



OFFICIAL

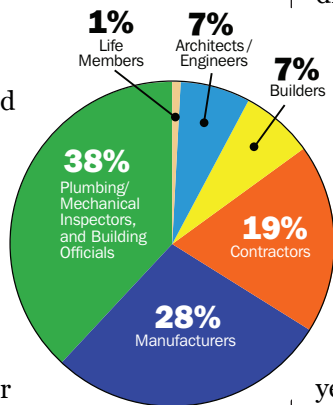
2 0 2 3 M E D I A P L A N N E R

Discover Why Advertising in *Official* is Your Very Best Media Value!

IAPMO members are among the most savvy construction professionals and manufacturers in the world today. As a group, they spend hundreds of millions of dollars each year on a wide variety of goods and services and are often key decision makers in the buying process. Your ad in *Official* will be seen by thousands of these key people, putting your product or service at the “top of the list” of these important customers. Since *Official* is published by IAPMO, your advertising dollars will help support this vital industry trade association in its aggressive advancement of codes, standards and professional development.

Markets Served

Official is read by some of the most influential members of the construction industry and related manufacturers. As the longest running publication produced by IAPMO for public distribution, *Official* provides cutting-edge news and views of association leadership and is the first source for breaking information on proposed code changes and other developments. Electronic and hardcopy quarterly circulation of *Official* is in excess of 29,000 and still growing, with a unique industry readership comprised of primarily plumbing and mechanical inspectors across the United States.



Digital Access

Official offers IAPMO members digital access to each issue weeks in advance of receiving their hardcopy, as well as free unlimited Internet access to the *Official* online archive to anybody in the world, IAPMO member or not. Readers can view the magazine in an easy-to-use digital format and are invited to share it with anyone they wish. The reader’s experience is fully enhanced by the ability to explore “hot links” that are embedded within the stories and advertisements. These links will take them directly to referenced information or a manufacturer’s website with a simple click. Your ad in *Official* will put our readers a click away from your home page or whatever other destination you’d like to target.

Availability

Each electronic version is archived and easily retrievable from anywhere with access to the Internet. All four yearly issues of *Official* will be available in this electronic manner, weeks ahead of the hardcopy edition. Subscribers are sent an alert via e-mail when each new issue is available for reading via the electronic delivery system. This guarantees an increase in the shelf life of your advertising and helps direct readers straight to your website.

Advertising helps our inspectors to be aware of new products or technology when in the field. This exposure helps familiarize them with your products and ultimately ensures much smoother inspections for the consumers.



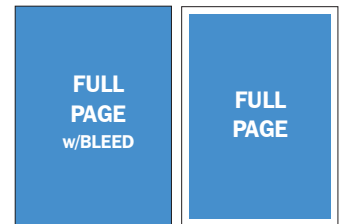
IAPMO has been protecting the public’s health and safety for nearly 100 years by working in concert with government and industry to implement comprehensive plumbing and mechanical systems around the world.

2023 OFFICIAL EDITORIAL CALENDAR

OFFICIAL RATES

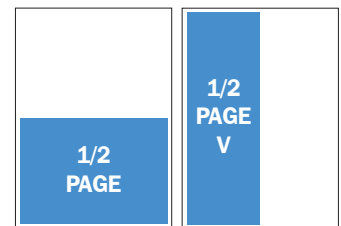
Frequency	1x	2x	4x
Full pg.	\$2,100	1,620	1,300
1/2 pg. (V/H)	\$1,130	925	740
Island	\$910	710	570
1/3 pg. (V/H)	\$825	640	510
1/4 pg.	\$660	520	420
1/8 pg.	\$410	325	260

AD SIZES



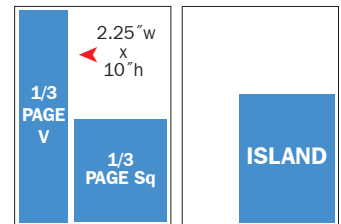
8.75" w x 11.25" h

7.5" w x 10" h



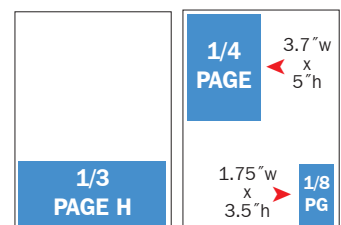
7.5" w x 5" h

3.25" w x 10" h



4.5" w x 4.75" h

4.75" w x 6" h



7.5" w x 3" h

Advertisers may combine placements in all IAPMO magazines for a maximum frequency discount. Call for more details.

Premium Positions:
 Inside Front (+40%), Inside Back (+30%), Back Cover (+50%), Specific Page Placement (+15%)



FIRST QUARTER [JAN-FEB-MARCH]

Plumbing Systems in a Sustainable World

- UPC Seminar Review
- Vancouver Approves Water Demand Calculator
- March4Water
- Plumbing Coloring Book
- Member Profile

Editorial Deadline: 02/14/23

e-Official Release: 03/01/23

Mail Date: 03/21/23



SECOND QUARTER [APRIL-MAY-JUNE]

Mechanical Systems in a Sustainable World/ Education and Business Conference Preview

- Conference Preview
- UMC Seminar Review
- ISH Tradeshow
- Member Profile

Editorial Deadline: 04/07/23

e-Official Release: 04/28/23

Mail Date: 05/19/23



THIRD QUARTER [JULY-AUG-SEPT]

Plumbing a City/Swimming Pools

- Plumbing a City
- Member Profile
- Conference Workshop Questions
- Conference Calendar Pre-Program

Editorial Deadline: 06/02/23

e-Official Release: 07/07/23

Mail Date: 07/28/23



FOURTH QUARTER [OCT-NOV-DEC]

Post Conference Review/Sustainability (Solar & Hydronics)

- New Officers and Award Recipients
- Interactive Photo Albums from Conference Activities
- Conference Workshop Answers
- Member Profile

Editorial Deadline: 09/01/23

e-Official Release: 11/03/23

Mail Date: 11/24/23

Extend the shelf life of your advertisement and benefit from countless views for many years to come.



There is no need for our readers to wait for a copy in the mail when they can view it online weeks before it arrives by mail. They also have the capability to easily forward the e-Official to a friend or co-worker. In addition to the possibility of instantly expanding the normal readership, all current and archived issues from the last couple of years, are available online at: www.eofficial.org. This feature alone is guaranteed to surely extend the shelf life for our advertisers.

Advertisers' Responsibilities

- The publisher reserves the right to accept, classify, cancel, edit or reject any advertisement for any reason.
- The publisher shall have no liability whatsoever by reason of any error in connection with any advertisement (including without limitation, failure to publish advertising, additions or omissions to advertisements). The publisher shall not be responsible for and shall incur no liability for errors or misprints beyond agreement to publish a make-good ad in a space equal to the size occupied by the error.
- Advertisers or their agents are completely responsible for the ad content which is submitted and printed (including logos, photos and copy), and shall hold the publisher harmless against any demands, claims or liability arising from the publication of said advertising.

Ad Sizes (live area)

- Live area for the publication is 7.5" w x 10" h
- Bleed is only offered on full page ads at no additional cost and must extend from final trim size by 1/8" in all dimensions.
- Trim size is 8.5" by 11". Page numbers are typically not included in full bleed ads.

Production Charges

Ads may be provided by the customer or prepared by the design department at IAPMO. Charges for layout, design and copywriting are billed at \$70 per hour (other charges may apply).

Proofs

- PDF proofs will be provided at no cost for review and approval. In the event that an advertiser desires a matchprint or other color proofing method, the cost of any such service, including shipping, will be billed at cost plus 15%.
- Minor changes or corrections to advertisers' digital files are provided free of charge.
- *Note:* Advertisers who do not complete their frequency contract within their contract year will be short-rated to the appropriate earned

rate. Cancellations cannot be accepted after space closing date. Advance payments are non-refundable.

Supported Media

We support the following media formats:

- Via E-Mail: High-Resolution/Press Ready (Adobe Acrobat PDF documents [.pdf])
- FTP transfer is also accepted for file delivery.

Artwork / Supported Applications

Preferred submissions are either PDF (High-Res/Press Ready) or JPG format (flattened, RGB or CMYK @ 300 dpi).

Commission

15 percent commission to recognized advertising agencies. No commission allowed on creative services, production, negatives or other non-space charges.

Payment and Cancellation

Payment is due by the deadline for space reservation unless prior arrangements have been made. Visa, MasterCard and American Express are accepted. The publisher reserves the right to pull any advertising not paid in accordance with the specified terms.

Advertising may be cancelled without penalty up to the deadline for space reservation. Ads cancelled after the space deadline will be billed at 50 percent of the space rate. Ads cancelled or not provided after the deadline for materials will be billed at 100 percent of the rate.

General Conditions of Sale

Publisher may refuse to accept advertising from any customer for any reason. These reasons may include, but are not limited to, objectionable or offensive content, misleading claims, content that refers to or denounces competitors, or advertising that does not relate to the subject areas covered by *Official* magazine. The publisher reserves the right to use his/her sole discretion as to the suitability of any advertisement. Accounts more than 30 days past due are subject to credit hold and may have advertising cancelled without notice. 📧

65 Years and Counting...



In April 1958, the first issue of *Official* was published by the Western Plumbing Officials Association, which would later become IAPMO. Scarce on color and illustrations, it represented an ambitious effort by the association to communicate with its members and industry.

The look and delivery methods may have changed since then, but the magazine's mission remains the same.



In support of domestic industry, IAPMO magazines, publications and marketing support materials are printed by Allied Printing members.



For further inquiries, space reservations and submission materials, please use the following contact information:

Official Magazine
4755 E. Philadelphia St.
Ontario, CA 91761 – USA

Ph: 909-472-4100

Fax: 909-472-4162

E: official.info@iapmo.org