

Southern **PHC**

plumbing • heating • cooling

We are pleased to enclose our 2010 Media Kit. This will be our 64th year serving the plumbing-heating-cooling industry in the fourteen southern states.

New for 2010 will be the availability of banner ads on our website. These rotating ads will be free to all three time or more full page color advertisers, while their print ad is running and will be available to other advertisers at a reasonable cost. All advertisers will continue to be featured in the Industry Links section of our website, www.southernphc.com.

We have decided to hold our advertising rates at the 2009 level. As the economy improves, we will continue to strive to be an excellent value that produces results for our advertisers. Our circulation has remained steady throughout 2009. We are not making any changes to our editorial calendar for 2010. We will continue to feature columns from Ruth King, Nido Qubein and Matt Michel. Our added value marketing specials will include PHC Industry Websites in February, Company Profiles Advertorial Section in April, PHC Case Studies Advertorial Section in August and bonus distribution of the October Issue at the PHCC and ASA Conventions.

We sincerely thank our regular advertisers for their continued support and encourage others to consider making us a part of your marketing plans. Our readership of Plumbing and HVAC contractors and wholesalers in the southern states represents an excellent target for your products. As always, we welcome press releases from all members of the industry throughout the year.

P.O. Box 7344 Greensboro, NC 27417
Phone (336) 454-3516 Fax (336) 454-3649

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Media Kit 2010

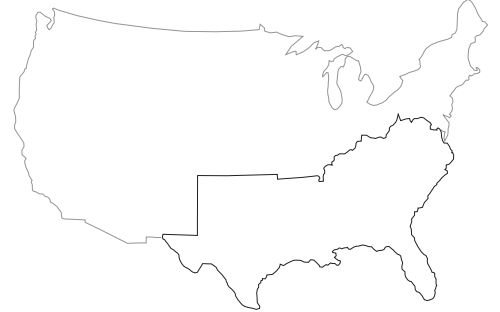


Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana
Mississippi • North Carolina • Oklahoma • South Carolina
Tennessee • Texas • Virginia • West Virginia

www.southernphc.com

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 and the American Supply Association. 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.

Numbers

AL	541	NC	1357	Other	734
AR	255	OK	242	Wholesalers	1898
FL	2059	SC	323	Contractors	8718
GA	1013	TN	815	Manufacturers, Reps & Others	1048
KY	486	TX	1974	Conventions & Trade Shows	200
LA	619	VA	806	TOTAL	11,864
MS	251	WV	189	(Per Issue)	

Conventions & Trade Shows

American Supply Association

PHCC– National Association

Kitchen/Bath Industry Show

AHR Expo (ASHRAE)

Southern **PHC**

Serving 14 Southern States Since 1946

www.southernphc.com

2010 Rates and General Specifications

Southern **PHC**

www.southernphc.com

Ad Size - B&W Rates -	1x	3x	6x
1 page (7x10)	\$2300	\$2060	\$1915
2/3 page (4 ^{5/8} x10)	1925	1735	1635
1/2 page Island (4 ^{5/8} x7 ^{1/2})	1795	1620	1530
1/2 page Horiz (7x4 ^{7/8}) Vert (3 ^{3/8} x10)	1715	1550	1475
1/3 page Square (4 ^{5/8} x4 ^{7/8}) Vert (2 ^{1/4} x10)	1495	1355	1295
1/4 page (3 ^{3/8} x4 ^{7/8})	1285	1165	1100
Business- Card Classified (2 ^{1/4} x4 ^{1/8} 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) 454-3516
FAX (336) 454-3649

Rates effective January 2010

Specifications

WEBSITE ADVERTISING:

Rotating Banner Ads - Free to 3X or more full-page color advertisers while print ad is running. \$300 net for two months for other advertisers while print ad is running

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^{3/8}x10^{7/8} (Document set-up size)
- page bleed-8^{5/8}x11^{1/8}
- spread, gutter bleed-15^{1/2}x10
- spread, full bleed-17^{1/4}x11^{1/8}

*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:

Macintosh Format: Quark XPress 7.0
Adobe Photoshop CS2
Adobe Illustrator CS2

Image files must be a minimum of 300dpi; in .eps or tiff (mac) format.

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

*Proofs should 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.

www.southernphc.com

2010 Editorial/Special Issue Calendar

Features

February

Close: January 1

PRODUCT FOCUS:

Pipes, Valves & Fittings

**PHC Websites:*

Special annual section featuring descriptions of industry websites

April

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

Close: May 1

PRODUCT FOCUS:

Kitchen and Bath

Introductions from the Kitchen/Bath Industry Show

August

Close: July 1

PRODUCT FOCUS:

Water Heaters

****PHC Case Studies:*

Annual advertorial section featuring case studies

October

Close: September 1

PRODUCT FOCUS:

Pumps

*Extra distribution:
American Supply Association Convention
PHCC-National Association Convention*

December

Close: November 1

PRODUCT FOCUS:

Green Products

Special editorial section featuring "green" products

** 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.*

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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