



**the Plumbing News**

*Reporting for  
The Plumbing Professional*

**ALABAMA / GULF COAST • GEORGIA • NORTH CAROLINA • SOUTH CAROLINA • TENNESSEE**

# PIPELINE

**MEDIA KIT**



Jack Morgan  
Editor and Publisher

Thank you for your interest in our publication, The Plumbing News.

As you know, The Plumbing News is the most read and received publication in it's market area as it goes out to all licensed Plumbing Contractors, Wholesalers, Manufacturers' Representatives, Engineers, and other plumbing related professionals.

Please take time to review the enclosed information and samples of our current publications. The Plumbing News is a monthly regional trade publication serving the Eastern United States. We are currently publishing in Georgia (with a mailed circulation over 8,000 and a readership over 24,000), the Carolinas (with a mailed circulation over 9,000 and a readership over 27,000), Tennessee (with a mailed circulation over 7,500 and a readership over 18,000) and the Alabama/Gulf Coast edition (with a mailed circulation over 7,500 and a readership over 18,000). We will be expanding into other territories in the near future.

Our publication features articles of interest on local, state, regional, and national issues related to the Plumbing Industry. We cover local trade events, profile various plumbing professionals, and participate with local organizations to provide valuable information about your company and our industry. Once a year we include our Plumbing Professional's Industry Source Book, a buyer's guide for each market published.

We publish 12 issues per year and offer advertising from 1/2 page to double-sided full page inserts. We offer up to full-color process and use high quality production techniques to insure the best reproduction possible. If you need ideas in developing an advertisement, we will be happy to create for you the design and layout at no additional charge.

If you have any questions, please contact me or visit our website at [www.theplumbingnews.com](http://www.theplumbingnews.com).

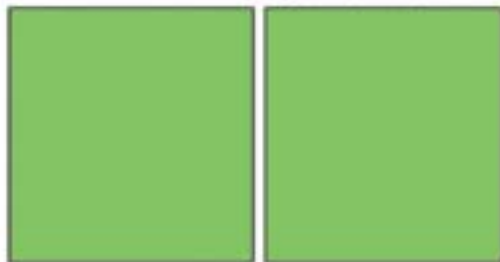
Sincerely,  
Jack H. Morgan



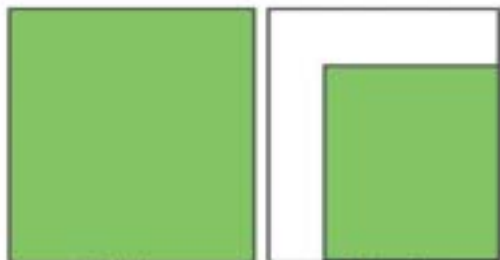


## Standard Ad Sizes

Standard Advertising Unit (SAU)

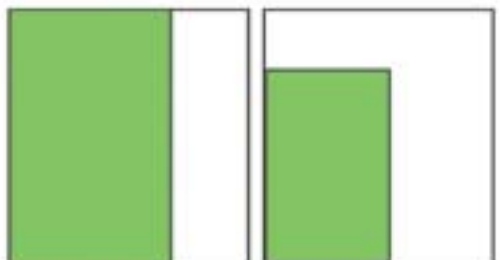


Double Truck Centerfold  
21 1/4" w X 14" d



Full Page  
9 3/4" w X 14" d

Junior Page  
7 3/4" w X 10 1/2" d



Jr. Page Vertical  
5 3/4" w X 14" d

Half Page Vertical  
5 3/4" w X 11 1/2" d



Half Page Island  
7 3/4" w X 8 3/4" d

Half Page Horiz.  
9 3/4" w X 7" d

## ADVERTISING RATES

*Any single publication - each insertion billed net @*

Contract	1-5 months	6-11 months	12 months
Double Truck	\$1917.	1764.	1622.
Single Page	950.	876.	804.
Junior Page	669.	615.	568.
Half Page	579.	532.	490.

*Any two publications - each insertion billed net @*

Contract	1-5 months	6-11 months	12 months
Double Truck	\$1783.	1640.	1509.
Single Page	883.	814.	751.
Junior Page	621.	571.	521.
Half Page	539.	496.	456.

*Any three or more publications - each billed net @*

Contract	1-5 months	6-11 months	12 months
Double Truck	\$1658.	1526.	1405.
Single Page	823.	757.	697.
Junior Page	576.	530.	488.
Half Page	502.	461.	424.

## Agency Commissionable Rates

15% advertising commissions paid only to recognized agencies submitting camera ready copy. Rates per edition per insertion.

Double Truck .....	\$2274.
Single Page .....	1128.
Junior Page .....	792.
Half Page .....	687.

## Regional Color Rates

**Spot Color - \$95. per color per page - NET**

Black plus one standard color (red or blue).

**Special request color \$150.00**

**Full Color Process - \$415. per page - NET**

*For Preferred Placement, pricing my vary.*



## THE PLUMBING NEWS.COM

Banner advertising opportunities are available to advertisers in The Plumbing News

## ADVERTISING RATES & WEB BANNER AD SPECS

Pricing listed in order by Home Page / Main Interior Pages / All Other Pages unless otherwise noted.

### DOUBLE FEATURE AD

SIZE: 740 X 92  
PRICE: \$499 / \$399 / \$299  
E-NEWSLETTER PRICE: \$400

### SINGLE FEATURE AD

SIZE: 370 X 92  
PRICE: \$399 / \$299 / \$199  
E-NEWSLETTER PRICE: \$250

### BOOM BOX AD

SIZE: 300 X 250  
PRICE: \$399 / \$299  
NOT AVAILABLE ON HOME PAGE

### TOWER AD

SIZE: 120 X 600  
PRICE: \$499 / \$399 / \$299  
E-NEWS \$400

### SINGLE BUTTON AD

SIZE: 88 X 31  
PRICE: \$175 / \$60 / \$30 E-NEWSLETTER: \$50

### DOUBLE BUTTON AD

SIZE: 88 X 62  
PRICE: \$250 / \$80 / \$50 E-NEWSLETTER: \$75

### TRIPLE BUTTON AD

SIZE: 88 X 93  
PRICE: \$300 / \$100 / \$70 E-NEWSLETTER \$100

For special every page pricing on single, double & triple button ads, call 770-378-1194.

## PLUMBING NEWS WEB DEVELOPMENT & WEB HOSTING SERVICES



### Basic 1 pager \$260

- 1 page site
- o Graphic and logo provided

### Tier 1 \$875

- 2-5 pages
- 1 static page and header w/ logo
- 3 Revisions and mock ups

### Tier 2 \$1420

- Page 5-8 pages
- 3 mocks
- 3 logo changes
- custom graphic design
- Logo and basic design provided by customer
- domain name registration/setup
- online forms
- email accounts
- search engine registration
- website promotion

### Tier 3 \$2600

- Pages 8-15
- 5 mocks
- 5 logo changes
- All of tier 1 w/ custom graphics and logo
- Web based administration for product/order management
- OScommerce w/ secure online checkout and payment gateway integration and Shopping cart
- Real time credit card processing

### ALA CARTE ITEMS

- Full Flash Website increases price 4 times
- Managed hosting \$52.99
  - o Fast and reliable hosting
  - Uptime well in excess of 99.9%
  - Toll free phone and email consultation/support
  - All the bandwidth and disk space you need
  - Detailed website stats
  - Secure web-based email
  - Content Management Software
  - And much more!
  - o Monthly updates to content or picture, limited to 1 hour of work.
- Search engine marketing (SEO) \$275 set up \$375 mo.
- Create Custom Header \$300
- Additional Static pg if given HTML homepage \$60
- Flash Header w/ Sound 10 second \$550
- Banners \$125
- Online Form \$125
- Standard database directory \$1899
  - o Data locator/ listing system (ex.) member locator-find a doctor
- Comprehensive database Directory. Call for Quote
- o Correlates and synchronizes from other database
- Online store \$299
- Customer Management System \$499
- Logo Design - Basic \$125
- Online newsletter sending module. Call for Quote
- Merchant services processing. Setup fee depend on services
- Live streaming. Call for Quote

With our full range of solutions including hosting, web design, search engine optimization, & data management, we will take your company to the next level and give you the ability to compete in the digital age.

**CALL  
770-378-1194  
TODAY!**

### Tier 4 \$4199

- Pages 15-25
- All tier 1 & 2
- 5 mocks
- 5 logo changes
- OScommerce web

# 2009 -2010 ADVERTISING CONTRACT

Name of Advertiser			Billing Contact		
Primary Contact			Phone		
Telephone			Fax		
Billing Address			Credit Card Name, Number, and Expiration		
City	State	Zip	Bank and Bank Account Number		

The advertiser agrees to purchase the following in the  
 Georgia Plumbing News  Carolina Plumbing News  Alabama Plumbing News  
 Tennessee Plumbing News  theplumbingnews.com  e-news

Ad Size	Rate per issue
Number of Issues	Total price
Color	Payment Terms
Notes	

- |                                   |                                |                                    |                                   |
|-----------------------------------|--------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> April | <input type="checkbox"/> July      | <input type="checkbox"/> October  |
| <input type="checkbox"/> February | <input type="checkbox"/> May   | <input type="checkbox"/> August    | <input type="checkbox"/> November |
| <input type="checkbox"/> March    | <input type="checkbox"/> June  | <input type="checkbox"/> September | <input type="checkbox"/> December |

**Terms:**

1. Advertiser agrees to pay for all advertising published by Morgan Publishing Company under terms of this contract.
2. Standard terms are net 14 days from date of publication unless other terms are noted in writing on this contract.
3. Failure to pay under the terms of this contract may result in a short rate.
4. Early termination of this contract may result in a short rate.
5. Advertiser will assume all liability for claims which may arise from the publication of any advertisement supplied by the advertiser.
6. All advertising is subject to the approval of the publisher who may refuse any ad which contains inappropriate material.
7. Any admendments to this contract must be in writing.
8. By signing this agreement the undersigned warrants that he/she has read and understands this agreement and is authorized to execute this contract on behalf of the above mentioned company.

Advertiser Authorization	Date	Plumbing News Authorization	Date
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