials Due	Dec. 11	Jan. 18	Feb. 14	March 15	April 16	May 16
Issue	Manufacturer Spotlight	Master Distribution	Green Supply Houses	2013 KBIS	The Premier 125	Manufacturers Rep of the Year
Hydronics	AHR Expo Product Preview	Steam Heating	AHR Expo Hydronics Report	The Future of Hydronics	Geothermal Systems	Radiant Cooling
Bath & Kitchen	Builders' Show Preview	Social Media Marketing	KBIS Preview	Upscale Showrooms	Remodeling Trends	KBIS Report
Industrial PVF	ASA PVF Outlook	PVF Master Distribution	PVF Roundtable Report	ASA PVF Outlook	The Top PVF Distributors	PVF Roundtable Report
HVAC	Gas Heating	Heat Pumps	AHR Expo Report, Part 1	AHR Expo Report, Part 2	AHR Expo Report, Part 3	Ductless Air Conditioning
New Product Focus	PHCP Books, Literature, DVDs	Industrial PVF	Green Commercial Products	High-Efficiency Toilets	Shower Systems	KBIS Products
Special Advertiser Service	FREE full-page Spotlight for full-page January advertisers		Discounted 4-C Information Showcase ad for all March advertisers			Rep Locator: Manufacturers Rep Directory Discounted 4-C Information Showcase ad for all June advertisers.
Bonus Distribution	AHR Expo, Jan. 28-30, Dallas Omni Spring Meeting, Jan. 26-29, Palm Desert, CA Luxury Products Group Showcase, Jan. 22-25, Palm Desert, CA	Pumper & Cleaner Expo, Feb. 25-28, Indianapolis PVF Roundtable, Feb 19, Houston Forte Buying Group, Feb. 20-23, Dallas	Embassy Spring Conference, March 19-23, Phoenix WIT & Co. Distributor/Vendor Conference, April 1-5, Dallas	KBIS, April 19-21, New Orleans	PVF Roundtable, May 21, Houston NCWA, June 11-12, Dublin, Ohio PSDA, May 16-19, Indian Wells, CA	SWA Convention, June 23-25, Hilton Head, SC

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July	August	September	October	November	December
June 7	July 15	Aug. 12	Sept. 11	Oct. 15	Nov. 11
June 13	July 19	Aug. 16	Sept. 17	Oct. 21	Nov. 15
Industrial PVF	Manufacturer Spotlights	Network ASA Issue	Supply House of the Year	Case Histories	2014 B.I.G. Book
Radiant Heating Report 2013	Energy Tax Credits	Solar Thermal	Snow-Melting	Heated Walls and Ceilings	Hydronic Product Listings
Virtual Showrooms	Selling Against the Internet	Showrooms as Profit Centers	Online Marketing	Private Labels	Showroom Product Listings
ASA PVF Outlook	PVF Distributor Profile	PVF Roundtable Report	ASA PVF Outlook	PVF Roundtable Report	PVF Product Listings
Indoor Air Quality	Ventilation	Developments in Refrigerants	Flexible Gas Piping	Water Heaters	Business Expansion Ideas
Green Radiant Products	Pumps	Valves	Pipe-Joining Methods	Water Heaters	Faucets
Radiant Heating Report 2013 Discounted 4-C Information Showcase ad for all RHR advertisers.	FREE full-page Spotlight for full-page August advertisers		Discounted 4-C Information Showcase ad for all October advertisers.	FREE full-page Case History article for full-page advertisers	
	PVF Roundtable, Aug 20, Houston	Network ASA 2013, Oct. 2-5, Washington, D.C. AIM/R Annual Conference	PVF Roundtable, Oct 15, Houston A-D Annual Meeting, Nov. 4-7, Orlando	HARDI Annual Conference, Dec. 7-11, Phoenix	Bonus distribution of B.I.G. Book at 2014 trade shows.

Supply House Times reserves the right to alter the editorial calendar.



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



Mary Prahler
Eye On Safety



SPECIAL ISSUES

Here are some of the special issues planned for 2013:



Manufacturer Spotlight Issue (January, August)

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



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)

The 2013 Rep Locator is a comprehensive directory of manufacturers reps available in **print, online and in digital format**. It is offered in a searchable format at www.locatearep.com. For more information, contact Kas Miller at: millerk@bnpmedia.com or 248.786.1596.

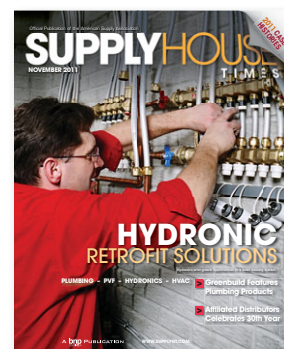
Radiant Heating Report (July)

Target installers, specifiers and distributors of radiant products with an ad in this yearly supplement. Radiant Heating Report is an official publication of the Radiant Professionals Alliance.



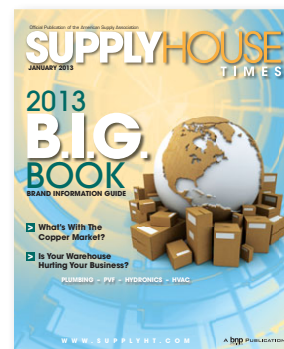
Case History Issue (November)

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



B.I.G. Book (December)

The annual **Brand Information Guide** provides listing of manufacturers with contact information, a product listing index and a separate section for master distributors. Your listing appears at www.supplyht.com for the full year. For more information, contact Kristin Green at: greenk@bnpmedia.com or 248.244.6422.



2013 AD RATES

Ask about our FLEXIBLE ad packages

Gross Rates

B/W Rates	1x	3x	6x	12x	18x	24x
Full-page	\$4620	4475	4365	3705	3615	3365
2/3-page	3525	3375	3325	2835	2755	2555
1/2-island	2975	2850	2800	2380	2240	2170
1/2-page	2645	2530	2505	2130	2075	2010
1/3-page	1950	1870	1835	1570	1530	1430
1/4-page	1580	1525	1485	1275	1245	1160
1/6-page	1175	1135	1105	955	925	870

Positioning:

Inside Pages	\$505
Center Spread	850
Consecutive Rights	475
Back Cover	1085
IFC & IBC	780
Regional Splits	Contact Brand Leader

Color: Page or less Spread

Standard Color	\$905	1370
Match PMS	1210	1800
Metallic	1360	2120
4/Color	1900	2850

Classified Ad Rates:

	1x	3x	6x	12x
Regular	\$185	170	160	150
Display	210	195	185	165

Online Only: \$50 for 50 words.

These run for 30 days.

Blind Boxes: \$35

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.

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 will be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.

COMBINATION RATES & PROGRAMS: Special programs and rates for advertisers running in PLUMBING & MECHANICAL, PM ENGINEER and SUPPLY HOUSE TIMES are available. Contact your Sales Rep.

COMMISSION: 15% commission allowed on display ads provided to specifications. No agency commission on line ads.

SUPPLYHOUSE 2013 Ad Sizes

T I M E S

<p>Full-page Bleed</p> <p>9" x 11"</p>	<p>Full-page Non-Bleed</p> <p>7 3/4" x 10"</p>	<p>2/3 Page Vertical</p> <p>5" x 10"</p>	<p>1/2 Page</p> <p>3 3/4" x 10"</p>	<p>1/2 Page</p> <p>5" x 7 1/2"</p>
<p>1/2 Page</p> <p>7 3/4" x 4 7/8"</p>	<p>1/3 Page</p> <p>5" x 4 7/8"</p>	<p>1/3 Page</p> <p>2 1/2" x 10"</p>	<p>1/4 Page</p> <p>3 3/4" x 4 7/8"</p>	<p>1/6 Page</p> <p>2 1/2" x 4 7/8"</p>



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>

Graphical Display Advertising

1 Leaderboard - 728 x 90

- a. Run of Site (R.O.S.)
- b. Rotation available
- More than 2x the size of a 468X60 banner ad.
- The only ad in this space
- IAB Standard Ad Unit¹

2 Medium Rectangle - 300 x 250

- a. Run of Site (R.O.S.)
- b. Rotation available
- More than 4x the size of a 125 x 125 tile ad.
- Minimal ad competition
- IAB Standard Ad Unit¹

3 Rectangle (2 adjacent spots) - 180 x 150

- a. Home Page Only
- b. Rotation available

4 Rich Media³ (not shown)

- a. Expandable Leaderboard (R.O.S.)
Expands down upon user interaction.
- b. Floating Ad (home page only – max 2²)
Rest position is an additional placement purchase, based on which position for the rest ad from the above options.
- c. Page Peel Ad (home page only)

Additional Advertising-based Possibilities

5 Featured Products

- a. Three on home page at any given time
- b. Prioritized by Feature Product then date
- c. Shows product name, teaser and photo

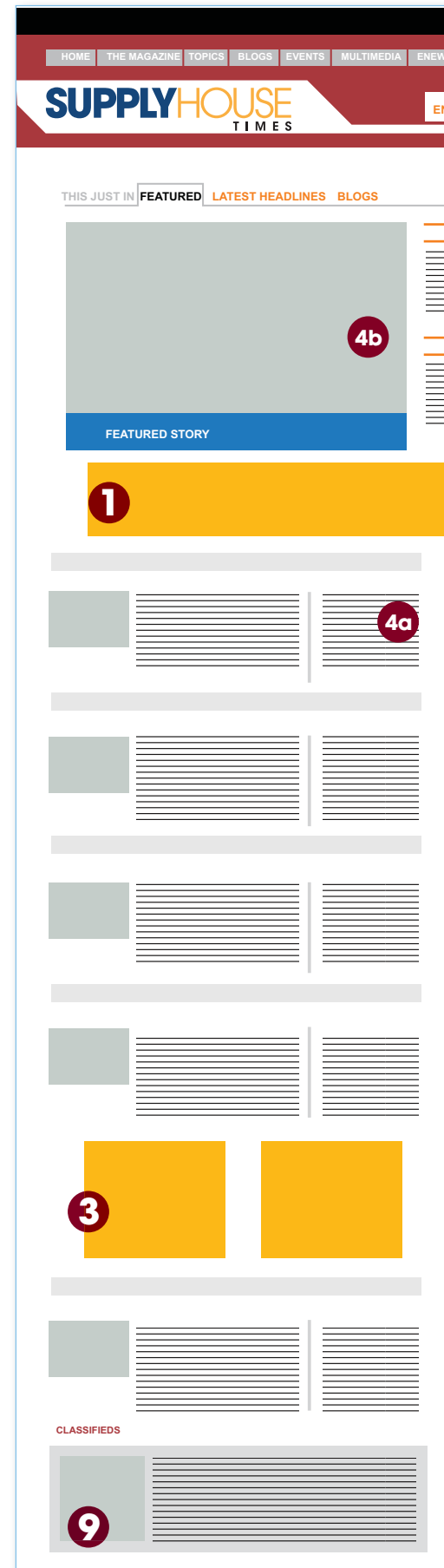
6 Supplied Videos

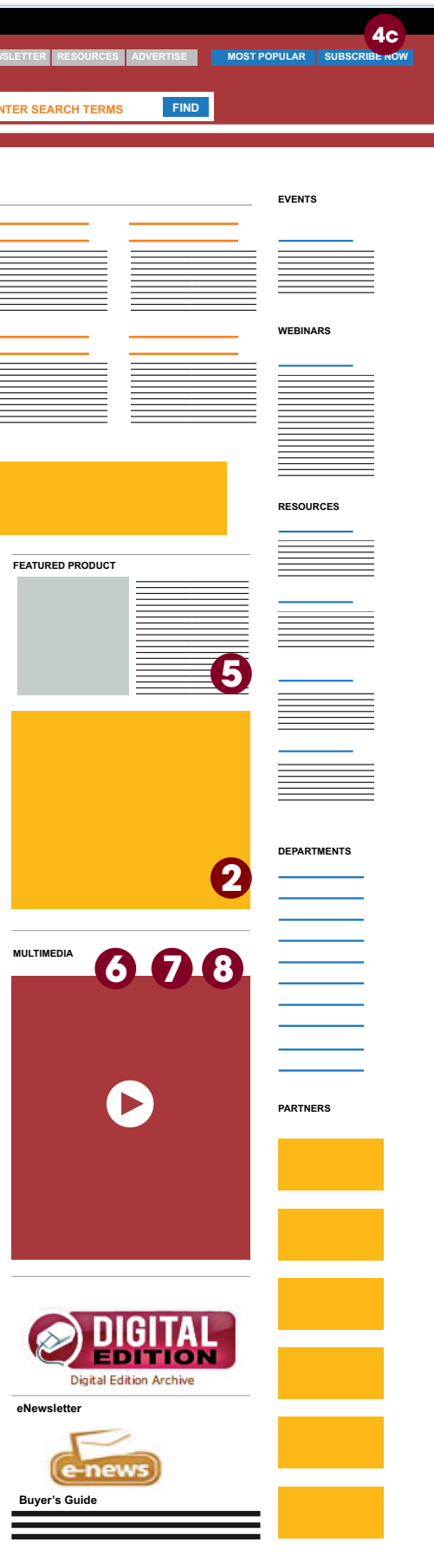
- a. Most recent video goes in lead spot
- b. Thumbnails
- c. R.O.S.

¹Standard IAB Ad units determined by those ads accounting for approximately 80% of total impression weight over the past 12 months.

²Rotation of floating ads is not encouraged

³Rich Media ads in current flash formats are not iPhone/iPad friendly. We will have a browser detection tag so if visitor comes from one of these devices we can either serve up a standard gif style ad or can serve up a custom html 5 animated version. Additional charge would apply for html 5 design.





7 Photo Gallery (R.O.S.)

8 Multimedia (use for ecards, showrooms promotion, etc.)

9 Classifieds

- Three on home page at any given time
- Includes post date, category, headline, co. name, location, photo and description

Enhanced Online Directory Listings

Whether your potential customers use print, digital or online to source plumbing, industrial PVF, hydronics and HVAC products, the B.I.G. Book is there. By listing your company information with Supply House Times' B.I.G. Book you have quick access to a targeted audience of potential buyers in your industry. We make it easy for buyers to find you and even easier for you to make your company stand out. Brand your company with your logo; drive traffic to your site with clickable links, social media links and mobile tags. Or give them easy access to product info with spec sheets, photos and videos. Get listed today! For more information visit the online directory at www.supplyht.com/buyersguide or contact a sales rep.

Custom newsletter

Become a news leader for the industry by developing your own newsletter. 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!

Webinars - Now with video!

Sponsor a live or pre-recorded video webinar, proven to enhance attendee engagement. Make your webinar more personal and impactful by showing a live video of the speaker, a demonstration of your product and more. Of course, video webinars offer all the same features and benefits as our traditional webinar packages, including:

- Dynamic audience interaction
- One-on-one pre-qualified sales
- Brand reinforcement
- Market growth
- Measurable ROI
- And more!

60% of registrants attend video webinars,* a 12% increase from BNP's current attendee average.+

For webinar tips and more information, contact your sales rep or visit <http://portfolio.bnppmedia.com/webinars>.

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*ON24 2010 Webcasting Report, Webcast Benchmarks and Best Practices for Lead Generation, Averages

+2011 BNP Media corporate webinar averages



You are a B2B marketer. Your role is more than just branding, product promotion and ad placements. You are responsible for developing and maintaining an industry thought-leadership position for your brand. You are tasked with establishing trust and engagement between your brand and your customers. You are the one who provides the sales team with qualified leads and direct inquiries. You are the one exploring innovative and unique ways to communicate to your audience – all while making your brand more successful than it has ever been.



orangetap

You are a B2B marketer. And we're here to help.

Want to improve on your content marketing strategy? Contact us for a free consultation.

orangetap@bnpmedia.com

www.bnporangetap.com

content marketing strategy · content development · custom publishing · targeted delivery

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 at 248.786.1619 or surowiecb@clearseasresearch.com.

www.clearseasresearch.com

List Rentals

The most powerful, responsive list of plumbing professionals is just a call away. Complement your advertising program and introduce new products by renting Supply House Times' exclusive subscriber list. Contact **Kevin Collopy** of InfoGroup at kevin.collopy@infogroup.com or 402.836.6265.

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A **bnp** PUBLICATION



BNP MEDIA HELPS PEOPLE SUCCEED
IN BUSINESS WITH SUPERIOR INFORMATION



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