



PHCC-TX.ORG



# PHCC TEXAS MEDIA GUIDE

*Membership Directory & Resource Guide*  
*PHCC Texas- Monthly eNewsletter*  
*PHCC Texas Website Sales*

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



# PHCC TEXAS BY THE NUMBERS

**\$13.85B**

The Texas combined plumbing and HVAC industry generates **\$13.85B** in annual revenue.\*

**\$670M**

PHCC Texas members spend nearly **\$670M** on products and services annually.\*

**8,300+**

Advertisements in the PHCC Texas eNewsletter receive an average of **8,300 impressions** per month.

**20,200+**

The PHCC Texas website receives **over 20,200 page views** per month!

## DISTRIBUTION PROFILE

The **PHCC Texas Membership Directory & Resource Guide** reaches all member companies, National PHCC staff & executives, Plumbing Board members and:

- Plumbing Contractors
- Heating Contractors
- Cooling Contractors
- Mechanical Contractors

**SHARE YOUR MESSAGE WITH THE LARGEST PHCC STATE ASSOCIATION!**

**CONTACT YOUR NAYLOR REPRESENTATIVE TODAY!**

\*Source: IBISWorld Report- 23822a and 23822b\*

# PHCC MEDIA



**MEMBERSHIP DIRECTORY & RESOURCE GUIDE**  
PRINT AND DIGITAL EDITION

**PHCC TEXAS MONTHLY ENEWSLETTER**



**PHCC TEXAS WEBSITE**  
[WWW.PHCC-TX.ORG](http://WWW.PHCC-TX.ORG)



## Audience Retargeting

Use PHCC Texas' audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.

## PRODUCTS & SERVICES PROFILE

Our members are often in the market for products and services such as:

- Business Management
- Customer Service/Retention
- Field Communication
- Mobile Telecommunications
- Tools
- Marketing
- Software
- HR Management
- Uniforms
- and More!

**NAYLOR**   
ASSOCIATION SOLUTIONS



# MEMBERSHIP DIRECTORY & RESOURCE GUIDE

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	1x
Double Page Spread	\$3,699.50
Outside Back Cover	\$2,719.50
Inside Front or Inside Back Cover	\$2,589.50
Full Page	\$2,359.50
2/3 Page	\$2,059.50
1/2 Page	\$1,349.50
1/3 Page	\$1,139.50
1/4 Page	\$749.50
1/6 Page	\$479.50
1/8 Page	\$409.50

Black-and-White Rates	1x
Full Page	\$1,379.50
2/3 Page	\$1,179.50
1/2 Page	\$869.50
1/3 Page	\$689.50
1/4 Page	\$509.50
1/6 Page	\$409.50
1/8 Page	\$319.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

Sponsorship | \$470

Skyscraper | \$790

Sponsorship Max | \$680

Toolbar | \$315

For the latest online specs, please visit:

[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

## Special Advertising Section:

### Buyers' Guide

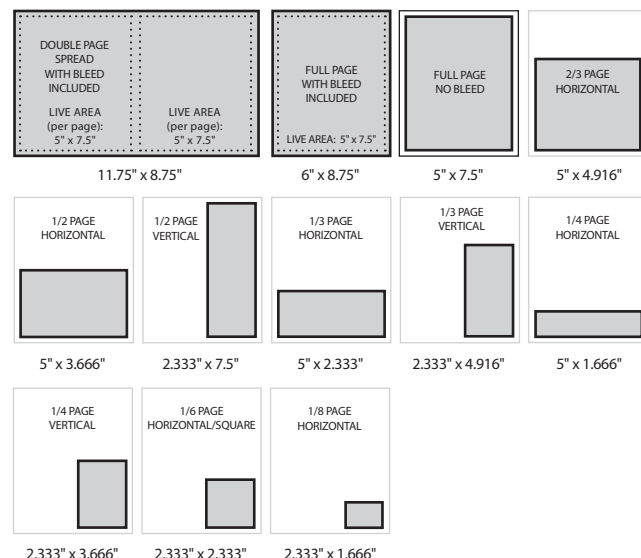
**PEPCO**   
 SALES & MARKETING  
 Pepco Sales and Marketing  
 11310 Gemini Lane  
 Dallas, TX 75229  
 T: (972) 823-8700  
 TOLL FREE: 877-PEPCO-99  
 orders@pepcosales.com  
 www.pepcosales.com  
 American, Apollo Valves,  
 Aire Technologies, Avora, Boss,  
 Braeburn, Briggs, Chicago  
 Faucets, CECO Sinks, Denk,  
 Densa, Eco-Lay, Eastman, Enviro,  
 Eubank, Florestone, Gastis, Globe  
 Hanger, Haws, Honeywell, HotBox,  
 Hydrotek, K-Flex, Mule Fittings,  
 Nomaco, Normac, Polycast,  
 Rack-Strap, REMS, Sisco, Senju,  
 Suncraft, State Water Heaters,  
 Takagi, Therm By Design, UES, Ultra  
 Faucets, Uponor, ZSI, Wessanco.

This special section is designed to give readers a chance to learn more about your company. Get noticed by those with purchasing power today!

# PRINT ADVERTISING SPECIFICATIONS

## MEMBERSHIP DIRECTORY & RESOURCE GUIDE

### Roster Trim Size: 5.75" x 8.5"



**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.

### Specs for Outsert/Inserts

- 1 Pg / 2 Surface 5.75" x 8.5"
- 3 Pg / 6 Surface 5.75" x 8.5"
- Postcards 6" x 4.25"
- Heavy Card Stock Insert 5.25" x 8.25"
- Postal flyersheets 5.75" x 8.5"

### Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG 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 greyscale or bitmap mode. RGB mode artwork 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.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

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### Digital Edition

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[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice, 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.



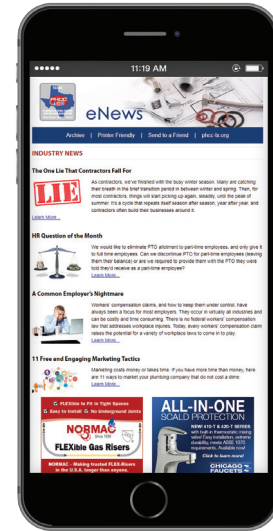
# PHCC TEXAS ENEWSLETTER

## ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. Our PHCC Texas eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of decision-makers on a regular basis
- In addition to PHCC Texas members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other PHCC Texas publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



#### INDUSTRY NEWS

##### PHCC Texas Apprentice Contest Winners and Participants!

On Friday, July 20th, PHCC held its annual Apprentice Contest at their newly renovated headquarters in Buda, TX. The winner of this year's contest was Corey Opella of Opella Mechanical, Inc. in San Antonio.



##### Guns in the Workplace: An Employer's Choice

With guns prominently in the headlines lately, employers may be wondering what rights they have with respect to employees bringing and carrying handguns into the workplace. Regardless of their position on the current firearms debate, the good news for employers is that they have a lot of discretion in choosing it and now, employees may bring guns to work.



##### Too Many Mouths to Feed in 2nd Generation Family Businesses

The challenges in multi-generational family businesses are well-known. The statistics bear out the number of failures when transferred from Generation #1 to Generation #2. So, how can we break this cycle? This article talks about best practices and provides some key areas for business owners to consider when looking ahead to plan their exit.



#### EDUCATION

##### Fall 2018 Education Schedule - Hot Off The Press!

825 OFF ANY COURSE BETWEEN JULY 1ST - DECEMBER 31ST! \*Must pre-register and pre-pay by August 31, 2018, to qualify for promotional discount.\* Promo Code: beatherearts



##### The Name Matters

Vega ProPress® is the most trusted and widely used press system of millions of systems installed worldwide. ProPress has more approvals and certifications than any other press system. Connections can be made in seven seconds or less. It's so simple, you can use Vega ProPress. Vega. Connected in quality.



#### MEMBERSHIP

##### The Sky's the Limit

Sonny Friedman has seen a lot of changes and found new opportunities in the 20-plus years in plumbing. Friedman says the best advice he's ever been given is to join the PHCC. "I truly believe that I owe my success in business to these fine people, and to the PHCC organization, which facilitated my learning of what and how to be a successful contractor."



### 1 Rectangle Ads (300 x 250 pixels)

12 Months | \$2,100

- Only six spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### 2 Sponsored Content (468 x 160 pixels)

12 Months | \$2,625

- Naylor will create the ad
- Client supplies 3 - 5 words for the header and 30 - 50 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels
- JPEG Only

### Distributed on the fourth Tuesday of every month!

For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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# PHCC TEXAS WEBSITE

## ADVERTISING ON THE WWW.PHCC-TX.ORG

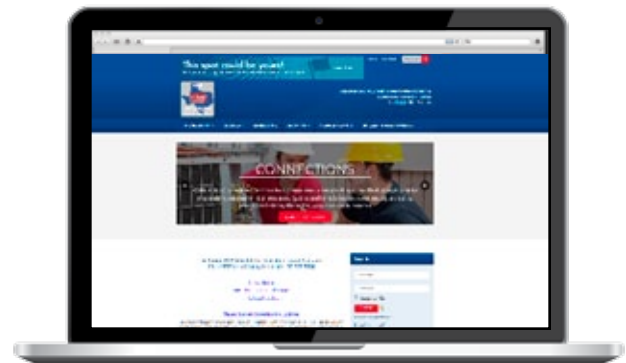
Advertising on the PHCC Texas website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to [www.phcc-tx.org](http://www.phcc-tx.org) to learn about upcoming association events, discover ways to maximize their PHCC Texas membership and get the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

### Features of PHCC Texas website advertising:

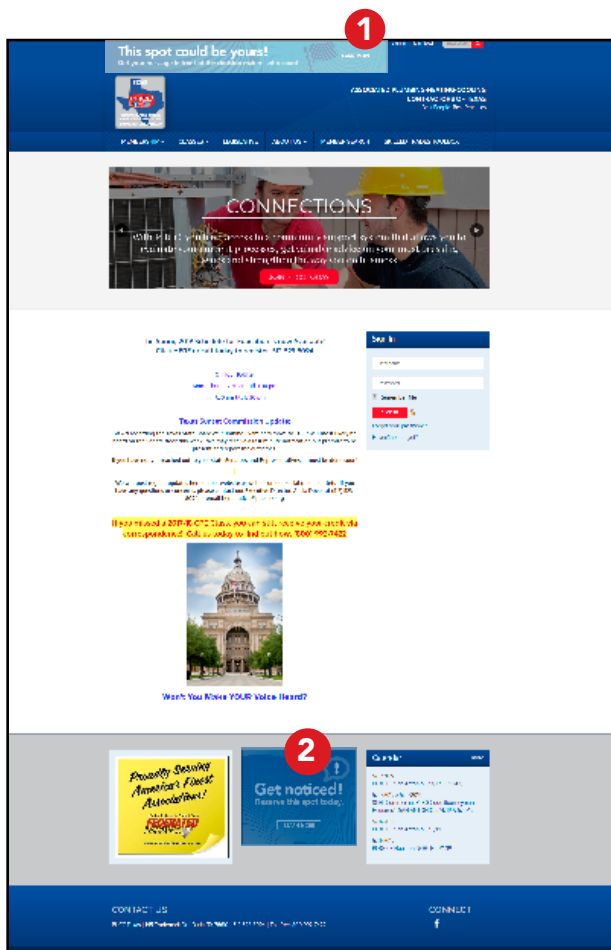
- Cross-promoted in other PHCC Texas publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, [www.phcc-tx.org](http://www.phcc-tx.org) receives:

- More than 2,500 visitors per month
- Approximately 4,300 sessions per month
- Over 20,200 page views per month



\*Traffic numbers from January 2019 to June 2019



### 1 Leaderboard Ad | \$2,780

- 728 x 90 pixels
- One space available with four rotation.
- Ad is limited run-of-site.

### 2 Rectangle Ad | \$2,730

- 300 x 250 pixels
- Run-of-site, showing on the home page and sub-pages.
- Only one position available with 3 rotations.

These ads include responsive ad requirements.

For more information, please visit:

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# AUDIENCE EXTENSION

CONTINUE TO BUILD YOUR BRAND beyond PHCC Texas' website through audience extension (also known as site retargeting). Studies show that brand awareness through repeat exposure drives purchasing relationships and now you can be omnipresent without having to do anything extreme or technical. With retargeting, your ad is served to WWW.PHCC-TX.ORG site visitors as they frequent other sites across the web. **PHCC Texas members spend nearly \$713 million on products and services annually.** PHCC Texas members and other industry professionals contribute to **over 20,200 pageviews per month to PHCC Texas' website.** Our qualified audience is your chance to re-engage them with a completely new level of customization and insight.

## HOW RETARGETING WORKS



User visits our website



After leaving our site

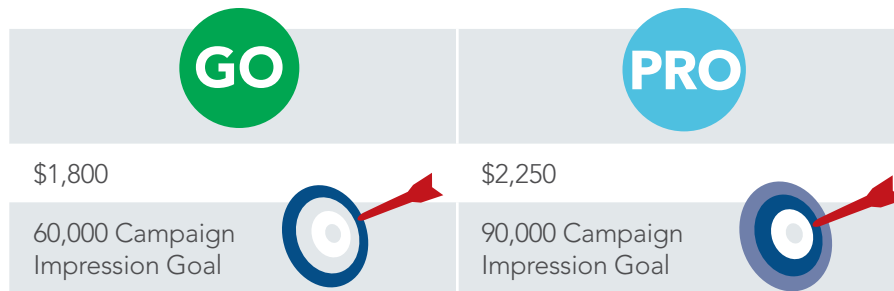


Your ad displays to that user around the web



User clicks ad and takes action!

## PROGRAMMATIC PACKAGES



### ALL PACKAGES INCLUDE:

- ✓ Standard Month End Results
- ✓ End of Campaign Performance Metrics
- ✓ Customized Campaign Reporting
- ✓ Campaign Optimization
- ✓ Creative Optimization
- ✓ Strategic Insights/Recommendations

**Customized targeting solutions are available, please contact:**

**NAYLOR**  
ASSOCIATION SOLUTIONS

