HOTLINE ADVERTISING RATES 2011

The official publication of the PLUMBING & MECHANICAL ASSOCIATION of GEORGIA

NAME OF PUBLICATION
Hotline

FORMAT
Newsletter, 8.5" x 11", one color
6-12 pages

FREQUENCY
Bi-Monthly, first of second month

CLOSING DATE
Camera ready art required by 20th of month

ADVERTISING AVAILABLE
Full page – actual ad. size 7.0" x 10.0"
½ page – actual ad. size 7.0" x 4.75"
¼ page - actual ad size: Vertical 4 3/4" tall x 3 3/8" wide
Horizontal - 3 1/8" tall x 4 3/8" wide

CIRCULATION
The Hotline is read by the owners and top managers of 400 plumbing & mechanical firms in Georgia.

COST	**Rate - this amount is due to PMA regardless of agency percentage.**
Full page	$450
½ page	$300
¼ page	$200
Inserts	8 ½ x 11" inserts may be provided and will be billed at the Full Page rate.

Multiple insertion discount (ad block must be paid in advance):

3x	10%
6x	15%
12x	20%

TERMS
All rates are net.
Payment due upon receipt of invoice.
Visa, MasterCard, accepted.

Contact Ellen Whitaker for available dates.

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