SUPPLYHOUSE TIMES

THE OFFICIAL PUBLICATION OF THE AMERICAN SUPPLY ASSOCIATION

American Supply Association

The national organization serving wholesale-distributors and their suppliers in the PHCP and industrial PVF industry.

Over 1/2 of readers visited an advertiser's website after viewing an ad in Supply House Times!*

www.supplyht.com

2015 MEDIA PLANNING GUIDE

NEW IN 2015

- **Manufacturer Q&A**
- **MUST-SEE! Product Print & e-Blast**
- **Fresh, New Design**

*Reader Preference Profile Study, June 2014

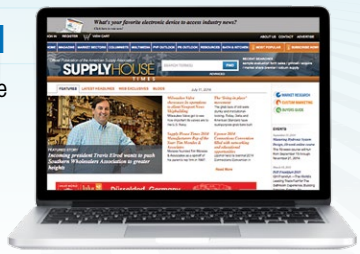
Targeted CIRCULATION

MAGAZINE CIRCULATION

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

Year Qualified[1]

1-year	80%
2-year	20%



ONLINE USERS[1]

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

www.supplyht.com average monthly user information[1]

User Sessions	10,433
Unique Browsers	8,368

COMPARISON OF AUDITED CIRCULATIONS*

More Channels	The Wholesaler audits only its magazine. **Supply House Times** audits our magazine, eNewsletters, website and social media. **Supply House Times** offers you a much larger and more transparent view of our audience that you are reaching.
Digital Audience	The Wholesaler does NOT audit its digital audience. **Supply House Times** clearly defines our print and digital subscribers. The Wholesaler could be distributing many digital copies or very few. The Wholesaler does not share that information on its BPA report.
"Others" in Business and Job Function	The Wholesaler reports hundreds of "others" in Business and Job Function. **Supply House Times** carries ZERO "others"—ONLY wholesalers, manufacturers and manufacturers reps.
eNewsletter Distribution	**Supply House Times** dominates eNewsletter distribution with three audited eNewsletters to the Bath & Kitchen, Industrial PVF and Radiant & Hydronics markets are sent twice per month to an average combined audience of more than 45,000 audited circulation.

*December 2014 BPA Brand Report

SUPPLY HOUSE TIMES IS PROUD TO REPORT THE TITLE AND INDUSTRY OF 100% OF OUR SUBSCRIBERS.[1]

Circulation by Business/Industry[1]

Wholesaler/Distributor	21,000
Manufacturer's Rep	3,258
Manufacturer	2,513

ENEWS AVERAGE SUBSCRIBERS[1]

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	21,798
Bath & Kitchen	15,955
PVF	8,374

1 Supply House Times ~~Dece~~ember 2014 BPA Brand Report; Average TQ = 27,010 (24,436 Print + 2,574 Digital)

DIGITAL LEADERSHIP

MOBILE APP

Our new mobile app gives readers access to our content – anytime, anywhere! Specifically designed for smartphones and tablets, the **Supply House Times** mobile app features the latest breaking news, exciting new products, feature articles, videos and more! Limited ad positions are available which mean an extremely high share of voice for marketers looking to reach a deeply engaged, highly targeted audience.

WEBINARS

Let the **Supply House Times** Webinar program help you stand out from the rest. We'll increase brand awareness and interest in your products while managing every detail surrounding the event. Multiple promotions are created and deployed to position you as a leader in your industry. Plus, receive an average of **370 qualified registration leads*** and add on our NEW continuing education accreditation to generate even higher viewership. Frequency and advertiser discounts available.

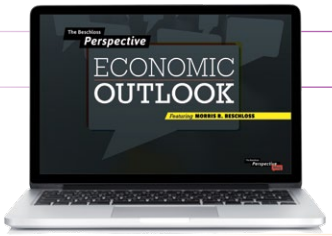
(*Source: 2014 Supply House Times Average Webinar Registration Leads)

VIDEOS

There's a reason video has exploded across the web… its ability to educate, demonstrate, communicate and motivate is unlike any other marketing tool. Educate prospects on your product's capabilities and offers solutions, demonstrate market knowledge, build a relationship of trust, communicate what makes your products different and motivate prospects to buy! Don't have capabilities? **Supply House Times** can produce a video for you!

PODCASTS

Podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on demand and can be played online or transferred to a portable device. Sponsor your own exclusive, custom podcast or gain exposure by sponsoring an editorial podcast. For more information, contact your sales rep or visit: **http://portfolio.bnpmedia.com/podcasts**



EBOOKS

eBooks are a turnkey program, and an excellent tool to align your marketing message within an editorially relevant environment and obtain qualified leads. **Supply House Times** will handle all production details from gathering leads to marketing and creation management.

SOCIAL MEDIA

Collaborate together with **Supply House Times** to create a smart social media strategy that communicates with customers and prospects. Broadcast your company's message to our entire fan base while driving traffic to your website, reaching potential customers and expanding your audience! Supply House Times offers a number of opportunities for audience engagement through Facebook, Twitter, Youtube and QR Codes. Partner with **Supply House Times** to build a social presence for your brand! Not yet involved in social media? Let us build, design, and organize the accounts for you with Social Media Startup Packages!

NATIVE ADVERTISING

Push YOUR content out through **Supply House Times** online editorial channels. Professionals turn to supplyht.com for industry solutions and high quality editorial. Now you can drive brand awareness by publishing your buzz-worthy, non-commercial content alongside our trusted editorial online, in our eNewsletters and on our social media outlets.

2015 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	12/4	1/15	2/11	3/12	4/10	5/14
Materials Due	12/10	1/21	2/17	3/17	4/16	5/20
Issue Theme	**Manufacturer Spotlights**	**Master Distribution**	**Manufacturer Q&A**	**ASA Young Executives**	**Premier 150**	**Manufacturers Representatives**
Hydronics	Air-to-water heat pumps	Radiant Comfort Guide	AHR Expo report	Hydraulic separation	Hydronic trends	Geothermal/ solar trends
Bath & Kitchen	Showroom profile	Brand building	Showroom marketing 201	Customer service tips	Showroom selling skills	Showroom innovations
Industrial PVF	PVF industry forecast	Master distribution	Winter PVF Roundtable	ASA PVF Outlook	Waterworks	Spring PVF Roundtable
HVAC	New compressor technology	Refrigerant update	Jim Wheeler at AHR, part 1	Jim Wheeler at AHR, part 2	Air-quality devices	Internet business opportunities
Supply House Management	Washington update	Warehouse efficiency	Warehouse safety	Washington update	Back office technology	Transportation trends
Product Focus	Decorative plumbing	PHCP literature, DVDs	2014 Products of the Year	New plumbing tools	High-efficiency toilets	Shower systems
Advertiser Service/ Bonus Distribution	**Free 4-C full-page Spotlight for full-page January advertisers** KBIS-IBS, Jan. 20-23, Las Vegas Luxury Products Group Showcase, Jan. 21-23, Scottsdale, Ariz. Omni Spring Meeting, Jan. 24-27, Scottsdale, Ariz. AHR Expo, Jan. 26-29, Chicago ASA Winter Meeting, Jan. 28-31, Dana Point, Calif.	Forte Buying Group Conference, Feb. 19-21, Indian Wells, Calif. PVF Roundtable, third Tuesday Feb. 17, Houston Pumper & Cleaner Expo, Feb. 24-27, Indianapolis WIT Distributor & Vendor Conference, March 9-13, Dallas	**Free Q&A advertorial interview page for full-page March advertisers** Embassy Spring Conference, March 18-21, Orlando, Fla.	PSDA Convention, May 14-17, Indian Wells, Calif. **Must-See Product Print & e-Blast**	PVF Roundtable, May 17, Houston OESP Convention and Tradeshow, May 17-21, Hersey, Pa. ASA Spring Forum, May 18-20, Charlotte	Rep Locator: Manufacturers Rep Directory NFPA Conference & Expo, June 22-25, Chicago Southern Wholesalers Association Convention, June 28-July 1, Hilton Head, S.C. **Must-See Product Print & e-Blast**

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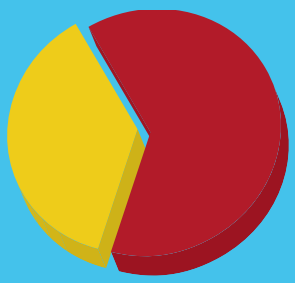
Hydronics

Hank Darlington
Bath & Kitchen Showrooms

John Siegenthaler
Renewable Energy Editor

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



69%

of readers rate supply house times having the most up-to-date industry articles/features.*

*READER PREFERENCE PROFILE STUDY, JUNE 2014

July	August	September	October	November	December
6/5	7/6	8/13	9/11	10/14	11/14
6/12	7/22	8/19	9/17	10/20	11/17
Buying Groups	**Showrooms**	**Supply House of the Year**	**Network ASA 2015**	**Case Histories**	**2016 B.I.G. Book**
2015 Radiant & Hydronics Report	Radiant cooling	Pellet-fired boilers	Solar thermal	Dirt separation in hydronic systems	Hydronic product listing
Showroom employee training	Hospitality trends	Customer migration	Differentiate your showroom	Showroom profile	Plumbing product listing
Women of PVF/ ASA PVF Outlook	Fracking debate	Summer PVF Roundtable	ASA PVF Outlook	Fall PVF Roundtable	PVF Ring of Honor
Ductless air conditioning	Ventilation	New design materials	Gas Furnaces	Heat pumps	HVAC product listing
Washington update	Incoming SWA President	Inventory controls	Best hiring practices	2016 ASA president profile	Washington update
New radiant products	Commercial hospitality products	New kitchen products	Valves	Water heaters	2016 KBIS preview
Discounted 4-C Information Showcase ad for all Radiant Heating Report advertisers.	Embassy Shareholders Meeting Aug. 19-22 Chicago PVF Roundtable, Aug. 18, Houston WIT Fall Networking Meeting, Sept. 8-10, Washington, D.C. AIM/R Annual Conference **Must-See Product Print & e-Blast**	PHCC Connect, Sept. 28-Oct. 2, Hollywood, Fla.	PVF Roundtable, Oct. 18, Houston NetworkASA 2015, Oct. 27-30, Chicago Affiliated Distributors North American Meeting, Oct. 18-21, Dallas Equity Buying Group Annual Conference	**Free, full-page Case History article for full-page advertisers.** HARDI Annual Conference, Nov. 14-17, Orlando, Fla. Greenbuild, Nov. 18-22, Washington, D.C.	**Free basic listing in B.I.G. Book for all 2015 advertisers** Bonus distribution at 2016 trade shows.

Morris Beschloss
Industrial PVF

Jim Wheeler
HVAC

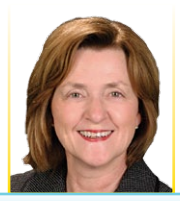
Rick Johnson
Distribution Management

Dick Friedman
Computer Tech Tips

Navid Gardooni
IT Strategy

Rick Fantham
ASA President's Letter

Joshua Brown
Insider's Perspective



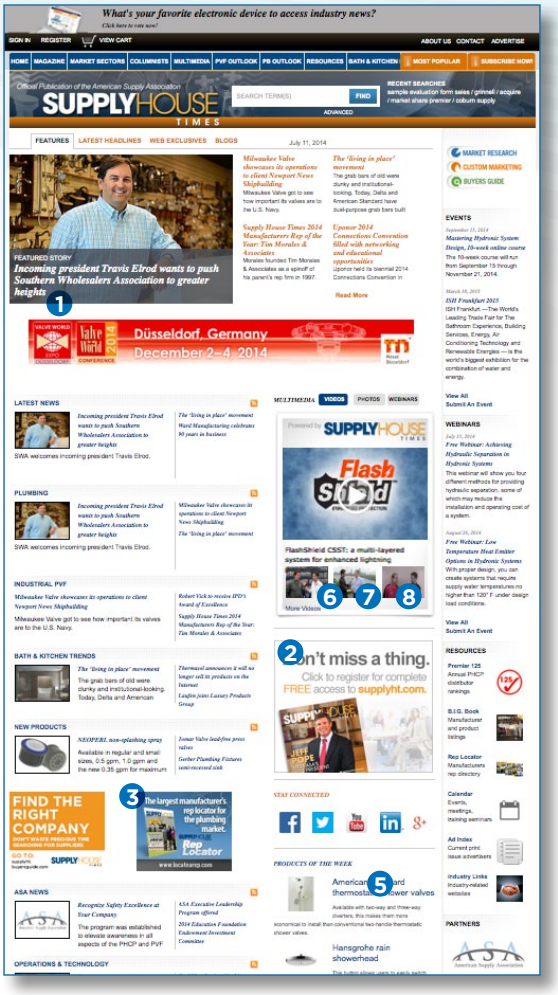
Mary Prahler
Eye On Safety

YOUR ONLINE RESOURCE: WWW.SUPPLYHT.COM

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.BNPMEDIA.COM



GRAPHICAL DISPLAY ADVERTISING

1. Leaderboard – 728 x 90
2. Medium Rectangle – 300 x 250
3. Rectangle (2 adjacent spots) – 180 x 150
4. Rich Media (not shown)

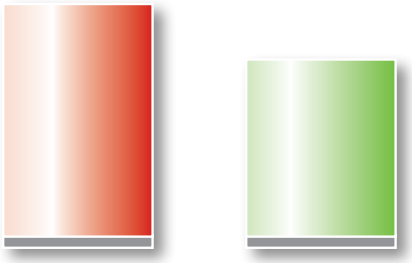
ADDITIONAL ADVERTISING-BASED OPPORTUNITIES

5. Featured Products
6. Supplied Videos
7. Photo Gallery (R.O.S.)
8. Multimedia (use for ecards, showrooms promotion, etc.)
9. Classifieds

B.I.G. Books Directory

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 QR Codes. 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.

OVERALL SATISFACTION OF INDUSTRY WEBSITES*



SUPPLYHT.com **73%**

thewholesaler.com **67%**

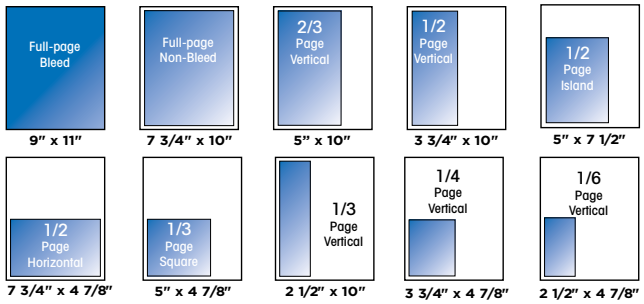
DIGITAL EDITION

Combine the look of a print edition with the interactivity of the web Digital editions are an exact replica of the print issue but with added digital interactivity such as clickable web links, ad view tracking and – of course – access to view on a laptop or PC. Digital editions are deployed via email and posted to the *Supply House Times* website for one year – opening your ad up to an audience of potential buyers.^ With a variety of sponsorship and interactive options, you can give your company prominent placement in the digital edition or even add animation, video or audio to your ad.

^Publisher's own data

2015 AD RATES

SUPPLYHOUSE TIMES 2015 AD SIZES



(GROSS RATES)

B/W RATES	1x	3x	6x	12x	18x	24x
Full-page	4905	4750	4630	3995	3840	3575
2/3-page	3740	3585	3530	3010	2925	2715
1/2-island	3160	3025	2975	2530	2380	2305
1/2-page	2810	2685	2660	2260	2205	2135
1/3-page	2070	1990	1950	1670	1625	1520
1/4-page	1680	1620	1575	1355	1325	1230
1/6-page	1250	1205	1175	1015	985	930

POSITIONING:

Inside Pages	$535
Center Spread	905
Consecutive Rights	505
Back Cover	1155
IFC & IBC	830
Regional Splits	Contact Group Publisher

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

CUSTOM ENEWSLETTER

Let **Supply House Times** help you create a co-branded eNewsletter customized to your needs. Our orangetap content marketing group can help you develop compelling custom eNews content and design through our experienced creative and editorial teams. A custom eNewsletter can take your company to the next level with these benefits:

- Including editorial or educational content in an eNewsletter can help position your company as an industry leader
- Editorial content creates greater reader engagement
- Subscribers trust **Supply House Times**. They're more likely to open emails from our publication and consider our endorsements

RESPONSIVE DESIGN

Supply House Times eNewsletters have a new responsive design that allows for optimal viewing on any device. Currently, over 50% of emails are opened on mobile devices. Our eNewsletters automatically adapt to the size of the screen on which it is displayed. As a result, your advertising message will retain its impact and will look great on any platform.

NEW

ENEWSLETTER SIZES

NEW Top Leaderboard:	728x90 pixels
NEW Feature Leaderboard:	728x90 pixels
NEW Rectangle:	300x250 pixels
NEW Rectangle Ad:	180x150 pixels
Text Ads:	50 words or less

Nearly 70% of readers are highly satisfied with the up-to-date industry news on supplyht.com*

CLASSIFIED AD RATES:

	1x	3x	6x	12x
Regular	195	180	170	160
Display	230	210	195	175

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.bnpmedia.com**. If you have any questions, contact Lisa at 248.620.4180 or rahimpourl@bnpmedia.com.

*Reader Preference/Profile Study, June 2014

SUPPLY HOUSE TIMES

orangetap

CONTENT MARKETING SERVICES

Orangetap equips your brand with the editorial and publishing resources of Supply House Times to help market and capture the attention of your customers.

CONNECT WITH CUSTOMERS & EARN LEADS

Supply House Times will co-brand your content with us to improve deliverability and open rates and promote it to our subscribers. We'll supply you with leads through these three high-impact strategies:

1) Content Blast
2) High-Value Media Download
3) Interactive Product Spotlights

NEW

NEED CONTENT? WE CAN HELP.

Orangetap can help you plan and create fresh, unpublished, industry-relevant content every single month.

To learn more about our services or to quote out a project, please contact your sales representative.

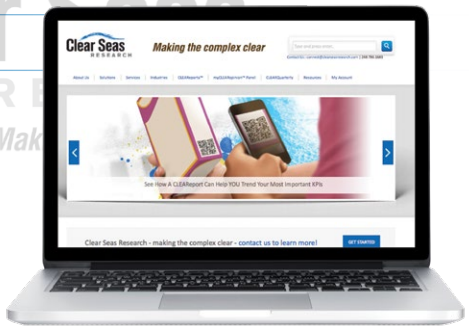
CLEAR SEAS RESEARCH

Your industry-focused market research partner — providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations

MAKING THE COMPLEX CLEAR

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups, or bulletin boards); we present results that are easily understood, insightful and actionable.



GET STARTED NOW.

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

BPA WORLDWIDE

BNP MEDIA HELPS PEOPLE SUCCEED IN BUSINESS WITH SUPERIOR INFORMATION