

snips



www.snipsmag.com www.snipsmag.com

A Must-Read Publication
for Sheet Metal & HVAC
Professionals



2009
integrated
media
planner



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snips



Informative & Innovative Editorial in Every Issue

SNIPS delivers in-depth, insightful journalism that covers the sheet metal, heating, air conditioning, ventilation, indoor air quality, architectural sheet metal and metal roofing industries. Published for more than 76 years, SNIPS continues to be the sheet metal industry's leading publication.



An Audience that Buys Your Products & Services

SNIPS' 100%* qualified subscribers are interested buyers with the power to take action. Over 93%+ of SNIPS subscribers are involved in purchasing decisions for their organization. These subscribers look to SNIPS as their resource with 100%* personally requesting to receive each issue.



Integrated Media Packages That Deliver Results

As a complement to your print publication, we offer a multitude of online offerings at www.snipsmag.com. SNIPS captures an interesting and dynamic audience, offering you a variety of integrated marketing options for reaching potential customers. For more information on our integrated packages, please view our digital media kit online at snipsmag.com.

Audience

SNIPS can put your brand in front of an important and influential audience — sheet metal and HVAC contractors and wholesalers who buy and specify products. Our subscription base is 100%* direct request so you'll be reaching an active and captive audience who turn to SNIPS for the information they need to do their jobs better.

TOTAL CIRCULATION: **22,050***
Pass-Along Readership[^]

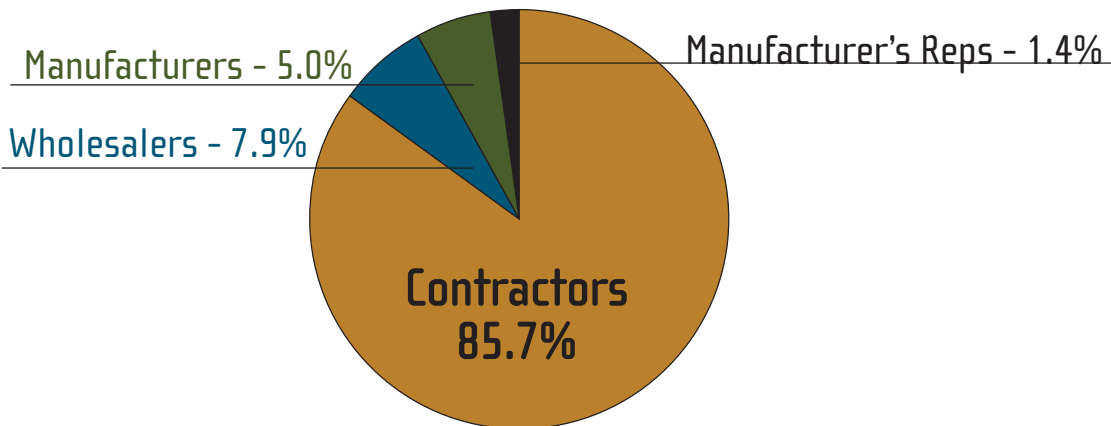
The pass-along readership of Snips magazine is 3 readers per copy.

SNIPS is Your Connection
to Highly-Qualified
Decision Makers.

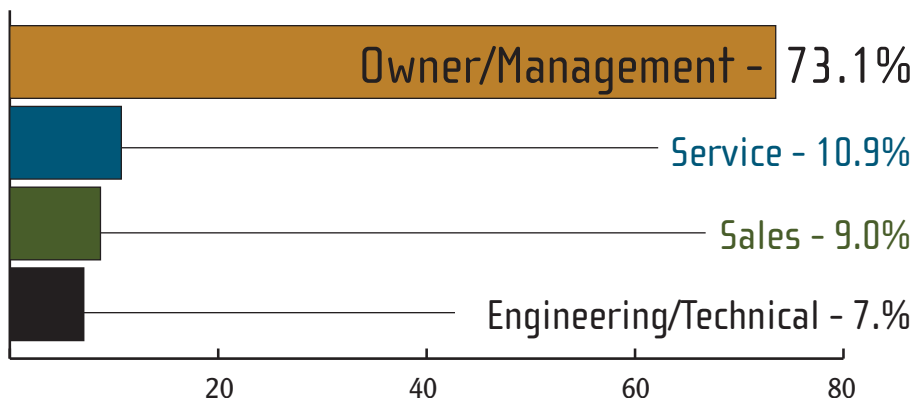
SNIPS SUBSCRIBERS ARE DECISION-MAKERS & MEAN BUSINESS

- 100% of subscribers directly request the publication*
- 80% of subscribers are qualified within 1 year*

TYPE OF OCCUPATION*



JOB FUNCTION*



*December 2008 BPA Circulation Statement
[^]Reader Profile Study, May 2007

2009 editorial calendar

January

Ad Close: **December 1, 2008**
(Materials Due: 12/8/08)

AHR Expo Show Issue

- A preview of new products on display at the 2009 AHR Expo
- Seminars and issues to be presented at the show
- Latest industry news and events

BONUS DISTRIBUTION

AHR Expo - January 26-28, Chicago, IL

February

Ad Close: **January 1**
(Materials Due: 1/8)

Metal Roofing & Commercial/Institutional Projects

- The latest in metal roofing products
- Unique metal roofing and commercial installations
- New products and solutions for roofing contractors

BONUS DISTRIBUTION

International Roofing Expo - February 3-5, Las Vegas, NV
ACCA - February 24-26, Fort Worth, TX

March

Ad Close: **February 1**
(Materials Due: 2/6)

IAQ & Duct Cleaning

- The latest on indoor air quality trends and products
- A look at duct cleaning applications and products
- A preview of the NADCA convention

BONUS DISTRIBUTION

MCAA - March 1-5, Phoenix, AZ
NADCA - March 9-12, Orlando, FL
CSMCA - March 31, Chicago, IL

April

Ad Close: **March 1**
(Materials Due: 3/6)

Sheet Metal Machinery

- Newest machinery for the HVAC and sheet metal industries
- Unique applications and HVAC designs
- How contractors are using sheet metal machinery in the field

May

Ad Close: **April 1**
(Materials Due: 4/8)

Tool Instrument Product Guide/ Residential Work

- Highlighting tool and instrument products
- A directory of tool and instrument suppliers
- How contractors are using new products in the field

**FREE
Listing**

June

Ad Close: **May 1**
(Materials Due: 5/8)

Duct Fabrication & Installation

- The latest in duct products, metal and non-metal
- Fabrication and installation procedures
- A look at duct applications

Special Issues & Opportunities

May

Tool & Instrument Guide

The May issue of SNIPS will feature a special section called "Tool & Instrument Product Guide." This guide provides readers access to a variety of manufacturers of these types of products for the sheet metal and HVAC industry. All listings in the Tool & Instrument Product Guide are free. Advertisers in the May issue receive a free product photo next to their listing. Non-advertisers may purchase a product photo.



August

Buyers Guide

The SNIPS Buyers Guide is the one place your customers can find you – in print and online! Stand out in this key reference guide for the sheet metal and HVAC industry. You can purchase a logo listing, premium listing, deluxe listing or banner ad to help your company stand out.



July

Green Energy / Air Distribution

- News on the green building markets and sustainability
- How companies are handling air distribution challenges
- A look at how contractors are helping customers with energy efficiency

BONUS DISTRIBUTION

Florida Roofing Show - July 8-12, Orlando FL

Ad Close: **June 1**
(Materials Due: 6/8)

August

Buyers Guide

- Annual directory of industry suppliers
- A special guide helping contractors find sheet metal and HVAC related products

**FREE Listing In
Print & Online**

Ad Close: **July 1**
(Materials Due: 7/8)

September

Equipment, Software & Vehicles

- How contractors are using products on the job
- The latest in software and applications
- A look at vehicle solutions and accessories

Ad Close: **August 1**
(Materials Due: 8/7)

October

SMACNA & HARDI Conventions Issue

- The events and issues set for the SMACNA convention
- Looking at the annual HARDI convention of HVACR wholesalers
- The latest industry news

BONUS DISTRIBUTION

MetalCon - October 6-8, Tampa, FL
SMACNA - October 11-15, Palm Desert, CA
HARDI - October 31-November 3, Orlando, FL

Ad Close: **September 1**
(Materials Due: 9/8)

November

Architectural Sheet Metal

- Profiles of architectural sheet metal companies
- Historic restorations and metal construction projects
- Products used on these projects

BONUS DISTRIBUTION

ARI - November 15-17, Palm Beach, FL
Fabtech - November 15-18, Chicago, IL

Ad Close: **October 1**
(Materials Due: 10/8)

December

2010 Outlook Issue

- A look at issues facing contractors in 2010
- Business tips for the new year
- An economic look at the year ahead

**Industry
Calendar**

Ad Close: **November 1**
(Materials Due: 11/6)

October

SMACNA Convention Dailies

The official publication of the 2009 SMACNA Convention. The SMACNA Convention Dailies give convention attendees up-to-date news on convention happenings, plus insightful articles targeted to their interests and, of course, a great look at ads promoting the products and services they are looking to buy. One low advertising rate covers the cost of an ad in two editions.



October

HARDI Convention Dailies

Advertise in the 2009 HARDI Convention Dailies to reach a serious buying audience – HARDI wholesalers who invest in their businesses. The HARDI Convention Dailies give attending wholesalers up-to-date news on the convention happenings in three editions distributed to the attendees' hotel rooms. Get exposure in the longest running publication covering the HARDI convention.



December

2010 Industry Calendar

If you're looking for a place to showcase your products – look no further. With SNIPs' Industry Calendar, every day for an entire month, your products/services will be in front of potential buyers. Polybagged with the December issue of SNIPs, this calendar will be distributed to our entire circulation. With only 12 spaces available, space is limited in this once-a-year advertising opportunity.



Online Opportunities

Take advantage of all the interactive and engaging online products from snipsmag.com – and take your marketing campaign to the next level.

At snipsmag.com
You Can Connect
With New Prospects in
Dynamic New Ways.

SNIPS online offers you targeted solutions for building awareness, driving traffic, and generating leads from those searching for information online. Offering a variety of online products, snipsmag.com is your one-stop Internet resource for the latest news, feature stories, archived articles and finding suppliers online in our online Buyers Guide.



BANNERS ADS

Providing a simple and cost-effective way to increase your brand awareness and visibility. Size: 468 x 60 pixels.

Rate: \$2,546 per year

TILE ADS

Highly visible buttons not only exhibit your company's logo, but also provide a link to your company Web site. Size: 125 x 125 pixels.

Rate: \$2,860 - \$4,004 per year

SKYSCRAPER ADS

Plus-sized vertical ads appear on the right-hand side of our site and will dramatically increase your online visibility. Size: 160 x 600 pixels.

Rate: \$5,606 per year



E-NEWSLETTER

SNIPS' monthly e-newsletter contains previews of editorial features, the latest industry news, new product information and much more. E-mailed every month to more than 10,000 e-subscribers, the SNIPS e-newsletter is a great opportunity for high exposure.

Banner Ad: \$404 per month

Tile Ad: \$471 per month



ONLINE BUYERS GUIDE

The SNIPS Online Buyers Guide has an expanded, user-friendly format where customers can quickly and easily search and find the information they are looking for. More sophisticated search capabilities, along with enhanced advertising and listing options, the SNIPS Online Buyers Guide gives unique exposure for your company.

Premium Package Rate: \$748 per year

DIGITAL EDITION

Every month, SNIPS magazine publishes a digital edition of its print issue. All display advertisers receive a free electronic replica of their ad in our digital edition. Sponsor a digital edition or enhance your ad with rich media to complement your advertising campaign.

Sponsorship Rate: \$1,340 per month

Print Advertising Rates

AD SIZE	DIMENSIONS	1X	3X	6X	12X	18X	24X	36X
Full Page	7" x 10"	\$3568	\$3451	\$3232	\$3121	\$3019	\$2924	\$2832
2/3	4 1/2" x 10"	2659	2524	2318	2239	2149	2060	1975
1/2 Island	4 1/2" x 7 1/2"	2290	2173	2003	1946	1858	1800	1743
1/2 Horizontal	7" x 4 7/8"	2003	1894	1741	1683	1620	1558	1496
1/2 Vertical	3 3/8" x 10"							
1/3 Horizontal	7" x 3 1/4"	1376	1319	1200	1168	1112	1060	1016
1/3 Vertical	2 1/4" x 10"							
1/3 Square	4 1/2" x 4 7/8"							
1/4 Horizontal	7" x 2 3/8"	1046	986	912	876	840	805	766
1/4 Vertical	3 3/8" x 4 7/8"							
1/6 Horizontal	4 1/2" x 2 1/4"	695	666	616	586	555	525	490
1/6 Vertical	2 1/4" x 4 7/8"							
1/8 Horizontal	3 3/8" x 2 3/8"	534	494	460	443	426	415	393
1/8 Vertical	2 1/4" x 3 3/4"							

Maintain Your Brand Recognition - Invest with SNIPs and Keep Your Company Top-of-Mind.

CLASSIFIED ADVERTISING RATES

Classified advertising closing is the first of the month preceding date of the issue. Agency commission is not allowed on regular line classifieds. Classifieds do not count towards general advertising frequency. Commission allowed on display ads only, provided they are camera-ready. Contact Mike O'Connor at 610-354-9552 or oconnorm@bnpmedia.com for more information.

DISPLAY CLASSIFIEDS				LINE CLASSIFIEDS			
1X	3X	6X	12X	1X	3X	6X	12X
\$126	\$119	\$111	\$104	\$139	\$134	\$129	\$124

Rates include one month in the print edition and 30 days on the Web site.

COMBINATION RATES

Attractive combination rates and special packages are available with other BNP Media publications, including *Air Conditioning, Heating & Refrigeration News, Engineered Systems* and *Roofing Contractor*. Call for details.

WHOLESALE & MFR. REPS DIRECTORY RATES

Published monthly in the pages of SNIPs, and now online at www.snipsmag.com, this directory displays listings of wholesalers and manufacturer reps for each state. The cost for one listing, per month, is \$50. This price includes company name (boldfaced) and 3 lines, additional lines are \$5 per line, per month. One-time pre-payment ensures your 12-month listing. With the new online you'll be searchable by company name or product and by state. Plus, you can upgrade your online listing to include live Web and e-mail links and to put your company at the top of your state listings.

PUBLICATION & CLOSING DATES

Published monthly; issued first of each month. All materials for display and classified advertising, including alterations, furnished inserts and insertion orders, must be received by the first of the month preceding date of issue. When normal closing dates fall on holidays or weekends, issues close the preceding workday.

SHORT RATES & REBATES

Advertisers will be short rated if, within 12 months from the date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within 12 months from the date of the first insertion, they have used sufficient additional space to warrant a rate lower than that at which they have been billed.

BLEEDS

No extra charge for bleed. Specifications for bleed:
 Page bleed 8 1/8" x 11" Spread, Full bleed 16 1/4" x 11"
 Spread, Gutter bleed 15" x 10" Trim size 8" x 10 3/4"
 Vital live matter must be kept at least 3/8" away from trim edges on bleed pages.

COLOR RATES

Color (other than black) is available in all ad sizes. Standard colors are 4A red, blue, green, and yellow. Cost per color, per page, over space rates:

	0-1 Pgs	Spread
2/c Standard	\$380	\$633
2/c PMS Spot	\$494	\$786
2/c Metallic	\$1101	\$1835
3/c Standard	\$698	\$1165
4/c Process	\$1125	\$1836

PAYMENT TERMS

Invoices are payable upon receipt in U.S. funds only. Net 30 days. 1 1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside the U.S. must be prepaid. Extension of credit is subject to the approval of the credit department.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

COPY & CONTRACT

Advertiser and agency assume liability for all content (including text, representation, and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. Acceptance of advertising copy and art is subject to publisher's approval.

Integrated Marketing

Capitalize on the synergistic effect of print and online advertising to increase awareness, build your brand and sell products. SNIPS delivers a full spectrum of media solutions that gives your messages high-impact visibility at every stage of the purchasing cycle. Let SNIPS design an integrated media package that will fit your needs.

Integrated media allows you to . . .

- Meet your objectives
- Complement your advertising campaign
- Reach your targeted audience

Reach Your Customers At Every Level With Integrated Media!

Did You Know...

- Online ad spending is expected to reach \$25.8 billion in 2008 (up 23% over 2007).*
- Over 85% of business decision makers and marketers agree that b2b media is more effective when integrated together.†

IM PACKAGES

COMPONENT	Print	Web Ads	Online Directory	eNews	Sponsorships	Video (under 2 min.)
DESCRIPTION	<ul style="list-style-type: none"> • The foundation of any successful integrated media program. 	<ul style="list-style-type: none"> • Generate brand awareness • Promote new products and events • Drive new traffic to your Web site or online store • Maximize your marketing message throughout the Web site 	<ul style="list-style-type: none"> • Complement the print directory with an online premium listing. 	<ul style="list-style-type: none"> • Thousands of e-subscribers receive up-to-the-minute information on market conditions, technology developments and industry practices. 	<ul style="list-style-type: none"> • Digital edition and blog sponsorships available • Expand your reach and drive traffic to your Web site 	<ul style="list-style-type: none"> • Video clips offer an opportunity for companies to introduce their latest products and services, recap trade show exhibits, provide demonstrations or educational information on technical advancements.
Platinum 12x's	✓	✓	✓	✓	✓	✓
Gold 6x's	✓	✓	✓	✓		
Silver 3x's	✓	✓	✓			

Contact Sally Fraser at 248/244-6240 or frasers@bnpmedia.com for your customized integrated marketing campaign.

*Source: eMarketer, 2008

†Source: Forrester Research, 2007

Marketing Services

CLEAR SEAS RESEARCH

Dedicated to providing results-oriented market research and insightful analysis to our clients with a focus on understanding their business and offering exceptional customer service. For more information visit www.clearseasresearch.com or call (248) 362-3700.

CUSTOM MEDIA

BNP Custom Media, combining the power of SNIPS' readership with its expert editorial and design, can create and deliver custom solutions using rich content and innovative media to engage your target market and produce results. Each project is turnkey, measurable, and mapped to your marketing goals and budget. Whether it's a magazine or a Web site, an advertorial or e-newsletter, let us partner with you to produce a powerful media package that showcases your message in the marketplace. Contact Steve Beyer for more information at (630) 699-7625 or beyers@bnpmedia.com.

SALES LEADS

Every display advertisement in each issue of SNIPS contains a Reader Action Card Number. These numbers are used by subscribers to request information about advertiser products or services. Readers can fill out these no Reader Action Cards found in every issue or they can go directly to the SNIPS Web site, snipsmag.com, to request information through our Product Webcard. We also now have a NEW E-Reader Service Card, which is e-mailed to 5,000 subscribers, who can immediately "reply" to get information on products.

EDITORIAL REPRINTS

Use articles from SNIPS to complement your sales, promotion or educational programs. Use them as trade show handouts, direct mail to customers and sales training aids. Reprints are available in four-color or black-and-white in quantities of 500 or more. Contact Jill DeVries at (248) 244-1726 or devriesj@bnpmedia.com for more information.

DIRECT MAIL LISTS

Complement your advertising program, introduce new products or announce special offers with the SNIPS exclusive subscriber-list rental. Contact information for qualified, highly trained heating, air conditioning, ventilation, sheet metal and metal roofing contractors, buyers and users, manufacturers and wholesalers at your fingertips. Contact Robert Liska at (800) 223-2194 or robert.liska@edithroman.com for more information.

ADVERTISING REPRINTS

Extra copies of your ad appearing in SNIPS are available. Contact Karen Coppins, production manager, at (248) 244-6246 or coppinsk@bnpmedia.com for more information.

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BNP Media Helps People
Succeed in Business
with Superior Information.