

# Plumbing Engineer®



*The Authoritative Source for Plumbing,  
Hydronics, Fire Protection and PVF*

# 2008

**ADVERTISING INFORMATION  
& MEDIA PLANNER**

[www.plumbingengineer.com](http://www.plumbingengineer.com)



# Plumbing Engineer

A TMB Publication



**Plumbing Engineer** — for more than 30 years — has remained the authoritative source of professional and technical information for those involved in the design and specification of plumbing, hydronic, piping and fire protection markets. The magazine's long-standing reputation and dedication to editorial excellence has produced unmatched reader loyalty.

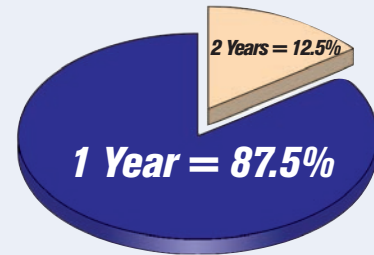
## Circulation

*Plumbing Engineer* targets the universe of specifying engineers representing millions of dollars in sales potential.

\*Here are the facts:

- 26,068 BPA-audited subscribers
- 100% have qualified in the last two years
- 94.3% of our subscribers are personal direct-request recipients

\***Plumbing Engineer** subscribers by year requualified



### \*\*Circulation Among Plumbing Engineers

*Plumbing Engineer* 26,068

Percent of *Plumbing Engineer* readers who receive the following publications:

PM Engineer	47.9%
Plumbing Systems & Design	27%

### Where do they Work?

\*\**Plumbing Engineer* readers by types of firms:

- Consulting Engineering
- Design Engineering
- Architectural Engineering
- Mechanical Engineering
- Mechanical Contracting Firms
- Government
- Building Owners/Engineers
- Contractors and those involved in Public Utilities

## Meeting the total needs of today's plumbing engineer

\*\***The Most Anticipated Publication**  
*Plumbing Engineer* was rated as the most anticipated publication among plumbing engineers.

\*\***Authority on Plumbing/Hydronic Design**  
*Plumbing Engineer* was rated the most authoritative on plumbing & hydronic design and news.

**Plumbing Engineer 81%**

**Plumbing systems & Design 16%**

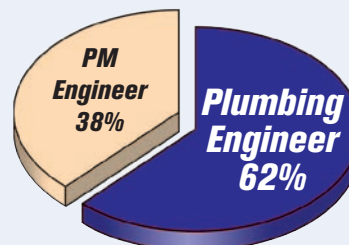
**PM Engineer 8%**

**Plumbing Engineer 74%**

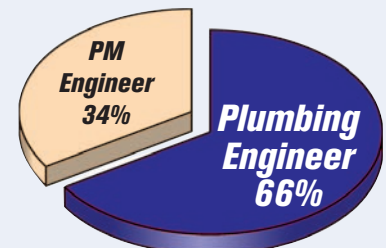
**Plumbing systems & Design 29%**

**PM Engineer 10%**

Which magazine has the best editorial content?



In which magazine would you advertise to reach industry professionals?



# What are they Reading?

**Plumbing Engineer's** dedication to its readership is further illustrated in its commitment to covering current specification market trends.

## **(Plumbing Systems) Designer's Guide**

**Timothy Allinson** each month shares insights gained from years of experience designing and specifying plumbing systems for a wide variety of projects.

## **Fire Protection**

Having had first-hand experience in most aspects of fire protection, **Richard Schulte** brings a unique and well-rounded perspective to coverage of this important subject.

## **Modern Hydronics**

To foster a better understanding of such applications and opportunities, **Bob "Hot Rod" Rohr** covers the essentials of applying plumbing design concepts to hydronics.

## **Code Update**

Insightful commentary and professional direction is frequently provided by **Ron George**, who contributes his expertise on codes tailored to the informational needs of plumbing engineers.

## **Solar Solutions** NEW

One of the premier names in the solar industry, **Peter Biondo** shares his insights on the solar resurgence.

## **Green Mechanical** NEW

**Tom Myer**, executive director of the Green Mechanical Council, practices cost savings, energy independence, new developments in technology and economic opportunities, while protecting the environment.

## NEW **Editorial Advisory Board**

In an ongoing effort to provide you with the best editorial content, **Plumbing Engineer** would like to introduce its 2008 Editorial Advisory Board.

- **Timothy Allinson, P.E.** — Senior Engineer, Murray Co.
- **Susan Ecker** — Senior Plumbing Engineer, Rumsey Engineers
- **Peter Kraut** — President, SouthCoast Engineering Group
- **Peter Biondo** — Technical Coordinator, Oventrop Corp.
- **Allen Inlow** — Senior Director of Business & Product Development, IAPMO
- **Jay Peters** — Executive Director of Plumbing/Mechanical Fuel Gas, ICC

*"Plumbing Engineer* magazine has been a valuable tool for Bradford White in reaching the design and architectural engineers in the industry. **PE** has given Bradford White the ability to reach our audience in a cost-effective way."

— **Fred Vattimo**,  
**Director Corporate Advertising**  
**Bradford White Corporation**

## **\*What our readers spec**

<u>Plumbing</u>		<u>Hydronics/Radiant</u>	
Piping Systems	98%	Boilers	99%
Drains	97%	Radiant Systems	98%
Faucets	95%	Circulation Pumps	97%
Flush Valves	95%	Controls & Valves	88%
Water Heaters	95%	Plastic Pipe, PEX Tubing	87%
Valves (All Types)	94%	<u>Plumbing Systems</u>	
Wall Hydrants	93%	Domestic Water Supply	99%
Mechanical Couplings	93%	Plumbing Fixtures	99%
Water Coolers & Fountains	92%	Plumbing Brass & Trim	99%
Backflow Preventers	91%	Drainage	97%
Pumps (All Types)	88%	Fire Protection Systems	93%
Fire Protection Products	88%	Fire Protection Piping	88%
Medical Gas Systems	77%	Gas Systems (Natural, LPG)	83%

*"Jay R. Smith Mfg. Co. has been a regular advertiser in **Plumbing Engineer**, **Phc News** and **The Wholesaler** for a number of years. We continue our support of these fine, industry-leading publications due to their targeted and qualified circulation list. The staff at TMB Publishing is professional and easy to work with on all levels of advertising."*

— **Charles S. White**  
**Marketing Manager**  
**Jay R. Smith Mfg. Co.**

# Plumbing Engineer

## 2008 Media Planner

	Issue Focus/ Highlighted Features	Product Focus	Bonus Distribution/ Added Value
<b>Bonus Issue</b> <b>January</b> Closing: 12/7 Materials: 12/14	<b>DATA SHEET ISSUE</b> <ul style="list-style-type: none"> <li>HIGH PERFORMANCE HYDRONICS</li> <li>COMMERCIAL PLUMBING &amp; HEATING FORECASTS</li> </ul>	Water Heaters/Boilers	AHR Expo — January 22-24 New York <b>2-FOR-1 SPECIAL</b>
<b>February</b> Closing: 1/4 Materials: 1/11	<b>GREEN BUILDING DESIGN</b> <ul style="list-style-type: none"> <li>SOLAR HOT WATER HEATING</li> <li>WATER CONSERVATION</li> <li>BMS (BUILDING MANAGEMENT SYSTEMS)</li> <li>WATER FILTRATION</li> </ul>	Pumps/Tanks, Controls	PowerGen — February 19-21 Las Vegas <b>PRODUCT LIT SHOWCASE</b>
<b>March</b> Closing: 2/8 Materials: 2/15	<b>PLUMBING CODES &amp; STANDARDS</b> <ul style="list-style-type: none"> <li>ROOF DRAINAGE SYSTEMS</li> <li>HOT WATER SYSTEMS</li> </ul>	Valves	MCAA — March 2-6 Palm Desert, Calif. WQA — March 25-28 Las Vegas <b>FREE AD STUDY</b>
<b>April</b> Closing: 3/10 Materials: 3/17	<b>COMMERCIAL KITCHEN &amp; RESTROOM DESIGN</b> <ul style="list-style-type: none"> <li>GREASE TRAP &amp; INTERCEPTORS</li> <li>DRAIN DESIGNS</li> <li>ELECTRONIC HANDS-FREE FIXTURES</li> <li>CHILLED WATER &amp; DRINKING FOUNTAINS</li> </ul>	K•BIS Products	K•BIS Show — April 11-13 Chicago <b>WEB DIRECTORY</b>
<b>May</b> Closing: 4/5 Materials: 4/12	<b>FIRE PROTECTION/SAFETY ISSUE</b> <ul style="list-style-type: none"> <li>FIRE PROTECTION SYSTEMS</li> <li>EYEWASH &amp; EMERGENCY FIXTURES</li> <li>MEDICAL GAS SYSTEMS</li> </ul>	Sprinkler Systems, Thermostatic Mixing Valves, Piping	NFPA — June 2-6 Las Vegas NFSA Annual Seminar — May 14-17 Paradise Islands, Bahamas <b>FREE WHITE PAPER</b>
<b>June</b> Closing: 5/9 Materials: 5/16	<b>HIGH-RISE BUILDING DESIGNS</b> <ul style="list-style-type: none"> <li>DOMESTIC WATER BOOSTER PUMPS</li> <li>WATER DISTRIBUTION/FLOW CONTROL</li> <li>FUEL-OIL SEPARATORS</li> <li>FIRE WATER PUMP &amp; TANK SELECTIONS</li> </ul>	Backflow Preventors, Pumps, Balancing Valves	<b>PRODUCT LIT SHOWCASE</b>
<b>Bonus Issue</b> <b>July</b> Closing: 6/7 Materials: 6/14	<b>MANUFACTURER SPOTLIGHT ISSUE</b>	Hangers/Supports, Flush Valves	<b>2-For-1 Special</b>
<b>August</b> Closing: 7/7 Materials: 7/14	<b>High Efficiency Hot Water Systems</b> <ul style="list-style-type: none"> <li>SCALDING PREVENTION</li> <li>COMMERCIAL PIPING</li> <li>CALCULATING UTILITY COSTS</li> </ul>	Pipe Joining, Coupling Technologies	<b>FREE client-supplied video on www.plumbingengineer.com</b>
<b>September</b> Closing: 8/8 Materials: 8/15	<b>ISH-NA SHOW ISSUE/ RADIANT SYSTEMS &amp; PEX PIPING</b> <ul style="list-style-type: none"> <li>SOLAR RADIANT FLOOR HEATING</li> <li>SNOWMELT SYSTEMS</li> <li>PEX FITTINGS/ALTERNATIVE DESIGNS</li> </ul>	ISH-NA Product Preview	ISH-NA — October 1-3 Atlanta <b>Full-page advertisers will receive 1 month of banner advertising on www.plumbingengineer.com</b>
<b>October</b> Closing: 9/8 Materials: 9/15	<b>ASPE SHOW ISSUE/HIGH-EFFICIENCY HYDRONIC SYSTEMS</b> <ul style="list-style-type: none"> <li>SMART CONTROLS</li> <li>HIGH-TECH PIPING</li> <li>PUMPS WITH BRAINS</li> </ul>	Pumps/Controls	AFSA — October 15-19 Washington, D.C. ASPE — October 26-29 Long Beach, Calif.
<b>November</b> Closing: 10/10 Materials: 10/17	<b>INDUSTRIAL PVF</b> <ul style="list-style-type: none"> <li>COUPLING &amp; JOINING TECHNOLOGY</li> <li>GREEN PLUMBING</li> <li>SIPHONIC ROOF DESIGN</li> </ul>	Drains	GreenBuild — Nov. 19-21 Boston <b>FREE GREENBUILD 4/C PRODUCT RELEASE</b>
<b>December</b> Closing: 11/10 Materials: 11/17	<b>2008 ENGINEERED PLUMBING SYSTEMS DIRECTORY</b> <ul style="list-style-type: none"> <li>DIRECTORY OF MANUFACTURERS</li> <li>PRODUCT DIRECTORY</li> </ul>	Products of the Year	<b>FREE 4/C LOGO IN THE PLUMBING SYSTEMS DIRECTORY</b>



# 2008 Advertising & Editorial Opportunities



## January

### Data Sheet/2-for-1 Special

Full-page advertisers receive a FREE data sheet in the January issue. The data sheets are printed on the back of your ad. Engineers can tear out your data sheets to be stored in a three-ring binder for easy reference.



## February/June/November Product & Lit Showcase

Advertisers in these issues receive a FREE product and lit showcase. Send in your 4-color photo along with a 75-word description of a product or literature release, product brochure, handbook or spec guide.



## February/November Going Green

Green has made its impact in the p-h-c industry, and it's here to stay! *Plumbing Engineer* examines this movement with spotlights on sustainable design, systems efficiencies and solar.



## March

### Plumbing Codes & Standards FREE AD STUDY

Full-page advertisers receive a FREE study measuring advertising effectiveness.



## May

### FREE White Paper

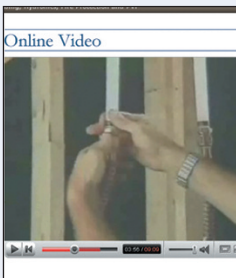
Full-page advertisers can display company white paper on [www.plumbingengineer.com](http://www.plumbingengineer.com). Create a PDF document with content targeted to our readers, and we will provide lead data when they register to download your article!



## July

### Manufacturer Spotlight Issue/2-for-1 Special

Full-page advertisers receive a FREE spotlight page. Your spotlight page includes a logo, as well as a full page of advertorial space that is reserved for a company profile or product info.



## August

### FREE Client-Supplied Video

Put your video on our site for FREE and experience a direct connection with your target audience.



## September

### ISH-NA Show Issue

#### FREE BANNER ADVERTISEMENT

Full-page advertisers receive one month of banner advertising on our website — [www.plumbingengineer.com](http://www.plumbingengineer.com) — FREE.



## October

### ASPE SHOW ISSUE

The ASPE Convention is the largest gathering of plumbing engineering and design products, equipment and services. Manufacturers and suppliers will have technical exhibits spotlighting pipes, pumps, fixtures, compressors and much more.



## December

### FREE Plumbing System Directory Logo

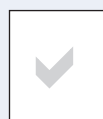
Full-page advertisers receive a FREE full-color logo to display alongside their listing in *Plumbing Engineer's* 2007 Plumbing Systems Directory.

## Product Spotlight of the Month



Feature your company product in a 500-word tabloid advertorial with up to two color photos! Don't miss this opportunity to inform readers of new product updates. Contact your sales rep for more details. Cost: \$2,450 net.

## Advertorial Spread



Each month, *PE* will feature one tabloid advertorial spread for you to convey your corporate or product message to readers. Contact your sales representative today for more details on this exciting offer! Cost: \$3,750 net.

# Electronic Media Marketing

**Plumbing Engineer** is in the “trusted information delivery” business. As with our printed magazine, we have made a commitment that our website and e-newsletter contain the highest quality and most useful content. The **Plumbing Engineer** website activity since January 2007 is extremely favorable.

## The facts:

Since January, 2007:

- Visitors up 50%
- Visits up 70%
- Page Views up 15%

According to the 2007 Internet Usage Survey conducted by **Plumbing Engineer** (September 2007), a growing number of plumbing engineers are using the Internet to gather information and to make specification decisions.

- 95% find the Internet to be a useful tool
- 88% use the Internet/trade publications as a main source of product knowledge

These statistics indicate a growing need for advertisers to create media programs designed to expand reach and deliver results. Beginning in January 2008, [www.plumbingengineer.com](http://www.plumbingengineer.com) will provide an enhanced, cost-effective communications tool designed to drive more traffic to your website. The following will provide the ability to reach specifying engineers across multiple online channels.

- Articles from our current issue
- Archives
- Manufacturer's Spotlights
- A dynamic, daily news blog with RSS feed
- Industry links
- Product Information and calendar of events

## Internet Sponsorship and Banner Pricing

Banners on [www.plumbingengineer.com](http://www.plumbingengineer.com) are an extremely cost effective way to reach thousands of plumbing engineers. Banners are available on all pages and will link back to your website.

### Web site Banner Pricing

Banner Sizes	3 months	6 months	12 months
Full Banner Ad (468 x 60)	\$995	\$1,790	\$2,585
Skyscraper Ad (120 x 600)	\$955	\$1,590	\$2,385
Vertical Banner (120 x 240)	\$795	\$1,390	\$2,185
Button Ad (120 x 90)	\$495	\$890	\$1,485

## Exclusive E-Newsletter Sponsorships

**Plumbing Engineer's** monthly E-Newsletter includes industry news, product information and corporate updates. Sponsorships of the E-Newsletter will be sold monthly. All sponsors will receive a free product or news release, included in that month's E-newsletter.

### E-Newsletter Pricing

1 month sponsorship - \$1,000

The **Plumbing Engineer** 3-pack/\$800 per month — Sponsor any 3 months during the year and receive a discounted rate.



# Added Online Opportunities



## Webcasts

Be a part of our popular live interactive webcasts. **Plumbing Engineer** will feature a series of webcasts in 2008 featuring noted hydronics columnist Bob "Hot Rod" Rohr. The response to the 2007 webcasts was overwhelming. Consult your area sales rep for more details.

## Discussion Forum

This site feature enables visitors to interact with each other — as well as with noted **Plumbing Engineer** columnists — as they post and answer questions that impact their businesses. Your banner ad will be viewed as visitors spend time on the site, reading and answering questions. Please note: We will not allow direct solicitation by any vendor on the forum, as part of our online terms of service. Banners will be sold for each forum topic. \$750/topic



## Online Video

Our readers are looking for video that will help them meet their business needs. Put your video on our site and experience a direct connection with your target audience. This feature can be included throughout the site, depending upon the nature of the content. \$500/video for 3 months

## Search Results

**EXCLUSIVE SPONSORSHIP**

Site search is a viewer requested addition to our site and is an ideal sponsorship opportunity. Your banner will be viewed as site visitors find the article or file that matches their request. Most viewers typically view a search page 2-3 times before finding the link that meets their need. \$500/month

## White Papers

Create a PDF document with content targeted to our readers, and we will provide lead data when they register to download your article! White papers are limited to 2MB in size. **Plumbing Engineer** reserves the right to rename the file to meet our server specifications. White Papers will run for three months. \$500/paper



## E-mail this Article

**EXCLUSIVE SPONSORSHIP**

Take advantage of getting your message directly in front of a reader! This feature allows a web visitor to send an e-mail to another person with a link to a TMB web site — along with your banner ad. The e-mail will be sent to the recipient and to the sender — giving you two opportunities for ad viewing. \$800/month



## Blog Comments

**EXCLUSIVE SPONSORSHIP**

Our editor's blog is the second highest viewed page on our site. Become the featured advertiser on this page, with your banner ad visible every time a viewer reads or writes a comment. Blog sponsors will be sold on a monthly basis. \$1,200/month

# 2008 Advertising Rates and Mechanicals




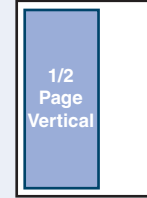

## BLACK & WHITE RATES

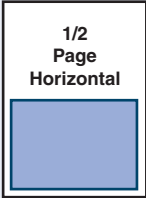
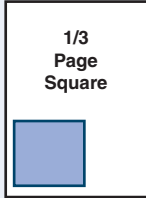
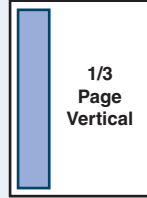
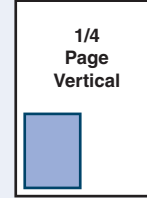
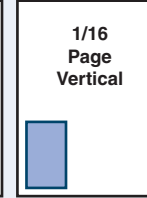
AD SIZE	x1	x3	x6	x9	x12	x24	x36
Full-Page	4,700	4,680	4,560	4,460	4,250	4,130	3,990
2/3-Page	3,765	3,705	3,645	3,580	3,530	3,400	3,300
1/2-Island	3,530	3,460	3,400	3,340	3,280	3,160	3,065
1/2-Page	3,160	3,040	2,975	2,910	2,855	2,680	2,640
1/3-Page	2,430	2,370	2,310	2,250	2,190	2,070	2,025
1/4-Page	1,820	1,765	1,700	1,640	1,575	1,460	1,430
1/6-Page	1,420	1,380	1,340	1,310	1,270	1,240	1,210

## DISPLAY SPACE UNIT SIZES

	Width	Depth
Full-Page	7"	10"
Full-Bleed Page	8 1/2"	11 1/8"
2/3-Page	4 1/2"	10"
1/2-Island	4 1/2"	7 1/2"
1/2-Horizontal	6 3/4"	5"
1/2-Vertical	3 1/4"	9 1/4"
1/3-Square	4 1/2"	4 7/8"
1/3-Vertical	2 1/4"	10"
1/4-Page	3 3/8"	4 7/8"
1/6-Page	2 1/4"	4 7/8"

## Ad Sizing Chart

 Full-Page Bleed 8 1/2" x 11 1/8"	 Full-Page Non-Bleed 7" x 10"	 2/3 Page Vertical 4 1/2" x 10"	 1/2 Page Vertical 3 1/4" x 9 1/4"	 1/2 Page Island 4 1/2" x 7 1/2"
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 1/2 Page Horizontal 6 3/4" x 5"	 1/3 Page Square 4 1/2" x 4 7/8"	 1/3 Page Vertical 2 1/4" x 10"	 1/4 Page Vertical 3 3/8" x 4 7/8"	 1/16 Page Vertical 2 1/4" x 4 7/8"
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## PRINT SPECIFICATIONS

**Printing Method:** Web offset

**Trim Size:** 8 1/4" x 10 7/8"

**Live Area:** 6 3/4" x 9 3/4"

**Bleed:** No charge for bleed. Minimum size is 1/2-page.

**Delivery Instructions:** Send all ad materials and insertion orders to the *Plumbing Engineer* Production Department at 1838 Techny Court, Northbrook, IL, 60062. We prefer to receive digital files on a CD-ROM with complete application file and color proof or via our FTP site. You can e-mail smaller files (10MB or less) to [cate@tmbpublishing.com](mailto:cate@tmbpublishing.com).

If utilizing our FTP site to deliver your ad materials. We recommend using FTP software such as Fetch (Mac) or WS\_FTP (PC) for the best performance options. E-mail Cate Brown at [cate@tmbpublishing.com](mailto:cate@tmbpublishing.com) or Mark Bruno at [editor@plumbingengineer.com](mailto:editor@plumbingengineer.com) for more information.

## Plumbing Engineer

A T/M/E Publication

1838 Techny Court, Northbrook, IL 60062  
Phone: 847-564-1127 • Fax: 847-564-1264  
[www.plumbingengineer.com](http://www.plumbingengineer.com)



# Advertising Specifications

Listed below are the electronic data specifications and standards for all of TMB Publishing's magazines: *Plumbing Engineer*, *PHC News* and *The Wholesaler*. We cannot be responsible for ads that do not meet these specifications. Mac file formats are preferred over PC media.

## We prefer the submission of PDF x1a or PDF Version 1.3 files.

**Image Formats Accepted:** TIFF, EPS and JPEG. Please do not apply any type of compression to your images, which includes JPEG, LZW or otherwise.

**Image Formats Not Accepted:** We cannot be responsible for the quality of images that are saved in the following image formats: PICT, GIF, CT, RIFF, OPI, BMP or any derivative of EPS (such as EPS8 and EPSF).

**Image Modes Accepted:** Include images without embedded profiles and saved in Grayscale, Duotone or CMYK format where applicable. Do not send us images in RGB, ICC or LAB format. We cannot be held responsible for the final output of your ads if you use a color profile other than CMYK.

**Optimal Image Resolution:** Greyscale, Duotone or CMYK at 266 dpi or greater. We cannot be responsible for the quality of images that are less than 266 dpi.

**Media Formats Accepted:** If sending ads in digital format,

feel free to send your media on either CD-ROM or via our secure FTP site. Please contact our Production Department for additional details.

**Please note that all digital ads must include a hardcopy color proof. We cannot be responsible for the quality of your digital ads if they are not accompanied by a color proof.** Remember to save all colors in CMYK format, and that all fonts and additional artwork are included and collected properly. Again, we cannot stress the importance of including color proofs with your ads.

### PDF Prepress Guidelines

Please create your PDF ads with Acrobat Distiller and save in PDF version 1.3 only. All fonts must be embedded and subset. Your ad must be centered on the page (its size equal to trim + bleed or larger), and please use only CMYK or Grayscale profiles. Images must be used without embedded profiles. Crop marks and page information are not necessary. Please contact Cate Brown or Mark Bruno at (847) 564-1127 with questions.

## GENERAL INFORMATION

**Agency Commission:** 15% of gross billing (except mechanical charges.)

**Terms:** All billing is net 15 days from invoice date.

**Credit Policy:** Credit limit is two insertions outstanding or any item 30 days past due. When limit is exceeded, TMB Publishing, Inc., reserves the right to bill the client direct. On any item 30 days past due a service charge of 2% per month (24% per year) will be billed and collected. If contract rate is not earned within the contract year, short-rate billing is collected.

**Cancellation Charge:** Cancellations received after published closing date are subject to a 24% cancellation fee.

**Indemnification:** Advertising subject to publisher approval, but such approval does not imply endorsement of products or policies of advertiser. Advertiser agrees to indemnify *Plumbing Engineer*, TMB Publishing, Inc., and/or their successors in interest against any loss, damages, or expenses, including legal fees, resulting from libelous or damaging copy or the unauthorized use of any subject matter protected by copyright, registered trademark, label, trade name, right of privacy or other proprietary right in connection with advertising in *Plumbing Engineer*.

## COLOR RATES

	Per Page	Per Spread
Black + one color	\$575	\$900
Price per PMS or 5 <sup>th</sup> color	\$735	\$1,150
4-Color Process	\$1,210	\$1,890

## MULTI-PAGE ADVERTISING

Send your personalized corporate message, news and information through the use of highly defined and reader-targeted custom inserts. *Plumbing Engineer* offers several types of fold-out inserts – 4-page, 6-page and custom insertions. Please contact your sales rep for additional information on how to take advantage of this exciting opportunity to reach your audience.

## Inserts

*Plumbing Engineer* is able to accommodate special insert orders. Pullout inserts can be a very effective way to relay a special message to our readers. Please contact your sales rep for more details. Mail all inserts to Steve Hodges, Democrat Printing, 6401 Lindsey Rd., Little Rock, AR 72206. Phone: (501) 907-7942

## CLASSIFIED AD RATES

	x1	x6	x12
Size per 1" x 2 <sup>1</sup> / <sub>4</sub> "	\$125	\$105	\$95

Blind ads and forwarding replies: \$30 additional.

All classified ads must be paid in advance of publication. A classified ad form can be obtained from our Web site or contact Jenny Stringer or Debbie Newberg at (847) 564-1127 or via e-mail at jenny@tmbpublishing.com or debbie@tmbpublishing.com

# Plumbing Engineer<sup>®</sup>

A TMB Publication

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## Editorial

- *Product Releases; includes four-color image and 60 words of copy*
- *Literature Releases; includes four-color image and 60 words of copy*
- *Column/News Sponsorships*
- *Brand Awareness/Readership Surveys*
- *Premium Positions*
- *Multi-page fold out advertising*
- *Custom reprints*

*All product and literature releases have a free reader service number for quality sales leads that are sent or e-mailed twice a month.*

## Miscellaneous

- *Subscriber list rental*
- *Supplied inserts*
- *Polybagging*
- *Supplied belly bands*
- *Sponsorship telemarketing*
- ***Combination rates with our sister publications The Wholesaler and Phc News.***

## Advertising, Editorial and Business Staff

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### CORPORATE OFFICE

1838 Techny Court, Northbrook, IL 60062

Tel: (847) 564-1127 Fax: (847) 564-1264

Web site: [www.phcnews.com](http://www.phcnews.com)

E-mail: [info@tmbpublishing.com](mailto:info@tmbpublishing.com)

Tom M. Brown, Jr., Publisher/Owner

[publisher@tmbpublishing.com](mailto:publisher@tmbpublishing.com)

Cate C. Brown, Vice President Operations/Production

[cate@tmbpublishing.com](mailto:cate@tmbpublishing.com)

Janelle Ukleja, Chief Editor

[editor@plumbingengineer.com](mailto:editor@plumbingengineer.com)

Jim Schaible, Managing Editor

[jim@tmbpublishing.com](mailto:jim@tmbpublishing.com)

Debbie Newberg, Administrative Assistant

[debbie@tmbpublishing.com](mailto:debbie@tmbpublishing.com)

Jenny Stringer, Classified Ad Sales

[jenny@tmbpublishing.com](mailto:jenny@tmbpublishing.com)

### MIDWEST/SOUTH SALES/E. CANADA

David Schulte, Sales Manager

1838 Techny Court, Northbrook, IL 60062

Tel: (847) 564-1127 ext. 209, Cell: (847) 420-3686

Fax: (847) 564-1264

E-mail: [dave@tmbpublishing.com](mailto:dave@tmbpublishing.com)

### EAST SALES/INDIANA/W. MICHIGAN

Brad Burnside, Regional Manager

1838 Techny Court, Northbrook, IL 60062

Tel: (847) 564-1127 ext. 204, Cell: (224) 659-3984

Fax: (847) 564-1264

E-mail: [brad@tmbpublishing.com](mailto:brad@tmbpublishing.com)

### WEST SALES/TEXAS/W. CANADA

Diane Spangler, Regional Manager

P.O. Box 9802, Fountain Valley, CA 92728

Tel: (714) 839-6700, Fax: (714) 839-6777

E-mail: [diane@tmbpublishing.com](mailto:diane@tmbpublishing.com)