

2012 media kit



official
publications
of the
**American
Society of
Sanitary
Engineering**

plumbing STANDARDS

Plumbing Standards Magazine is the official publication of the American Society of Sanitary Engineering (ASSE). It is published with the primary function of disseminating technical information to qualified subscribers and Society members. Plumbing Standards is a nationwide publication and is the voice of the plumbing and mechanical industries.

PSM contains technical articles from a variety of writers within plumbing and mechanical related fields. Plumbing Standards is a source of information about the state of the plumbing and mechanical industries and is a vehicle for the expression of facts, opinions, comments and reports.

Typical issues cover subjects such as backflow prevention, fire suppression, water & wastewater, engineering design concepts, medical gas systems, green and sustainability issues, health and safety issues relating to the pipetrades, international plumbing issues and other topical issues that arise during the time of publication. All articles submitted are reviewed by the PSM Editorial Review Committee.

The current circulation of PSM is over 9,000 and the subscribers include: ASSE Members, ASSE certified backflow testers/repairers, regulatory agencies, plumbing inspectors, specifying engineers, fire officials, HVAC professionals, contractors, hospital personnel and water, wastewater & plumbing design personnel.

2012 topic breakdown

Plumbing Code Issue - Winter 2012 (March)

This issue will contain articles revolving around plumbing and mechanical codes. It will contain articles about IAPMO, ICC and PHCC codes, recent and upcoming changes to these codes, and information about green and sustainability codes and how they affect the plumbing industry.

Backflow Prevention Issue - Spring 2012 (June)

This issue will contain articles revolving around backflow prevention, a topic that ASSE is deeply involved with. It will contain articles centered around cross-connection control, as well as advancing technology in backflow prevention assemblies and devices.

Medical Gas Issue - Summer 2012 (September)

This issue will contain articles revolving around medical gas. It will contain articles about the installation and maintenance of medical gas systems, as well as the recent changes to NFPA 99, *Health Care Facilities Code*, and the revision process of ASSE Series 6000, *Professional Qualifications Standard for Medical Gas Systems Personnel*.

Industry Education Issue - Fall 2012 (December)

This issue will contain articles revolving around personnel training within the plumbing industry. It will contain articles centered around professional qualifications standards and certifications, including the areas of cross-connection control, medical gas, residential fire sprinkler systems, green plumbing systems and service plumbing.

2012 editorial calendar

PUBLICATION	CONTRACT DATE	MATERIAL DUE	PUBLICATION DATE
<i>Plumbing Standards Magazine</i> Winter, 2012 Topic: <i>Plumbing Code Issue</i>	02/03/12	02/06/12	March, 2012
<i>Plumbing Standards Magazine</i> Spring, 2012 Topic: <i>Backflow Prevention Issue</i>	05/04/12	05/07/12	June, 2012
<i>Plumbing Standards Magazine</i> Summer, 2012 Topic: <i>Medical Gas Issue</i>	08/03/12	08/06/12	September, 2012
<i>Plumbing Standards Magazine</i> Fall, 2012 Topic: <i>Industry Education Issue</i>	11/02/12	11/05/12	December, 2012
<i>ASSE E-Newsletter</i> (8 issues)	2 weeks before the 1st of the month	1 week before the 1st of the month	Jan., Feb., April, May, July, Aug., Oct., Nov.

If you have questions, contact Benjamin Ryan at ben@asse-plumbing.org
or call 440.835.3040

production specifications

MEDIA

Electronic copies only. Files less than 10MB can be sent to: ben@asse-plumbing.org. Files 10MB or larger must be sent via <http://www.yousendit.com> or be mailed to ASSE on a CD, DVD or Flash Drive.

*Hard copy proofs are helpful, but are not mandatory.

PDF REQUIREMENTS

Use 300dpi for image resolution. Embed all fonts. Downsample at 600dpi. Do not compress images. Use a color space of CMYK or greyscale only. PMS colors must be converted to CMYK. Do not use RGB or LAB colors.

GENERAL

Bleed is only offered for full page ads. Full page ads must use bleeds of 1/8" on each side (trim size: 9.25" x 11.25"). Full page ads that do not use bleeds must have an outside boarder of 1/4". Include all trim and bleed marks. Use a color space of CMYK or greyscale only. Embed or include all fonts. Embed or include all links. Use hi-res images.

ACCEPTED FILE FORMATS

High-resolution PDF files are preferred. Adobe InDesign, Adobe Illustrator, Adobe Photoshop, and TIFF files are also accepted. Program files must include all links and fonts.

ELEMENT REQUIREMENTS

High resolution JPEG, EPS and TIFF files for images. Embed or include all fonts (unless they have been converted to outlines in Adobe Illustrator or Photoshop)

LABELING MATERIALS

Include company name, company address, and e-mail and phone number of the file preparer. If sent via e-mail, include this information in the body of the e-mail.

mechanical requirements

AD	WIDTH	DEPTH
<i>Full Page</i>	9"	11"
<i>Half Page</i> - Horizontal <i>Half Page</i> - Vertical	8" 3-7/8"	4-7/8" 10"
<i>2/3 Page</i> - Vertical <i>2/3 Page</i> - Square	5-1/4" 5-1/4"	10" 5-1/4"
<i>1/3 Page</i> - Horizontal <i>1/3 Page</i> - Vertical	8" 2-1/2"	3" 10"
<i>1/4 Page</i> - Horizontal <i>1/4 Page</i> - Vertical	8" 3-7/8"	2-1/4" 4-7/8"
<i>1/6 Page</i> - Horizontal <i>1/6 Page</i> - Vertical	8" 2-1/2"	1-1/3" 4-7/8"

rates

FREQUENCY	1x	2x	3x	4x
<i>Full Page</i>	\$900	\$750	\$600	\$450
<i>Half Page - (H / V)</i>	\$450	\$375	\$300	\$225
<i>2/3 Page - (V)</i>	\$600	\$500	\$400	\$300
<i>2/3 Page - (S)</i>	\$500	\$400	\$300	\$200
<i>1/3 Page - (H/V)</i>	\$300	\$250	\$200	\$150
<i>1/4 Page - (H / V)</i>	\$225	\$188	\$150	\$113
<i>1/6 Page - (H / V)</i>	\$150	\$125	\$100	\$75

* Rates are for color or black & white ads. Please see Production Specifications for more details

* All ASSE Sustaining Members are eligible to receive a 10% discount on advertising rates for all ASSE publications

special placements

PLACEMENT	PERCENT ADDED
<i>Back Cover</i>	20%
<i>Inside Front Cover</i>	15%
<i>Inside Back Cover</i>	10%
<i>Centerspread</i>	5%

* All rates are subject to change without notification.

American Society of Sanitary Engineering

eNEWSLETTER

The monthly ASSE eNewsletter contains the Society's news, updates and activities. The newsletter contains a message from the president, standards updates, seal authorizations, important Society news and notices, industry happenings and a calendar of ASSE events. Because the eNewsletter is sent via e-mail, readers are also able to explore links contained in the letter, including extended articles and advertisers' webpages.

DISTRIBUTION

The eNewsletter is sent to affiliates at all levels of membership in the ASSE. This number continues to grow every month as membership grows and as people add themselves to the ASSE eNewsletter mailing list. Because of the newsletter's electronic format, the newsletter can be forwarded to an unlimited number of recipients.

production specifications

MEDIA

Electronic copies only. Files can be sent via e-mail to: Ben@asse-plumbing.org, via <http://www.yousendit.com>, or can be mailed to ASSE on a CD or Flash Drive.

IMAGE REQUIREMENTS

Ad images must be saved at 72 pixels/inch with a RGB color space. Use web colors only. Use the Mechanical Requirements chart on the next page to determine your ad's size. No files over 100MB will be accepted. Please only send Accepted File Formats.

LABELING MATERIALS

Include company name, company address, e-mail and phone number of the file preparer, and URL of your ad's destination. If sent via e-mail, include this information in the body of the e-mail.

ACCEPTED FILE FORMATS

Low-Resolution (72 pixels / inch) GIF and JPG / JPEG images files are preferred. PNG image files are also accepted.

IMAGE LINKS

You have the option of linking your ad to a URL of your choice. Please include the URL / web address with your submitted materials

mechanical requirements

AD	WIDTH	DEPTH
<i>Middle Horizontal Banner</i>	450 pixels	100 pixels
<i>Side Column Square</i>	180 pixels	180 pixels

rates

AD	PRICE - per issue rates	PRICE - annual rates (8 issues)
<i>Middle Horizontal Banner</i>	\$100	\$750
<i>Side Column Square</i>	\$70	\$500

* All ASSE Sustaining Members are eligible to receive a 10% discount on advertising rates for all ASSE publications.

2012 contracts for advertising

The following pages are contracts for advertising. The contracts should be removed (or printed), completed and sent to ASSE.

Please return completed contract, payment, and materials to:

ASSE International Office
Attn: Benjamin Ryan
901 Canterbury Road - Suite A
Westlake, Ohio 44145
Phone: 440.835.3040 - Fax: 440.835.3488

plumbing standards

CONTRACT FOR ADVERTISING

Reserve the following space in Plumbing Standards Magazine:

	SIZE		ISSUE		FREQUENCY
<input type="checkbox"/>	Full Page	<input type="checkbox"/>	Winter	<input type="checkbox"/>	1x
<input type="checkbox"/>	Half Page - (H / V)	<input type="checkbox"/>	Spring	<input type="checkbox"/>	2x
<input type="checkbox"/>	2/3 Page - (V)	<input type="checkbox"/>	Summer	<input type="checkbox"/>	3x
<input type="checkbox"/>	2/3 Page - (S)	<input type="checkbox"/>	Fall	<input type="checkbox"/>	4x
<input type="checkbox"/>	1/3 Page - (H/V)	Are you an ASSE Sustaining Member? <input type="checkbox"/> Yes <input type="checkbox"/> No			
<input type="checkbox"/>	1/4 Page - (H / V)				
<input type="checkbox"/>	1/6 Page - (H / V)				

	SPECIAL PLACEMENT	RATE (% added to above price)
<input type="checkbox"/>	Inside Front Cover	\$ _____
<input type="checkbox"/>	Inside Back Cover	\$ _____
<input type="checkbox"/>	Back Cover	\$ _____
<input type="checkbox"/>	Center Spread	\$ _____

Company Name: _____

Agency Name: _____

Contact Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

E-Mail: _____

TOTAL RATE: _____

METHOD OF PAYMENT

VISA AmEx MasterCard Check / Money Order

Credit Card No. _____

Expiration Date: ____ / ____ CVN*: _____

Credit Card Billing Address: _____

*The Card Verification Number (CVN) is the last 3-digit number on the signature strip on the back of VISA & MasterCard and is the 4-digit number on the front of AmEx cards.

SIGNATURE: _____ Date: _____

electronic newsletter

CONTRACT FOR ADVERTISING

Reserve the following space in the ASSE eNEWSLETTER:

SIZE	
<input type="checkbox"/>	<i>Middle Horizontal Banner</i>
<input type="checkbox"/>	<i>Side Column Square</i>

Company Name: _____

Agency Name: _____

Contact Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

E-Mail: _____

FREQUENCY	
<input type="checkbox"/>	<i>Individual Ad (1 issue)</i>
<input type="checkbox"/>	<i>Annual (8 issues)</i>

Month: _____
(of individual ad)

Are you an ASSE Sustaining Member? Yes No

TOTAL RATE: _____

METHOD OF PAYMENT

VISA AmEx MasterCard Check / Money Order

Credit Card No. _____

Expiration Date: ____ / ____ CVN*: _____

Credit Card Billing Address: _____

*The Card Verification Number (CVN) is the last 3-digit number on the signature strip on the back of VISA & MasterCard and is the 4-digit number on the front of AmEx cards.

SIGNATURE: _____

Date: _____



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