



*The Association of  
Pool & Spa Professionals®*

THE LEADERS OF THE INTERNATIONAL POOL,  
SPA AND HOT TUB INDUSTRY.



# 2012

MEDIA PLANNER

Infinite possibilities.

Advertising options in:



CONTACT:

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352-331-3525 fax



Naylor is the leading provider of print and online media and event management solutions exclusively serving the association marketplace.

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# APSP—THE VOICE OF THE INDUSTRY

The Association of Pool & Spa Professionals (APSP) is the **world's largest international trade association** representing the swimming pool, spa and hot tub industry. It's mission is to enhance the business success of members. APSP members promote best practices through education, certification, standards, research and safety. As the leading industry advocates for more than 50 years, our influence has impacted legislators, code officials and industry professionals. APSP resources keep members and other leading industry professionals up to date on the latest industry news, trends and networking opportunities.

- POOLS AND SPAS REPRESENT A \$20 BILLION A YEAR INDUSTRY
- APSP READERS HAVE REPORTED THAT THEY ARE MORE LIKELY TO CONSIDER PURCHASING PRODUCTS AND SERVICES FROM COMPANIES WHO ADVERTISE IN **AQ**.
- OUR MEMBERS ARE THE DECISION MAKERS IN THE INDUSTRY, INCLUDING:
  - Presidents
  - CEOs
  - Directors
  - Service and Builder Companies
  - Commercial Facilities (resorts and public schools)
  - Managers
  - Supervisors
  - Retailers
  - Pool Management Companies

## **AQ** PRINT EDITION

AQ features coverage of the latest topics, trends and regulatory updates. Pool and spa industry leaders rely on the magazine to stay up-to-date about the latest products and services to hit the market.



AQ, Fall 2011



## **AQ** DIGITAL EDITION

In addition to the printed publication, **AQ** is produced in an identical interactive digital version. Issues are emailed directly to members and are archived on APSP's website, extending print advertising investments through the unique benefits of digital media.



Stay in front of members all year by advertising on APSP's website **APSP.org**.



# 2012

## RATE CARD

REACH MORE THAN 5,000 QUALIFIED DECISION MAKERS WHO NEED YOUR PRODUCTS AND SERVICES BY ADVERTISING IN AQ.

Position Guarantee: %15 Premium  
Revisions and Proofs: \$50

### NET ADVERTISING RATES\*

#### FULL COLOR RATES

Size	1x	2-3x	4x
Double Page Spread	\$5,289.50	\$4,759.50	\$4,279.50
Outside Back Cover	\$4,419.50	\$4,119.50	\$3,849.50
Inside Front/Back Cover	\$4,019.50	\$3,719.50	\$3,449.50
Full Page	\$3,019.50	\$2,719.50	\$2,449.50
1/2 Page	\$1,939.50	\$1,749.50	\$1,569.50
1/3 Page	\$1,449.50	\$1,299.50	\$1,169.50
1/4 Page	\$1,109.50	\$999.50	\$899.50
1/6 Page	\$869.50	\$779.50	\$699.50
1/8 Page	\$679.50	\$609.50	\$549.50

#### BLACK & WHITE RATES

Size	1x	2-3x	4x
Full Page	\$2,159.50	\$1,939.50	\$1,749.50
1/2 Page	\$1,369.50	\$1,229.50	\$1,109.50
1/3 Page	\$1,039.50	\$939.50	\$849.50
1/4 Page	\$799.50	\$719.50	\$649.50
1/6 Page	\$629.50	\$569.50	\$509.50
1/8 Page	\$489.50	\$439.50	\$399.50

\* MEMBERS RECEIVE A 5% DISCOUNT. ALL RATES INCLUDE A LINK TO YOUR WEBSITE IN THE DIGITAL VERSION OF THE PUBLICATION.

**BONUS:** All advertisers receive a free custom listing in our **Index of Advertisers**. Your company will be listed under the category of your choice along with the page number of your ad. Also, all advertisers receive an **Advertiser.com** listing. Our cross-reference highlights your company's web address to increase online traffic.

#### EVERY ISSUE OF AQ INCLUDES:

- A MESSAGE FROM THE PRESIDENT & CEO
- SAFETY NEWS
- APSP NEWS & RESOURCES
- INDEX OF ADVERTISERS/ADVERTISER.COM

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).



### BEYOND THE PRINTED PAGE

#### DIRECT-MAIL RATES (FURNISHED BY ADVERTISER)

Advertise your products and services by including your flyer, brochure, postcard in the clear plastic bag in which AQ is mailed.

Surfaces*	Rates
Belly Band	\$5,940.00
1-Page (2 surfaces)	\$3,019.50
2-Pages (4 surfaces)	\$3,559.50
Postcard	\$3,019.50

\*3-Pages (6 surfaces) or more available. Additional postage and shipping charges apply.

## AD SPECIFICATIONS

### AQ PRINT AD DIMENSIONS

Double Page Spread (DPS)	Full Page No Bleed	Full Page Bleed	1/2 Page Horizontal	1/2 Page Long Vertical	1/3 Page Square	1/3 Page Vertical	1/4 Page Vertical	1/6 Page Vertical	1/8 Page Horizontal
18.25" x 11.125"	8" x 10.125"	9.25" x 11.125"	8" x 5"	3.875" x 10.125"	5.25" x 5"	2.5" x 10.125"	3.875" x 5"	2.5" x 5"	3.875" x 2.25"

**NOTE:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**Magazine Trim Size:** 9" x 10.875" **DPS Live Area:** 15.417" x 9.5" **Full-Page Live Area:** 7" x 9.5"

### AQ DIGITAL MAGAZINE

#### eSponsorship

550 x 480 pixels | JPG, Flash (SWF), AVI, MPG, MOV, FLV or Real Player | File size no greater than 100kb | Animation and video must be no longer than 25 seconds (*this includes multiple loops*)

#### eToolbar

250 x 50 pixels | JPG (*no animation*)  
File size no greater than 100kb

#### eSkyscraper

200 x 783 pixels pixels | JPG | File size no greater than 100kb

### APSP WEBSITE

#### Page Peel

75 x 75 pixels for small peel corner; opens to 500 x 500 pixels  
JPG only | File size no greater than 100kb

#### Spotlight Tile Ad

125 x 125 pixels | JPG | File size no greater than 100kb

### AD MATERIAL UPLOAD

Go to the Naylor website at [www.naylor.com](http://www.naylor.com) and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

### PRODUCTION SERVICES

Naylor provides professional ad assembly and layout to non-agency clients at no charge.

### PRINT ARTWORK REQUIREMENTS

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPG files are accepted. Images from the web

are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode is not accepted and if supplied, will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts, as well as linked images, must be supplied if not embedded in the file.

### PROOFS AND REVISIONS

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

### CANCELLATIONS

In the event of cancellation, the client agrees to repay Naylor, LLC any discounts granted for multiple insertions less discount applicable for the number of insertions completed in the contract period. All premium print positions, digital edition sponsorships and direct-mail pieces are non-cancelable. All cancellations must be received in writing prior to advertising sales deadline. A charge of \$30 will be levied for returned checks.

### TERMS

Payment due upon receipt of invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts.

### AD AGENCY COMMISSIONS

All prices are net. Ad agency commissions are not included in quoted price.

### SHIPPING INSTRUCTIONS

Ship all advertising materials to the attention of your account executive at:

**Naylor, LLC | 12600 Deerfield Parkway | Alpharetta, GA 30004**

**Toll-free: (800) 796-2638 | Fax: (770) 810-6995**