

# snips



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

# 2015

## Media Kit

**Print • Online • Digital**

The #1 Brand for Reaching Sheet Metal,  
Heating, Cooling and Ventilation Contractors

# Delivering Content Through Multiple Platforms!

SNIPS is your fully integrated marketing partner! We have the ability to put your sales message in front of highly qualified prospects, which includes 20,000\* subscribers, 13,000\* eNewsletter recipients, as well as our website and social media audiences. We have the media products, platforms and database to help you succeed by creating awareness, boosting your visibility, and ultimately, generating sales leads.

## In Print:

Every month, SNIPS targets and reaches the strongest sheet metal audience of decision-makers including contractors, wholesalers, manufacturers and manufacturer's reps.



## Online:

Snipsmag.com offers many options to leverage brand visibility. A perfect complement to print, our website features the latest breaking news, videos, archived articles and more!



\*Source June 2014 BPA Brand Report

## Digital:

Engage with readers through targeted digital media solutions, including eNewsletters, videos, webinars, digital editions, podcasts and more!

Let us help you position your company as an industry leader!

**2** **snips**  [www.snipsmag.com](http://www.snipsmag.com)

# Circulation & Reader Data

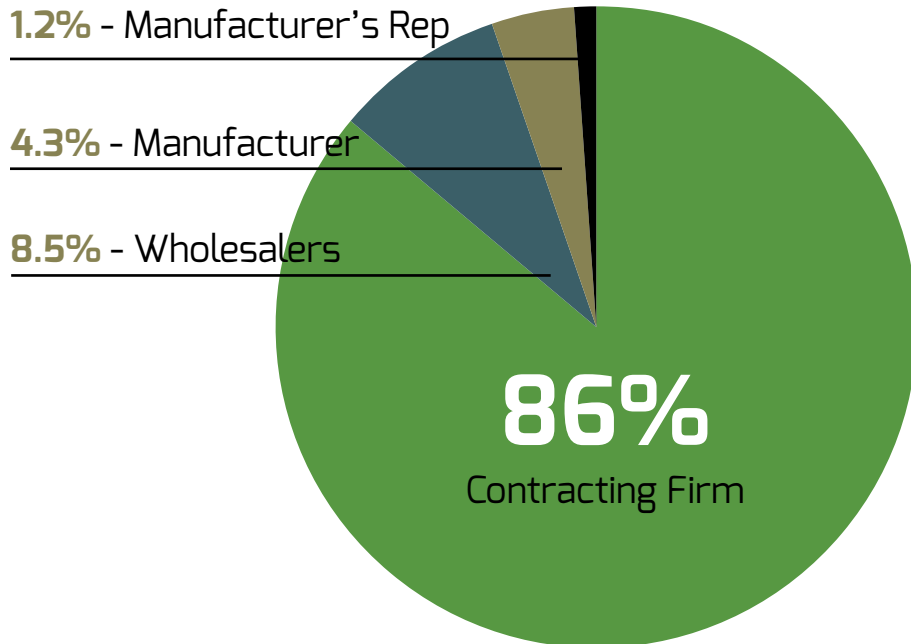
SNIPS can put your brand in front of an important and influential audience of sheet metal and HVAC contractors and wholesalers. Our subscription base is 85.5%\* direct request so you'll be reaching an active and engaged audience who turn to SNIPS for the information they need the most^.

## 20,000

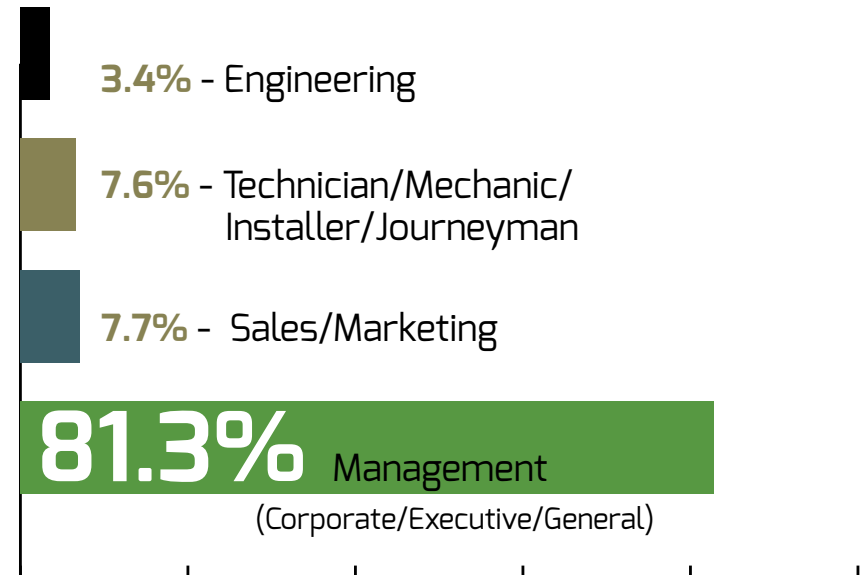
Total Qualified Circulation\*

## Our Readers Influence Purchase Decisions!+

### BUSINESS/INDUSTRY\*



### JOB FUNCTION\*



\*Source June 2014 BPA Brand Report

\*Source: Publisher's Own Data

+Source: Reader Preference/Profile Study, 2013

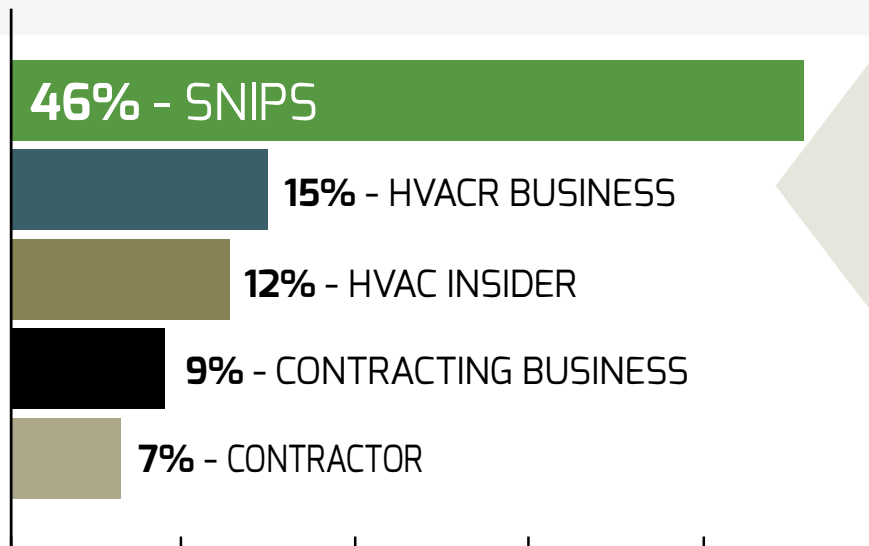
# Powerful Readership Means Your Ad Message Will Be Seen!

SNIPS gives you the edge where it matters the most! In a blind readership study of the SNIPS audience, readers consistently rated SNIPS as the most read, most preferred and most useful magazine in the sheet metal market.

## Trade Magazines Are Preferred!

**89%** have used print trade magazines within the last 6 months  
**71%** prefer print trade magazines as one of their top 3 resources for obtaining industry information

We surveyed our readers and asked...  
**Which ONE publication is MOST USEFUL in your sheet metal and HVAC industry work?**



## Advertisements in SNIPS Produce Results!

**96%** of readers take action as a result of seeing an advertisement in SNIPS.  
**81%** consider ads in SNIPS useful to the industry.  
**64%** visited an advertiser's website after viewing an ad.  
**69%** rely on ads in SNIPS to inform them of new products/services available.  
**67%** stated that advertisements are useful in informing them of new products

# Trusted & Proven Editorial Content

## Delivering Informative Editorial

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. SNIPS has been regarded as the sheet metal industry's most trusted and definitive information resource. Our readers are loyal and continually engage with SNIPS each and every month.

## The Editorial Team



**Michael McConnell**  
Editor  
mcconnellm@bnpmedia.com



**Kori A. Winters**  
Associate Editor  
wintersk@bnpmedia.com

For more than 80 years, SNIPS' informative editorial has been the trusted source for the sheet metal industry, providing contractors with the information, insight and analysis to run their businesses effectively and make sound product decisions.

## Inside Every Issue of SNIPS

Each month, SNIPS contains details about the latest local, state and national happenings in the sheet metal and HVAC industry, including:

- News about suppliers, contractors & wholesalers
- Association meetings
- Personnel moves
- Indoor air quality issues
- New products & projects
- Tips on working smarter

Editorial coverage throughout the year in a dynamic multimedia combination of PRINT, ONLINE & DIGITAL formats.



# Strategic Marketing Solutions

Position your company as an industry leader and generate high-quality sales leads by reaching customers across multiple platforms.



**MAGAZINE**  
20,000  
Monthly Subscribers\*



**WEBSITE**  
3,000 Avg. Unique  
Web Browsers\*



**eNEWSLETTER**  
13,000 Avg.  
eNews Recipients\*



**VIDEOS**  
Use the high engagement  
factor of video to attract  
customers



**DIGITAL EDITION**  
3,016  
Avg. Digital Edition  
Distribution\*



**WEBINARS**  
150 Avg. Webinar  
Registration Leads<sup>1</sup>



**CONVENTION  
DAILIES**  
Official publisher of SMACNA  
& HARDI Dailies



**CUSTOM MEDIA**  
Helping marketers with  
content marketing campaigns



**BUYERS  
GUIDE**  
An exclusive print,  
online and digital directory



**PODCASTS**  
Short audio  
presentations  
available on  
demand online



**SOCIAL MEDIA**  
Engage and share your views  
with the SNIPS audience

\*Source: June 2014 BPA Brand Report  
<sup>1</sup>Source: 2014 BNP Media Avg. Webinar Registration Leads

# 2015 Editorial Calendar

Month/Issue	Editorial	Related Products	Bonus Distribution	Value-Added Bonuses	Marketing Boosters
<b>JANUARY</b> <b>AHR Expo Show Issue</b> Ad Closing: 12/1 Materials Due: 12/3	<ul style="list-style-type: none"> <li>• Previewing the new products to be shown at the 2015 AHR Expo</li> <li>• Issues to be discussed at the show</li> <li>• Applications</li> <li>• The latest industry news</li> </ul>	Sheet metal and HVAC equipment, plasma cutters, coil lines, welding equipment, Pittsburgh machines, air handling and ventilation products, humidification and dehumidification units, insulation, hand and power tools, air conditioners, controls, fabric duct, duct board and zoning technology.	AHR Expo January 26-28 Chicago, IL	FREE Final Cut eLeads	
<b>FEBRUARY</b> <b>Green Building, Metal Roofing</b> Ad Closing: 1/2 Materials Due: 1/6	<ul style="list-style-type: none"> <li>• Green building practices</li> <li>• The latest developments in metal roofing</li> <li>• Preview of the International Roofing Expo and MCAA Convention</li> <li>• Rooftop products</li> </ul>	Cool metal roofing panels, anti-microbial coatings, sealants, copper, roofing accessories, chimney liners and caps, curbs, ladders and lifts.	IRE, February 24-26 New Orleans, LA MCAA Annual Convention March 8-12, Maui, HI	FREE Final Cut eLeads	Must See Products Gallery  APP Focus
<b>MARCH</b> <b>Residential HVAC &amp; Energy Efficiency</b> Ad Closing: 2/2 Materials Due: 2/5	<ul style="list-style-type: none"> <li>• Tips on solving home HVAC problems</li> <li>• Previews of ACCA &amp; SMACNA Chicago</li> <li>• How contractors' work is saving energy</li> <li>• Zoning products</li> </ul>	Air-handling units, diffusers, grilles, registers, blowers, makeup-air units, leak detectors, gaskets, UV filtrations and zoning equipment, HVAC systems, humidification-dehumidification equipment, meters, inspection devices, adhesives and sealants, and insulation, controls, sensors and thermostats.	ACCA/IE3, March 16-19, Grapevine, TX SMACNA Chicago (Date & Location TBD)	FREE Final Cut eLeads  FREE Corporate Spotlight	
<b>APRIL</b> <b>Sheet Metal Machinery/IAQ &amp; Duct Cleaning</b> Ad Closing: 3/2 Materials Due: 3/5	<ul style="list-style-type: none"> <li>• The newest equipment for the HVAC and sheet metal industries</li> <li>• Applications and designs</li> <li>• Trends in duct cleaning</li> <li>• Issues affecting indoor air quality</li> </ul>	Air curtains, air filters, purifiers, air cleaners, fans, dampers, coil cleaners, duct cleaning equipment, inspection devices and ozone generators. Fabricating equipment, plasma cutters, benders, coil lines, press brakes, welding equipment, beadlers, notchers, presses, tools (hand and power), roll formers, Pittsburgh machines, seam formers and software.	NADCA Annual Meeting and Expo, April 27-29 Marco Island, FL	FREE Final Cut eLeads	Must See Products Gallery
<b>MAY</b> <b>Duct Design, Estimating &amp; BIM</b> Ad Closing: 4/1 Materials Due: 4/3	<ul style="list-style-type: none"> <li>• A focus on creating the HVAC system's ductwork</li> <li>• The importance of proper design</li> <li>• Duct estimating tips</li> <li>• What's new with building information modeling</li> </ul>	Software, computers, machinery, CAD systems, price-estimating systems, building information modeling.		FREE Final Cut eLeads	Software Product Showcase
<b>JUNE</b> <b>Duct Fabrication</b> Ad Closing: 5/1 Materials Due: 5/5	<ul style="list-style-type: none"> <li>• The latest in metal and non-metal duct products</li> <li>• Suggestions on making better ductwork</li> <li>• Project profiles</li> <li>• How shops produce duct efficiently</li> </ul>	Duct fabrication equipment, duct-rectangular, round, spiral, oval, flex, duct board, insulation, hangers, connectors, elbows, flanges, fittings, fabric duct, corner machines, seam closers, clinchers, notchers.		FREE Final Cut eLeads	Must See Products Gallery

**Final Cut eLeads:** A monthly lead generating email blast containing logos and descriptions of each company that advertises that month. We provide a tracked lead report on everyone that clicked on your ad!

# 2015 Editorial Calendar

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<b>JULY</b> <b>Sustainable/Green Products &amp; HVAC Marketing</b> Ad Closing: 6/1 Materials Due: 6/3	<ul style="list-style-type: none"> <li>• A listing of environmentally friendly products and manufacturers</li> <li>• Profiles of U.S. Green Building Council LEED-certified projects</li> <li>• Tips on marketing heating and cooling products</li> <li>• Industry news</li> </ul>	Cool metal roofing panels, anti-microbial coatings, adhesives and sealants, air curtains, filters, purifiers, air cleaners, coil cleaners, fans, dampers.	Florida Roofing & Sheet Metal Expo (Date & Location TBD)	FREE Final Cut eLeads	Green Product Showcase
<b>AUGUST</b> <b>Buyers Guide</b> Ad Closing: 7/1 Materials Due: 7/3	<ul style="list-style-type: none"> <li>• Annual listing of industry suppliers</li> <li>• Cross-referenced with sheet metal and HVAC products</li> <li>• Includes trade names</li> <li>• Where to find the products you need</li> </ul>	Sheet metal components, furnaces, air conditioners, heat pumps, burners, PTACs, heat exchangers, insulation, registers, grilles, diffusers, access doors, ductwork, duct board, piping, fasteners and fittings.		FREE Final Cut eLeads	Must See Products Gallery
<b>SEPTEMBER</b> <b>SMACNA Convention, Commercial/ Institutional Work &amp; Training</b> Ad Closing: 8/3 Materials Due: 8/5	<ul style="list-style-type: none"> <li>• Trends in commercial and institutional projects</li> <li>• Preview of the SMACNA Convention</li> <li>• A snapshot of industry training</li> <li>• Project profiles</li> </ul>	Sheet metal and HVAC equipment, plasma cutters, coil lines, welding equipment, Pittsburgh machines, air handling and ventilation products, humidification and dehumidification units, insulation, hand and power tools, air conditioners, controls, fabric duct, duct board and zoning technology.	SMACNA Annual Convention, September 27-30, Colorado Springs, CO	FREE Final Cut eLeads	Must See Products Gallery
<b>OCTOBER</b> <b>Duct Installation, Air Distribution &amp; Ventilation</b> Ad Closing: 9/1 Materials Due: 9/3	<ul style="list-style-type: none"> <li>• Tips on proper duct placement</li> <li>• Focus on critical airflow needs</li> <li>• Products that move air</li> <li>• Duct leakage detection</li> </ul>	Adhesives and sealants, air curtains, air filters, purifiers, air cleaners, fans, dampers, coil cleaners, duct cleaning equipment, inspection devices and ozone generators, coils, air-handling units, diffusers, grilles, registers, blowers, makeup-air units, zoning equipment. Duct fabrication equipment, duct-rectangular, round, spiral, oval, flex, duct board, insulation, hangers, connectors, elbows, flanges, fittings, fabric duct, corner machines, seam closers, clinchers, notchers. Tools, hand and power.	Metalcon International, October 13-15, Tampa, FL	FREE Final Cut eLeads	Tool & Instrument Showcase
<b>NOVEMBER</b> <b>SNIPS 10 Best Contractors of 2015 &amp; Architectural Sheet Metal</b> Ad Closing: 10/1 Materials Due: 10/5	<ul style="list-style-type: none"> <li>• Profiles of the 10 best sheet metal contractors</li> <li>• Architectural sheet metal projects</li> <li>• A preview of Fabtech</li> <li>• Getting into specialized metalwork</li> </ul>	Copper, sheet and rolled steel, metal shingles, fasteners, ladders and lifts, safety equipment, roof curbs, hand and power tools and sheet metal fabricating equipment.	Fabtech November 9-12 Chicago, IL	FREE Final Cut eLeads	Must See Products Gallery
<b>DECEMBER</b> <b>2016 Industry Forecast</b> Ad Closing: 11/2 Materials Due: 11/4	<ul style="list-style-type: none"> <li>• Results of SNIPS survey: How businesses fared in 2015</li> <li>• Where sheet metal will be in 2016</li> <li>• A preview of HARDI's Annual Wholesalers Conference</li> <li>• Economic trends affecting the industry</li> </ul>	HVAC systems and accessories, controls, sensors, thermostats, humidification-dehumidification equipment, meters, instruments and tools.	HARDI Annual Conference December 5-8 Orlando, FL	FREE Final Cut eLeads	2016 Industry Calendar

**Final Cut eLeads:** A monthly lead generating email blast containing logos and descriptions of each company that advertises that month. We provide a tracked lead report on everyone that clicked on your ad!



# Marketing Opportunities

## Must See Products

**FEB, APR, JUNE, AUG, SEPT, NOV**

SNIPS' Must See Integrated Products offers you a truly integrated opportunity for your advertising message. Available six times a year, you can promote your new products and literature in print, online and in an email blast we send to our print and e-news subscribers.

- **PRINT:** 1/6 page, 4-color print ad in SNIPS magazine that includes photo, 50 words of text plus your company information
- **ONLINE:** Ads are posted to a special page online at snipsmag.com
- **EMAIL:** Message is then converted into an email blast and deployed to all SNIPS print and e-news subscribers

**GET MORE LEADS!** After the eblast is sent out you will receive all the lead information: name, job, title, company, email address, phone number (if supplied) and street address of who clicked on your ad.

**3 Great Ways to Get Your New Products Seen by Sheet Metal and HVAC Contractors & Wholesalers!**



## Industry Calendar

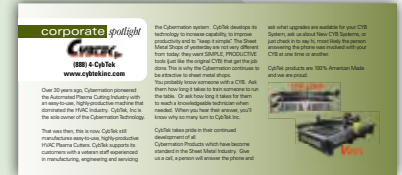
**DECEMBER ISSUE**

If you're looking for a place to showcase your products – look no further. With SNIPS' Industry Calendar, your products/services will be in front of potential buyers every day for an entire month. 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 opportunity.**



## Corporate Spotlight FREE BONUS FOR ADVERTISERS! Available in March

Free 1/3 page Corporate Spotlight for all half page or larger advertisers. Includes one 4-color image, logo, contact information and 250 words of copy.



## Classified Advertising LOW COST LEAD GENERATION

Promote your products where contractors and wholesalers look to buy! Classified ads are available in print and online and a great way to gain exposure on a repetitive basis. There are a variety of classified sections to choose from. Contact Mike O'Connor at 610.354.9552 or oconnorm@bnpmedia.com.



## Green Product Showcase JULY ISSUE

Highlight your Green product with a 4-color product photo, 50 words of copy, contact information and live web and email links. We'll assign a reader service number to your showcase ad so you can track the leads. Feature your product for only \$450 (or \$295 if you're an advertiser).



## Tool & Instrument Showcase OCTOBER ISSUE

Highlight your Tool & Instrument with a 4-color product photo, 50 words of copy, contact information and live web and email links. We'll assign a reader service number to your showcase ad so you can track the leads. Feature your product for only \$450 (or \$295 if you're an advertiser).



# Marketing Opportunities

## SMACNA Convention Dailies

The official publication of the 2015 SMACNA convention. The SMACNA Convention Dailies give convention attendees up-to-date news on convention happenings, plus insightful articles of interest to the industry. Published in two editions, the SMACNA Convention Dailies will be delivered to attendees' hotel rooms in the evening, allowing them to leisurely read it. Reinforce your sales message and develop new leads by advertising in the Convention Dailies.

- Published in two editions
- Delivered to attendees' hotel rooms
- One low ad rate covers an ad in both editions

## SMACNA CONVENTION SHOW DIRECTORY

- Easy-to-read pocket-sized guide
- Features exhibitor list and floor plan
- Ad opportunities available



## HARDI Conference Dailies

Advertise in the 2015 Conference Dailies, the official publication of the annual HARDI conference, to reach a serious buying audience of HARDI wholesalers. The HARDI Conference Dailies give attending wholesalers up-to-date news on the conference happenings and articles of interest to the industry. Plus, each edition is distributed to attendees' hotel rooms.

- Published in three editions
- Delivered to attendees' hotel rooms
- One low ad rate covers an ad in all 3 editions

## HARDI CONFERENCE POCKET GUIDE

- Easy-to-read pocket-sized guide
- Features exhibitor list and floor plan
- Ad opportunities available



## Wholesaler & Mfr. Rep Directory

**JANUARY**

List your company in the SNIPS Wholesaler & Manufacturer's Rep Directory in 2015 for quick access to a targeted audience of potential buyers in your industry. Your listing includes print, digital and online exposure in our online Interactive Directory. This mobile friendly version adds location and advanced search capabilities. We are excited to announce two new improvements that will help drive even more traffic to your directory listing! Directories are now searchable on [www.snipsmag.com](http://www.snipsmag.com) and related directory results will appear on article pages. Check it out at [www.findahvacwholesalerorrep.com](http://www.findahvacwholesalerorrep.com).



## Buyers Guide - AUGUST

Whether your potential customers use print, digital or online to source sheet metal products, the SNIPS Buyers Guide is there. By listing your company information you have quick access to a targeted audience of potential buyers in your industry. We are excited to announce two new improvements that will help drive even more traffic to your directory listing:

- Directories are now fully searchable on [snipsmag.com](http://snipsmag.com)
- Related directory results will appear on article pages

[www.snipsmag.com/buyersguide](http://www.snipsmag.com/buyersguide)



The SNIPS website is the sheet metal industry's resource for the latest industry news, feature stories, archived articles, expert knowledge, educational information and so much more!

**snipsmag.com**  
is **BPA-Audited**



**12,076**

Average Monthly  
Page Impressions

**3,119**

Average Monthly  
Unique Browsers

Source: June 2014 BPA Brand Report

**More Options  
Than Ever!**

Snipsmag.com offers a diverse portfolio of online products to expand your reach and grow your business. Reach the audience YOU want to target with [www.snipsmag.com](http://www.snipsmag.com).

## Leaderboard

(728 x 90)

Most prominent position on the website.

## Medium Rectangle

(300 x 250)

Prime position surrounded by content.

## Rectangle

(180 x 150)

2 adjacent spots below the fold.

## Wide Skyscraper

(160 x 600)

Run of site, except on the home page.

## Topic Sponsorship

Ad package for targeted editorial, includes wide skyscraper and medium rectangle ads

## Article Sponsorship

Sponsor an article and your rectangle ad appears with the article for life

## Rich Media

Sponsor an article and your rectangle ad appears with the article for life

**Additional website advertising opportunities are available. Please contact Sally Fraser for more information.**

The screenshot shows the snipsmag.com website interface. At the top, there's a navigation bar with links like 'HOME', 'THE MAGAZINE', 'NEWS', 'REGIMENTS', 'PRODUCTS', 'MULTIMEDIA', 'BLOGS', 'RESOURCES', 'EVENTS', 'BUYER'S GUIDE', 'MOST POPULAR', and 'SUBSCRIBE NOW!'. Below the navigation is a search bar and a 'snips' logo. The main content area features 'LATEST HEADLINES', 'FEATURED', 'BLOGS', and 'NEW PRODUCTS'. A large 'LEADERBOARD' ad is prominently displayed in the center. Below the fold, there are several 'RECTANGLE' ads and a 'MEDIUM RECTANGLE' ad. The sidebar on the right contains sections for 'MARKET RESEARCH', 'CUSTOMER MARKETING', 'EVENTS', 'RESOURCES', and 'BUYER'S GUIDE'. The footer includes the snips logo and the website URL [www.snipsmag.com](http://www.snipsmag.com).

## eNewsletter

### NEW! Responsive Design Boosts Engagement!

The SNIPS eNewsletter provides complete market coverage directly from key industry professionals and gives our subscribers unique industry analysis and hard-to-get industry trend information. Delivered every month to more than 13,000\* recipients, the SNIPS eNewsletter can generate sales leads, promote new products or drive traffic to your website.

### New Responsive Design!

The SNIPS eNewsletter has a new responsive design that allows for optimal viewing on any device. Currently, over 50% of emails are opened on mobile devices<sup>1</sup>. The SNIPS eNewsletter automatically adapts to the size of the screen that it's presented on. Editorial content and advertising is presented in a readable and engaging manner for all readers. As a result, your advertising message will have maximum impact and will look great across any device.

### Ad Options Available:

- Leaderboard (728 x 90)
- Medium Rectangle (300 x 250)
- Videos



## Digital Edition

Combine the look of a print edition with the interactivity of the web! Digital editions are an exact replica of the print issue but with added digital interactivity such as clickable web links, ad view tracking and of course access to view on a laptop or PC.

Digital editions are deployed via email and posted to the SNIPS website for one year — opening your ad up to a wider audience of potential buyers. With a variety of sponsorship and interactive options, you can give your company prominent placement in the digital edition or even add animation, video or audio to your ad.

### DIGITAL AD ENHANCEMENTS INCLUDE:

- Article Text View
- Margin Ads
- Blow-in Card
- Audio
- Belly Band
- Video
- Index Tab
- Gatefold/Barn Door
- Tool Bar Button

## Videos

Use the high engagement factor of video to attract customers like never before. Promote your brand, drive buyers to your website, demo products and experience a lift in sales through online video advertising. With a simple click, your video message can stream to the entire sheet metal and HVAC industry. Contact Sally Fraser for more information.



Recent reader survey revealed...

### Videos Are a Popular Source of Information

- 71% viewed online videos in the last 6 months
- 55% viewed product demonstration videos
- 50% viewed instructional videos

\*Source: June 2014 BPA Brand Report

\*Source: Reader Preference Profile, May 2013

\*Source: Publisher's Own Data

## Online Directories

The SNIPS Online Buyers Guide and Wholesaler & Manufacturer's Rep Directory have 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. Receive preferred placement when you purchase the Premium Package. You'll appear at the top of the search results. <http://directories.snipsmag.com/buyersguide> and [www.findahvacwholesalerorrep.com](http://www.findahvacwholesalerorrep.com)



## Podcasts

Podcasts provide educational and promotional information to industry professionals through audio interviews and presentations. Podcasts are available on demand and can be played online or transferred to a portable device. Sponsor your own exclusive, custom podcast or gain exposure to a growing audience by sponsoring an editorial podcast. For more information, contact your sales rep or visit <http://portfolio.bnppmedia.com/podcasts>.



## Webinars

Let the SNIPS Webinar program help you stand out from the rest. We'll increase brand awareness and interest in your products while managing every detail surrounding the event. Multiple promotions are created and deployed to position you as a leader in your industry. Plus, receive 150 qualified registration\* leads and add on our NEW continuing education accreditation to generate even higher viewership. Frequency and advertiser discounts available. For webinar tips, samples and more information, contact your sales rep or visit: <http://portfolio.bnppmedia.com/webinars>.



(\*Source: 2014 Avg. BNP Media Webinar Registration Leads)

## Social Media

Collaborate together with SNIPS to create a smart social media strategy that communicates with customers and prospects. Broadcast your company's message to our entire fan base while driving traffic to your website, reaching potential customers and expanding your audience! SNIPS offers a number of opportunities for audience engagement through Facebook, Twitter, LinkedIn, YouTube and QR codes. Partner with SNIPS to build a social presence for your brand! Not yet involved in social media? Let us build, design, and organize the accounts for you with social startup plans! Contact your sales representative for more information.



# Marketing Services

## Final Cut eLeads

### Lead Generating Email Blast Sent to Subscribers

We understand that sales leads are very important. That's why we've created a new lead-generating email blast, "Final Cut," that is sent to our subscribers every month. This email contains logos and descriptions of each company that advertises in SNIPS for that month. Subscribers can click on the names and logos to contact advertisers, and the advertisers will receive the leads. This blast is free for our display advertisers!

## List Rental

### Reach SNIPS Subscribers by Mail, Email or Phone

The most powerful, responsive list of sheet metal and HVAC professionals are just a call away. Complement your advertising program and introduce new products by renting SNIPS' exclusive subscriber list. Contact Kevin Collopy of InfoGroup kevin.collopy@infogroup.com or 845.731.2684.

## Clear Seas Research

### Making the Complex Clear

Your industry-focused market research partner — providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations



Capturing feedback via quantitative surveys (online, phone, mail or in-person) or qualitative experiences (one-on-ones, focus groups, or bulletin boards); we present results that are easily understood, insightful and actionable.

GET STARTED NOW. Contact Clear Seas Research at (248) 786-1619 or connect@clearseasresearch.com.  
www.clearseasresearch.com



orangetap

snips

## Content Marketing Services

Orangetap equips your brand with the editorial and publishing resources of SNIPS to help market and capture the attention of your customers.

### 3 High-Impact Strategies to Connect with Readers & Earn Leads

Orangetap and SNIPS take the work out of generating leads with co-branded Deployments. We'll promote your content to our readership, co-branded with SNIPS to improve deliverability and open rates. We'll automatically supply you with leads.

- 1) **Content Blast** -- Promote Proprietary Editorial or Educational Content on Your Site
- 2) **High-Value Media Download** -- Connecting Readers to Download a Content Piece on Your Site
- 3) **Interactive Product Spotlights** -- Readers Explore Your Product with this Engaging Multimedia Experience

### Need Content? We can help!

Orangetap can help you plan and create fresh, unpublished, industry-relevant content every single month:

- Blogs, Articles or Technical Papers
- Case Studies
- Press Releases

To learn more about our services or to quote out a project, please contact your sales representative.



## 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 Renee Schuett at 248-786-1661 or schuettr@bnpmedia.com for more information.

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snips

www.snipsmag.com

# 2015 Print Rate Card

## Black & White Rates

Ad Size	Dimension	1x	3x	6x	12x	18x	24x	36x
Full Page	7" x 10"	\$4,185	\$4,045	\$3,790	\$3,660	\$3,540	\$3,420	\$3,320
2/3 Page	4 1/2" x 10"	\$3,115	\$2,965	\$2,720	\$2,630	\$2,525	\$2,415	\$2,315
1/2 Island	4 1/2" x 7 1/2"	\$2,685	\$2,550	\$2,280	\$2,285	\$2,180	\$2,115	\$2,045
1/2 Horizontal 1/2 Vertical	7" x 4 7/8" 3 3/8" x 10"	\$2,220	\$2,220	\$2,045	\$1,975	\$1,900	\$1,830	\$1,760
1/3 Horizontal 1/3 Vertical 1/3 Square	7" x 3 1/4" 2 1/4" x 10" 4 1/2" x 4 7/8"	\$1,620	\$1,550	\$1,405	\$1,370	\$1,310	\$1,245	\$1,195
1/4 Horizontal 1/4 Vertical	7" x 2 3/8" 3 3/8" x 4 7/8"	\$1,160	\$1,160	\$1,080	\$1,030	\$990	\$950	\$905
1/6 Horizontal 1/6 Vertical	4 1/2" x 2 1/4" 2 1/4" x 4 7/8"	\$820	\$790	\$725	\$690	\$655	\$620	\$585
1/8 Horizontal 1/8 Vertical	3 3/8" x 2 3/8" 2 1/4" x 3 3/4"	\$630	\$540	\$540	\$520	\$500	\$490	\$465

## 4-Color Rates

Ad Size	Dimension	1x	3x	6x	12x	18x	24x	36x
Full Page	7" x 10"	\$5,415	\$5,275	\$5,025	\$4,890	\$4,770	\$4,660	\$4,550
2/3 Page	4 1/2" x 10"	\$4,350	\$4,195	\$3,950	\$3,860	\$3,755	\$3,650	\$3,545
1/2 Island	4 1/2" x 7 1/2"	\$3,915	\$3,780	\$3,580	\$3,515	\$3,410	\$3,345	\$3,275
1/2 Horizontal 1/2 Vertical	7" x 4 7/8" 3 3/8" x 10"	\$3,580	\$3,450	\$3,275	\$3,205	\$3,135	\$3,060	\$2,990
1/3 Horizontal 1/3 Vertical 1/3 Square	7" x 3 1/4" 2 1/4" x 10" 4 1/2" x 4 7/8"	\$2,845	\$2,785	\$2,640	\$2,600	\$2,540	\$2,475	\$2,425
1/4 Horizontal 1/4 Vertical	7" x 2 3/8" 3 3/8" x 4 7/8"	\$2,460	\$2,390	\$2,305	\$2,260	\$2,220	\$2,180	\$2,135
1/6 Horizontal 1/6 Vertical	4 1/2" x 2 1/4" 2 1/4" x 4 7/8"	\$2,050	\$2,020	\$1,960	\$1,920	\$1,885	\$1,860	\$1,815
1/8 Horizontal 1/8 Vertical	3 3/8" x 2 3/8" 2 1/4" x 3 3/4"	\$1,860	\$1,815	\$1,775	\$1,755	\$1,730	\$1,720	\$1,695

## CLASSIFIED AD 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 [occonnorm@bnpmedia.com](mailto:occonnorm@bnpmedia.com) for more information.

### Display Classifieds

1x	2x	6x	12x
\$150	\$145	\$135	\$125

### Line Classifieds

1x	2x	6x	12x
\$165	\$160	\$155	\$150

## 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.

## PUBLICATION AND 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.

## SHIPPING INSTRUCTIONS

Ship materials, insert samples, insertion orders, etc. to:

Karen Talan, SNIPS Production Manager

2401 W. Big Beaver Road, Ste. 700, Troy, MI 48084

Ph: 248.244.6246, [talank@bnpmedia.com](mailto:talank@bnpmedia.com)

FTP Login Information: <http://upload.bnpmedia.com>

## COVER CORNER TAG

The corner tag ad space is available in the lower right hand corner of the cover and provides advertisers with a unique high-impact opportunity to reach contractors. Purchase a full-page ad in SNIPS and receive a corner tag (in the same issue) for \$1,500 gross.

- Live Area: 2.625" x 2.625"  
(3/8 without trim)
- Trim Size: 3" x 3"
- Bleed Size: 3.125 x 3.125

> Rates are effective January 1, 2015

> Rates are gross unless otherwise noted

# Contacts



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