



# *Southern* PHC

plumbing • heating • cooling

We are pleased to enclose our 2016 media kit. This will be our 70th year serving the plumbing-heating-cooling industry in the fourteen southern states.

Our objective in 2016 will be to continue to produce a magazine that informs and educates our readers and helps them to be more successful. As always, we will provide our advertisers with an excellent value that generates positive results. We have not raised our rates for the past seven years and that will be the case again in 2016. Each issue will feature columns from Ruth King, Matt Michel and Nido Qubein.

Our editorial calendar will highlight the same product focuses as this year. Our added-value marketing features will again include the “PHC Websites” in the February/March issue, the “Company Profiles” advertorial section in the April/May issue, the “PHC Case Studies” advertorial section in the August/September issue and the “Green Spotlight” section in the December/January issue. The August/September issue will have bonus distribution at the American Supply Association Convention, the October/November issue will have bonus distribution at the PHCC National Association Convention and the December/January issue will have bonus distribution at the AHR Expo trade show.

Rotating banner ads will be offered on our website, [www.southernphc.com](http://www.southernphc.com). All advertisers will be listed in the Industry Links section of our website.

We sincerely thank our regular advertisers for their continued support and encourage others to consider making us a part of their marketing plan in 2016. Our loyal readership of plumbing and hvac contractors and wholesalers in the fourteen southern states represents an excellent market for your products. We always welcome press releases from all members of the industry throughout the year.

P.O. Box 7344 Greensboro, NC 27417  
Phone (336) 235-3084 Fax (877) 496-0676



# *Southern* PHC

plumbing • heating • cooling

## Media Kit 2016

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Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana  
Mississippi • North Carolina • Oklahoma • South Carolina  
Tennessee • Texas • Virginia • West Virginia

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

# 2016 Rates and General Specifications



www.southernphc.com

Ad Size - B&W Rates -	1x	3x	6x
1 page (7x10)	\$2300	\$2060	\$1915
2/3 page (4 <sup>5</sup> / <sub>8</sub> x10)	1925	1735	1635
1/2 page Island (4 <sup>5</sup> / <sub>8</sub> x7 <sup>1</sup> / <sub>2</sub> )	1795	1620	1530
1/2 page Horiz (7x4 <sup>7</sup> / <sub>8</sub> ) Vert (3 <sup>3</sup> / <sub>8</sub> x10)	1715	1550	1475
1/3 page Square (4 <sup>5</sup> / <sub>8</sub> x4 <sup>7</sup> / <sub>8</sub> ) Vert (2 <sup>1</sup> / <sub>4</sub> x10)	1495	1355	1295
1/4 page (3 <sup>3</sup> / <sub>8</sub> x4 <sup>7</sup> / <sub>8</sub> )	1285	1165	1100
Business- Card Classified (2 <sup>1</sup> / <sub>4</sub> x4 <sup>1</sup> / <sub>8</sub> special conditions apply)	285	250	230

**MAIL:**  
Southern Trade Publications  
P.O. Box 7344  
Greensboro, NC 27417

**DELIVERIES:**  
6520 Airport Center Dr.  
Suite 204  
Greensboro, NC 27409-9122  
(336) 235-3084  
FAX 877-496-0676

Rates effective January 2016

## Specifications

### WEBSITE ADVERTISING:

Rotating Banner Ads - Free to 3X or more full-page color advertisers. \$300 net for two months for other advertisers. Size: 726 pixels wide x 105 pixels high

### COLOR RATES:

- standard color—\$250 extra per ad
- four color—\$400 extra per half page or smaller
- four color—\$750 extra per page
- four color 2 page spread—\$1200 extra

### TRIM SIZE AND BLEED ADS:

- trim size—8<sup>3</sup>/<sub>8</sub>x10<sup>7</sup>/<sub>8</sub> (8.375" x 10.875")\*
- size including 1/8" page bleed: 8<sup>5</sup>/<sub>8</sub>x11<sup>1</sup>/<sub>8</sub> (8.625" x 11.125")
- spread, full bleed, trim size: 16.75" x 10.875" spread, size including 1/8" bleed: 17" x 11.125"

\*Vital live matter must be kept **at least** 1/8" from trim edges on bleed pages.

### SPECIAL POSITIONS:

Required special positioning—10% extra  
Center spread—20% extra  
Second cover—25% extra  
Fourth cover—30% extra

### DIGITAL REQUIREMENTS:

Press-Ready PDFs are preferred. All transparencies should be flattened. Preferred PDF version is Acrobat 4 / PDF 1.3.

Other accepted file formats include Macintosh formatted Adobe InDesign CS4 or lower, Adobe Illustrator CS4 or lower, Adobe Photoshop CS4 or lower, or Quark XPress 7.0.

\*When submitting native files, please include all screen and printer fonts and images used in document. Save to CD or upload to our ftp site.

\*Ad files are accepted via email, as high resolution PDF files. Please **convert all art to cmyk, 300 dpi**, make sure distiller is set for PRINT.

\*To ensure print quality, proofs must be provided on all ads.

\*Ads may be sent to charlie@southernphc.com.

\*Large files may be sent to our ftp site. Call for details.

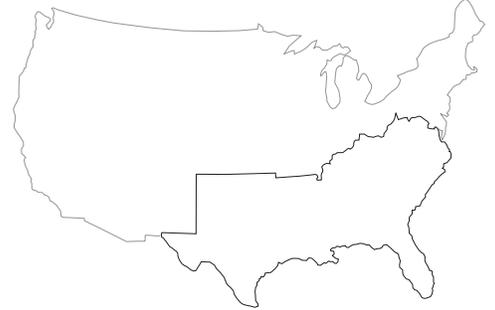
Art preparation: All production costs are the responsibility of the advertiser or his agency. Camera ready copy in correct proportion to ad space should be delivered to the publisher on or before the closing date. Design and production services can be provided at an additional charge. Consult the publisher.

### AGENCY COMMISSION:

15% of gross billing to recognized agencies, if paid within 30 days.  
Mechanical and production charges are non-commissionable.

# Southern Plumbing • Heating • Cooling Distribution

We distribute **Southern Plumbing•Heating•Cooling Magazine** free to contractors and wholesalers in the 14 southern states from Texas to Virginia. We also pass out additional magazines at P•H•C conventions and trade shows including Plumbing-Heating-Cooling Contractors–National Association, the American Supply Association and the AHR Expo. Southern PHC Magazine touches the decision makers in the P•H•C industry by reaching association members and firms with five or more employees. These readers account for most of the industry activity in the South. In other words, these people buy most of the plumbing and HVAC supplies used in the 14 southern states.



*Our subscribers should be your most valued customers.*

## Circulation

AL	476	NC	1282	Other	742
AR	232	OK	216	Wholesalers	1729
FL	1780	SC	281	Contractors	8051
GA	883	TN	717	Manufacturers, Reps & Others	713
KY	440	TX	1738	Conventions & Trade Shows	200
LA	570	VA	770	<b>TOTAL</b>	<b>10,693</b>
MS	207	WV	159	<b>(Per Issue)</b>	

## Conventions & Trade Shows

PHCC– National Association

American Supply Association

AHR Expo (ASHRAE)

**Southern** **PHC**

*Serving 14 Southern States Since 1946*

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

# 2016 Editorial/Special Issue Calendar

## Features

**February/March**

Close: January 1

**PRODUCT FOCUS:**

**Pipes, Valves & Fittings**

\* *PHC Websites: Special annual section featuring descriptions of industry websites*

**April/May**

Close: March 1

**PRODUCT FOCUS:**

**Heating and Cooling**

*Introductions from the AHR Expo (ASHRAE)*

\*\* *Company Profiles: Annual advertorial section featuring manufacturers' history, products, etc.*

**June/July**

Close: May 1

**PRODUCT FOCUS:**

**Kitchen and Bath**

*Introductions from the Kitchen/Bath Industry Show*

**August/September**

Close: July 1

**PRODUCT FOCUS:**

**Water Heaters**

\*\*\* *PHC Case Studies: Annual advertorial section featuring case studies*

*Extra distribution: American Supply Association Convention*

**October/November**

Close: September 1

**PRODUCT FOCUS:**

**Pumps**

*Extra distribution: PHCC-National Association Convention*

**December/January**

Close: November 1

**PRODUCT FOCUS: "Green" Products**

\*\*\*\* *Green Spotlight: Special annual section featuring "green" products*

*Extra distribution: AHR Expo Trade Show (ASHRAE)*

\* *PHC Websites: All display advertisers will receive a free 1/6 pg. standardized ad promoting their website.*

\*\* *Company Profiles: All full page advertisers will receive a free second page to be used as an advertorial page.*

\*\*\* *PHC Case Studies: All full-page advertisers will receive a free second page for a case study featuring their product.*

\*\*\*\* *Green Spotlights: All display advertisers will receive a free 1/6 page standardized ad promoting their "green" products.*

## Departments

### Cover Stories

Close-up with people and companies shaping the industry.

### Industry News

Briefly—what's happening in the industry today.

### Calendar

A summary of key events in the PHC industry.

### People

What have you done lately?

### Products & Literature

The newest and best.

### Technology

Updates on the latest in software & internet-based products from Matt Michel.

### Management

Ruth King offers advice on improving your business.

### Sales

Smart selling advice from Nido Qubein.

### Websites

Who's Who on the Net.

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