

# PHCC Solutions Magazine

TAKE ADVANTAGE OF OUR DISCOUNTED RATES  
ONLY PHCC MEMBERS ENJOY



Full-Color Rates	Standard Rates		PHCC Members Rates	
	1x	4x	1x	4x
Double Page Spread FC	\$5,759.50	\$4,899.50	\$5,183.55	\$4,409.55
Full Page FC	\$3,289.50	\$2,799.50	\$2,960.55	\$2,519.55
2/3 Page FC	\$2,839.50	\$2,409.50	\$2,555.55	\$2,168.55
1/2 Page FC Island	\$2,439.50	\$2,069.50	\$2,195.55	\$1,862.55
1/2 Page FC	\$1,819.50	\$1,549.50	\$1,637.55	\$1,394.55
1/3 Page FC	\$1,569.50	\$1,329.50	\$1,412.55	\$1,196.55
1/4 Page FC	\$1,199.50	\$1,019.50	\$1,079.55	\$917.55
1/6 Page FC	\$959.50	\$819.50	\$863.55	\$737.55
1/8 Page FC	\$739.50	\$629.50	\$665.55	\$566.55
<b>Black and White Rates</b>				
Full Page BW	\$2,469.50	\$2,099.50	\$2,222.55	\$1,889.55
2/3 Page BW	\$2,129.50	\$1,809.50	\$1,916.55	\$1,628.55
1/2 Page BW Island	\$1,819.50	\$1,549.50	\$1,637.55	\$1,394.55
1/2 Page BW	\$1,549.50	\$1,319.50	\$1,394.55	\$1,187.55
1/3 Page BW	\$1,169.50	\$989.50	\$1,052.55	\$890.55
1/4 Page BW	\$899.50	\$759.50	\$809.55	\$683.55
1/6 Page BW	\$709.50	\$599.50	\$638.55	\$539.55
1/8 Page BW	\$559.50	\$479.50	\$503.55	\$431.55

**10%**  
Member Discount

PHCC members enjoy the benefit of discounted rates to advertise. Consider joining PHCC to receive your advertising discount and plug into the other benefits our members receive.

**JOIN NOW**

FOR MORE INFORMATION CONTACT:

**Rick Jones** | [rjones@naylor.com](mailto:rjones@naylor.com) or (352) 333-3450

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Digital Edition	Standard Rates	PHCC Members Rates
<b>Full-Color Rates</b>	<b>1x</b>	<b>1x</b>
Sponsored eBlast Banner	\$1,000.00	\$900.00
HTML5 Ad	\$930.00	\$837.00
Leaderboard	\$880.00	\$792.00
Rectangle	\$720.00	\$648.00
Large Insert	\$670.00	\$603.00
Mobile Banner (Top TOC)	\$670.00	\$603.00
Medium Insert	\$570.00	\$513.00
Mobile Banner (2nd TOC)	\$570.00	\$513.00
Video	\$210.00	\$189.00
<b>Direct Mail</b>		
Belly Band	\$3,129.50	\$2,816.55
Outsert - 2 page, 4 surface	\$2,729.50	\$2,456.55
Outsert - 1 page, 2 surface	\$2,179.50	\$1,961.55
Outsert- Postcard	\$2,179.50	\$1,961.55

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# Who's Who Membership Directory

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	Standard Rates	PHCC Members Rates
<b>Full-Color Rates</b>	<b>1x</b>	<b>1x</b>
Double Page Spread FC	\$5,939.50	\$5,345.55
Full Page FC	\$4,079.50	\$3,671.55
2/3 Page FC	\$3,269.50	\$2,942.55
1/2 Page FC	\$2,419.50	\$2,177.55
1/3 Page FC	\$1,839.50	\$1,655.55
1/4 Page FC	\$1,619.50	\$1,457.55
1/4 Page FC Banner	\$1,489.50	\$1,340.55
1/6 Page FC	\$1,359.50	\$1,223.55
1/8 Page FC	\$1,079.50	\$971.55
<b>Black and White Rates</b>		
Full Page BW	\$3,079.50	\$2,771.55
2/3 Page BW	\$2,639.50	\$2,375.55
1/2 Page BW	\$1,939.50	\$1,745.55
1/3 Page BW	\$1,519.50	\$1,367.55
1/4 Page BW	\$1,139.50	\$1,025.55
1/4 Page BW Banner	\$1,059.50	\$953.55
1/6 Page BW	\$899.50	\$809.55
1/8 Page BW	\$729.50	\$656.55

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Digital Edition	Standard Rates	PHCC Members Rates
<b>Full-Color Rates</b>	<b>1x</b>	<b>1x</b>
Leaderboard (Top)	\$1,900.00	\$1,710.00
Rectangle	\$1,800.00	\$1,620.00
Bellyband	\$1,600.00	\$1,440.00
Sponsorship Max	\$1,600.00	\$1,440.00
Sponsorship	\$1,550.00	\$1,395.00
Floating Banner (Bottom)	\$1,100.00	\$990.00
Full Page Insert	\$1,050.00	\$945.00
Full Page Outsert	\$1,050.00	\$945.00
Sponsored eBlast Banner	\$1,030.00	\$927.00
Pop-Up Video	\$600.00	\$540.00
Pop-Up Ad	\$550.00	\$495.00
Bellyband w/Print	\$480.00	\$432.00
<b>Direct Mail</b>		
Outsert: 2 Pages/4 Surfaces	\$3,949.50	\$3,554.55
Belly Band	\$3,859.50	\$3,473.55
Outsert: 1 Page/2 Surfaces	\$3,159.50	\$2,843.55
Outsert: Postcard	\$3,159.50	\$2,843.55
<b>Profiles</b>		
75-Word Profile & FC Logo	\$429.50	\$386.55
75-Word Profile & BW Logo	\$329.50	\$296.55

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# PHCC eNewsletters

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Our eNewsletters, *PHCC Online* and *PHCC Advocate*, bring members current news and trends with respect to the plumbing-heating-cooling industry, PHCC membership, legislative issues affecting the industry, and training and education opportunities. Our eNewsletters are distributed biweekly: *PHCC Online* is sent out within the first two weeks of the month and *PHCC Advocate* is sent out within the last two weeks of the month.



	Standard Rates	PHCC Members Rates
	12 Months	12 Months
Rectangle Banner	\$8,930	\$8,037

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# PHCC Online Buyers' Guide

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Display Advertising	Standard Rates	PHCC Members Rates
Super Leaderboard	\$4,050.00	\$3,645.00
Skyscraper Run-of-Site	\$2,430.00	\$2,187.00
1st Rectangle	\$1,660.00	\$1,494.00
2nd Rectangle	\$1,070.00	\$963.00
Category Rectangle	\$1,000.00	\$900.00
<b>Profiles</b>		
Premier Listing w/ Video	\$640.00	\$576.00
Premier Listing	\$550.00	\$495.00
Category Sponsor Listing #1	\$650.00	\$585.00
Category Sponsor Listing #2	\$630.00	\$567.00
Category Sponsor Listing #3	\$610.00	\$549.00
<b>Sponsored Content</b>		
Sponsored Content	\$4,140.00	\$3,726.00
Native Advertising	\$3,200.00	\$2,880.00
Advertorial	\$3,260.00	\$2,934.00

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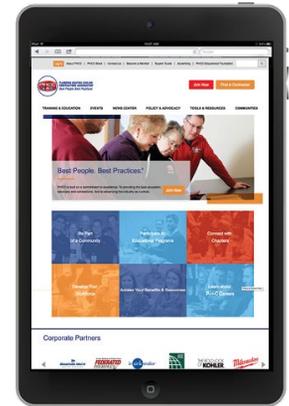
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# PHCC Website

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Advertising on association website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to learn about upcoming association events and discover ways to maximize their membership. Advertising on [www.phccweb.org](http://www.phccweb.org) offers several cost-effective opportunities to position your company as a leader in front of an influential group of industry professionals.



	Standard Rates	PHCC Members Rates
	12 Months	12 Months
Homepage Leaderboard	\$4,150	\$3,735
Rectangle Interior Sub Page	\$1,650	\$1,485

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