

THE PREMIER SOURCE OF PLUMBING AND MECHANICAL NEWS SINCE 1958

# OFFICIAL

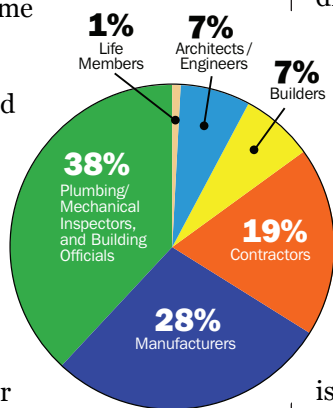
2 0 1 2 M E D I A P L A N N E R

## Discover Why Advertising in OFFICIAL is Your Very Best Media Value!

**I**APMO 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 bi-monthly circulation of *OFFICIAL* is in excess of 22,000 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 six yearly issues of *OFFICIAL* will be available in this electronic manner, often 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 more than 80 years by working in concert with government and industry to implement comprehensive plumbing and mechanical systems around the world.

## OFFICIAL HONORS

OFFICIAL has celebrated multiple victories in recent media communications competitions. In 2011, the magazine received accolades in three separate international contests.



OFFICIAL received three APEX Awards of Excellence for writing and magazine design, including one in the category of Magazines & Journals — Print Over 32 Pages for the May/June 2010 issue. APEX Awards are based on publication excellence in graphic design, editorial content and overall communication effectiveness. OFFICIAL has received at least one APEX Award of Excellence each of the past six years, recognizing the consistently high quality work demonstrated by the editorial staff on behalf of our readers.



OFFICIAL received one Gold Award of Excellence and three Silver Awards of Distinction in the International Academy of the Arts' 17th Annual Communicator Awards for writing, editing and magazine design. The Gold Award in the category of Association Magazine, the competition's highest honor, represents the second time in three years OFFICIAL has earned the distinction.

The Communicator Awards is the leading international awards program honoring creative excellence for communications professionals. OFFICIAL has received awards in this competition each of the past three years.



OFFICIAL received a platinum award, one gold award and one honorable mention in the 2011 Hermes Creative Awards, an international competition for creative professionals involved in the concept, writing and design of traditional and emerging media. The platinum award, the Hermes' top prize, was bestowed upon the May/June 2010 issue in the category Publications/Magazine. This marked the first time IAPMO entered the competition.

# 2012 OFFICIAL EDITORIAL CALENDAR



## JANUARY / FEBRUARY

### Plumbing Systems in a Sustainable World

- 2011 Conference UPC Seminar Review
- Green Plumber John Smith
- Determining Fixture Units for High Efficiency Plumbing Fixtures
- Fracking: Energy at What Cost?

**Editorial Deadline: 11/04/11**

**Mail Date: 12/27/11**



## MARCH/APRIL

### Swimming Pools, Spas and Hot Tubs / Emerging Technologies Symposium Preview

- Plumbing of Salt Water Pools/Spas vs. Fresh Water
- Preview of IAPMO's Third Emerging Technologies Symposium
- Water Park Plumbing Challenges

**Editorial Deadline: 01/06/12**

**Mail Date: 02/20/12**



## MAY/JUNE

### 2012 Education and Business Conference Preview / Plumbing a City

- 2012 Education and Business Conference Preview: Hollywood, Fla.
- Plumbing a City: TBD
- Impact of Low-Lead Laws

**Editorial Deadline: 03/02/12**

**Mail Date: 04/23/12**



## JULY/AUGUST

### Mechanical Systems in a Sustainable World

- Impact on Design in the Plumbing Industry
- WaterSmart Innovations Conference Preview
- 2011 Conference Workshop Questions
- Pre-Conference Final Program (Registration)

**Editorial Deadline: 05/04/12**

**Mail Date: 06/25/12**

## SEPTEMBER/ OCTOBER

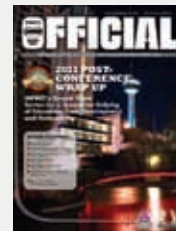


### 2012 Year in Review

- Annual Recaps from All Business Units and Departments

**Editorial Deadline: 07/02/12**

**Mail Date: 08/20/12**



## NOVEMBER/ DECEMBER

### 2012 Post-Conference Review/Solar Energy

- New Officers/Award Recipients
- Interactive Photo Albums from Conference Activities
- Solar Home Return on Investment Study
- 2012 Conference Workshop Answers

**Editorial Deadline: 08/20/12**

**Mail Date: 10/29/12**

## 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](http://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:

- DVD ROM (returned upon request only)
- CD ROM (returned upon request only)
- E-Mail: High-Res/Press Ready (Adobe Acrobat PDF documents [.pdf] or compressed files such as .sit or .zip)
- FTP site access is available upon request for file delivery through the Internet. Contact us for information.

## Artwork / Supported Applications

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

*We also support:* QuarkXpress v.8, Adobe Illustrator v.8 – CS3, Photoshop v.7 – CS3, InDesign v.5 – CS3. Take care in preparing your Acrobat PDF files to ensure all fonts, etc., are embedded and appear correctly before sending. Designs created in drawing programs like Illustrator should be saved in \*.ai or \*.eps format (with preview) and included with the layout. If you link or embed images, you must include these images with the file. Provide all fonts or convert to outlines. Convert all Pantone spot colors to CMYK.

## Page Layout

IAPMO's *OFFICIAL* magazine is produced on the Mac OSX platform using QuarkXpress version 8. (No Pagemaker or MS Publisher files will be accepted!)

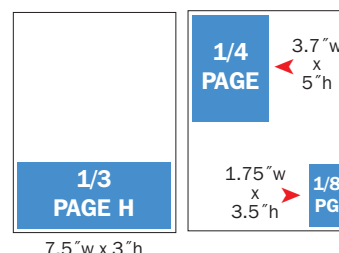
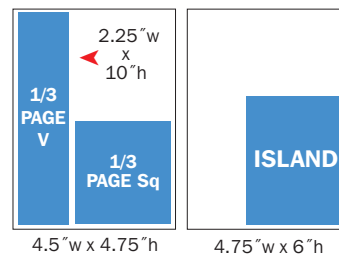
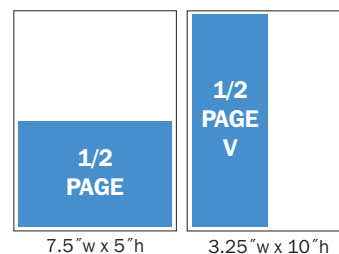
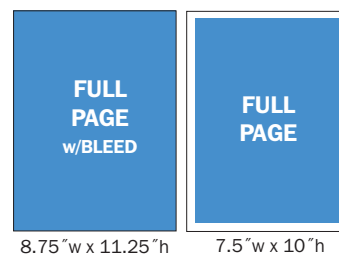
### *Note regarding fonts:*

Postscript fonts only; both printer and screen must be provided. Files, images, fonts, etc., should be included with your ad. DO NOT apply keyboard commands for bold or italic fonts. Use the bold or italic font face when needed. Additionally, please provide a color hard copy of your ad.

## OFFICIAL RATES

Frequency	1x	3x	6x
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



**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%)



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



In order to make *OFFICIAL* magazine a "greener" publication in keeping with IAPMO's commitment to sustainability, all hardcopy editions are printed using environmentally friendly soy-based inks.

## Scanned Images

Scan color images and artwork according to the specifications below:

- Save images/photos in CMYK mode and include all images with the layout.
- Save black and white line art in bitmap/ TIFF/eps format.
- Do not LZW compress or save as JPEG.
- Scale and rotate images as needed BEFORE placing them in the layout.
- Allow at least 1/8" bleed for trim when design requires.
- No RGB images. Convert your images to CMYK or grayscale at 300–350 dpi at 100% size.
- Crop unnecessary portions of the images prior to placing them into your ads (i.e., do not provide a 50 MB image 10" square if you only need a 2" square image).
- Do not submit 72 dpi images downloaded from the web.
- If you choose to use digital photos (taken with a consumer camera) be sure that you have made and reviewed a suitable color proof prior to submission to assure that you are happy with the result – we do not re-tune submitted digital images.
- Please provide a contact person/phone number in the unlikely event that we have problems with your file.
- Call us if you have any additional questions regarding your ad preparation.

## Commission

15% 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% of the space rate. Ads cancelled or not provided after the deadline for materials will be billed at 100% 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. 📧

## 54 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.



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