

2010 Advertising Rates Per Insertion

Frequency rates determined by number of insertions used within 12 months from date of first insertion. Four issues published per year. All rates are per insertion.

	1X	4X
Back Cover (4 color)	\$1645	\$1465
Inside Covers (4 color)	1575	1450
Back Cover (B/W)	895	795
Inside Covers (B/W)	825	745
Full Page (4 color)	1445	1345
Full Page (B/W)	695	595
1/2 Page (4 color)	1235	1165
1/2 Page (B/W)	485	415
1/3 Page (4 color)	1200	1145
1/3 Page (B/W)	450	395
1/4 Page (4 color)	1180	1075
1/4 Page (B/W)	430	325

Commission and Cash Discounts

2% 10 days/Net 30; Gross 60 days. Agency commission is 15% on space, color and bleed IF paid within 60 days of invoice (to recognized advertising agencies only).

All pricing is NET. An agency placing advertising should add their commission when billing their advertiser.

Send all materials to:

Indiana Contractor Magazine

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 Indianapolis, IN 46240
 (317) 575-9292
 FAX (317) 575-9378
 e-mail: brenda@iaphcc.com
www.iaphcc.com

Editorial Calendar

Winter Issue

Covers January, February, March
 Closing date: Dec 18, 2009
 Features Membership

Spring Issue

Covers April, May, June
 Closing date: March 19, 2010
 Features New Plumbing Products

Summer Issue

Covers July, August, September
 Features EXPO/Convention
 Closing date: June 4, 2010

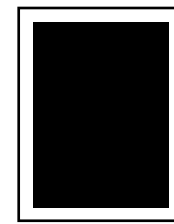
Fall Issue

Covers October, November, December
 Closing date: September 17, 2010
 Features New HVAC Products

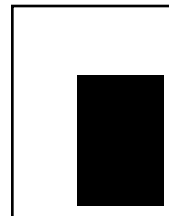
**Please note that this issue deadline is earlier than normal due to the timing of the Indiana PHCC EXPO trade show and convention.



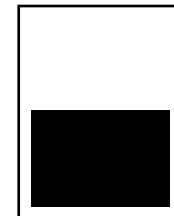
Full Page w/Bleed
8-3/4" w x 11-1/4" h



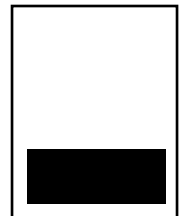
Full Page
7-1/2" w x 9-3/4" h



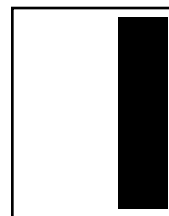
1/2 Page Island
5" w x 7-1/4" h



1/2 Page
7-1/2" w x 4-7/8" h



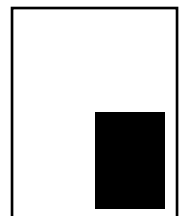
1/3 Page (H)
7-1/2" w x 3-1/4" h



1/3 Page (V)
2-1/4" w x 9-3/4" h



1/4 Page (H)
7-1/2" w x 2-1/2" h



1/4 Page (V)
3-5/8" w x 4-7/8" h

INDIANA CONTRACTOR MAGAZINE



Published by the Indiana Association of Plumbing-
Heating-Cooling Contractors

MEDIA RATE CARD

*The Only
Magazine of
Its Kind for
the Trades in
Indiana*

- Air Conditioning
- Heating
- Plumbing
- Refrigeration
- Sheet Metal

Look at
Indiana Contractor
as your source for
getting your message to contractors
in Indiana!

Published quarterly by the Indiana Association of Plumbing-Heating-Cooling Contractors, the award-winning *Indiana Contractor* magazine is mailed to 3,700 firms and individuals in the air conditioning, heating, plumbing, refrigeration, and related trades in Indiana.

Informative feature articles, state trade news, upcoming events, code and legislation news, association happenings, and new products are part of each issue of *Indiana Contractor* magazine.

Air Conditioning • Plumbing • Refrigeration • Heating • Sheet Metal
INDIANA CONTRACTOR
January / February / March 2009

How Will You Promote the PHCC Brand in '09?
These Guys Have An Award Winning Plan

PHCC
INDIANA PHCC

Circulation Information

Indiana Contractor is the official publication of the Indiana Association of Plumbing-Heating-Cooling Contractors. It is mailed to members as part of their membership benefits. Indiana PHCC represents the plumbing-heating-cooling industry and provides a powerful voice for contractors, wholesalers, manufacturers and reps.

Air Conditioning • Plumbing • Refrigeration • Heating • Sheet Metal
INDIANA CONTRACTOR
July / August / September 2009

Belterra
CASINO RESORT & SPA

PHCC EXPO
July 29 - 31, 2009

INDIANA
PHCC

SHOW EDITION
Get away. Get ahead.

PHCC
INDIANA PHCC