



2018 Advertising Rates Minnesota Contractor Magazine

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Editorial: The Minnesota Contractor magazine features industry trends, new products and technologies, application articles, legislative and regulatory updates, good business practices, education and industry events, and member/association news.

NEW! Frequency: Now published six times per year – ad costs are NET, include ALL SIX ISSUES and FULL COLOR.

NEW! Increased Circulation: *Minnesota Contractor Magazine* mails to over 4,200 readers including plumbing/HVAC/fire protection, geothermal, water treatment contractors, suppliers, wholesalers, manufacturers’ reps, as well as state and local regulatory/inspection officials.

Online Version: The magazine appears online at www.mnphcc.org and includes hyperlinks from ads to advertisers website.

Format and Specifications: 24 to 48 pages, full-size, full color. High resolution (300 dpi) pdf format. Save as CMYK, Line Screen: 175, please embed fonts and links. Trim size: 8.375 x 10.875

Dimensions/Rates: (Rates include insertion into all six issues, ads are full color and are net)

	W	H	Full Color
Full Page (with bleed)	8.625" x 11.125"		\$5550 (includes all 6 issues)
Full Page (no bleed)	7.375" x 9.875"		\$5550 (includes all 6 issues)
1/2 Page Vertical	3.725" x 9.875"		\$4200 (includes all 6 issues)
1/2 Page Horizontal	7.875" x 4.9"		\$4200 (includes all 6 issues)
1/3 Page Square	5" x 4.9"		\$3600 (includes all 6 issues)
1/4 Page Vertical	3.725" x 4.9"		\$2400 (includes all 6 issues)

Back cover & inside front cover - add \$500 - for entire year (full page color only).

Inside back cover, page 3 and 5 - add \$375 - for entire year (full page color only).

Any additional production charges, if needed, will be billed to the advertiser.

ARE YOU A MEMBER of Minnesota PHCC or PHCC National Association? Take 10% off your advertising total. If you are not a member - become one and save money on advertising plus better connect with the industries you serve.

2018 Planning Calendar:

ISSUE	SPACE RESERVED	ART DEADLINE
Jan/Feb	Dec 1, 2017	Dec 15, 2017 - Convention Issue - 1/23-25
Mar/Apr	Feb 15, 2018	Feb 28, 2018
May/June	Apr 12, 2018	Apr 26, 2018
July/Aug	June 7, 2018	June 22, 2018 - Golf Outing Issue
Sept/Oct	Aug 3, 2018	Aug 17, 2018
Nov/Dec	Oct 12, 2018	Oct 26, 2018



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