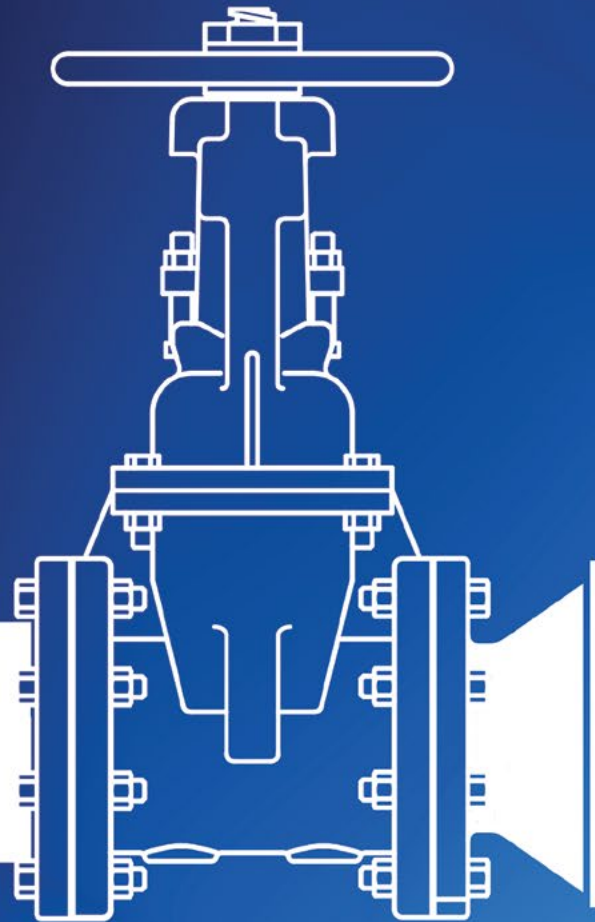


# Media Kit 2017



**BP**PS  
BACKFLOW PREVENTION  
& PLUMBING STANDARDS



---

# DEDICATED TO PROTECTING OUR MOST PRECIOUS RESOURCE

---



Over the past three years, Backflow Prevention and Plumbing Standards [BPPS] has cemented its standing as a premier source of information for and about the backflow prevention and plumbing industry. Each month, subscribers receive a magazine packed cover to cover with relevant and insightful articles and features laser focused on the professional interests of backflow prevention assembly installers, repairers, surveyors, and testers, as well as contractors, plumbers, sprinkler fitters, irrigation personnel, water utilities, water operators, inspectors, and manufacturers.

In 2017, we intend to expand circulation beyond our more than 13,000 readers in the United States and abroad, furthering our reputation as a showcase for new products, services, and projects encountered by those in our industry. Our dedicated advertisers have an opportunity to both fuel and directly benefit from that increased outreach. We hope you'll join us for another year.

Distributed monthly in both print and digital formats, BPPS magazine will focus on cross-connection control and backflow prevention, including articles about municipal water programs, plumbing industry news/updates, backflow repair and replace instructions, and business tips for contractors.

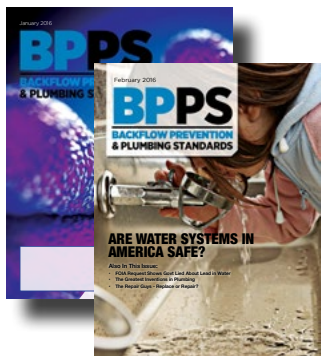
The publication will also concentrate on the issues and innovations that are affecting the irrigation, inspection, fire sprinkler, plumbing, and mechanical industries.

BPPS is committed to staying true to our roots with the most interesting variety offered in any publication, with monthly features and regular columns. Features such as Inside the Industry, Test Your Skills, and The Repair Guys promise to educate industry professionals with up-to-date and current events, products, standards, and so much more.

We invite and encourage you to review the advertising rate card and interact with BPPS magazine. The current circulation and readership figures are impressive, and BPPS is intent on increasing them. The rates remain highly affordable, presenting your company with an excellent opportunity for a return on the investment.

To reserve advertising space, discuss advertising programs, or submit materials, please contact Kim Curtis, BPPS magazine administrator, by telephone at (855) 536-2800, or by email at [kim.curtis@iapmo.org](mailto:kim.curtis@iapmo.org). For editorial content please contact Cindy Most, editor, by telephone at 540-858-2686, or by email at [cindy.most@iapmo.org](mailto:cindy.most@iapmo.org).

The entire staff of BPPS magazine looks forward to working with you now and throughout the coming years in the interest of water system safety worldwide! For more information, you may visit our website at [www.iapmobpps.org](http://www.iapmobpps.org).



---

**55%**  
**INSTALLERS**

**27%**  
**INSPECTORS**

**39%**  
**CONTRACTORS**

[Overlap between these segments.]

# PRODUCTION SPECIFICATIONS



## EFFECTIVE 2017

Advertisers will schedule advertising through an Insertion Order Sales Agreement, specifying all details about their ad, including but not limited to frequency, size, color, rate and contract period. Advertisers who do not complete their frequency within their contract year will be short-rated to the appropriate earned rate.

Commissions are paid to recognized Ad Agencies at the rate of 15% of gross billing. See Insertion Order for information.

The publisher reserves the right to accept, classify, cancel, edit or reject any advertisement deemed in poor taste, or not in the best interest of our readers.

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 (including logos, photos and copy) which are submitted and printed and shall hold the publisher harmless against any demands, claims or liability arising from the publication of said advertising.

## GENERAL

Printed on coated 80# gloss book stock. Sheetfed. Saddle stitched. 175 lpi. Trim size: 8.5" x 11"

## MEDIA

Electronic copies only. Files less than 10MB can be sent to [tim.denhartog@iapmo.org](mailto:tim.denhartog@iapmo.org). Files 10MB or larger must be sent via [www.hightail.com](http://www.hightail.com) or [www.wetransfer.com](http://www.wetransfer.com).

## ACCEPTED FILE FORMATS

PDF files are preferred. Packaged Adobe InDesign, Adobe Illustrator, Adobe Photoshop and TIFF files are also accepted. Packaged program files must include all links and fonts.

## ARTWORK REQUIREMENTS

Use 300dpi for image resolution. Embed or include all fonts (unless type has been converted to outlines or rasterized). Use a color space of CMYK or grayscale only. Pantone, RGB and LAB colors must be converted to CMYK.

## BLEED REQUIREMENTS

Bleeds are only offered for full-page ads. Full-page ads with bleeds must be sized to 8.5" x 11", with 1/8" bleeds on all sides (live area: 8" x 10.5"; trim size: 8.5" x 11"; bleed size: 8.75" x 11.25").

Full page ads that do not use bleeds must be sized to 8" x 10.5"

## PRODUCTION CHARGES

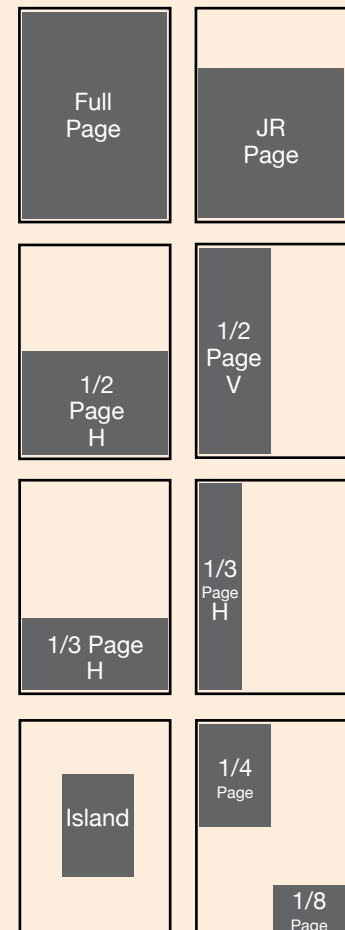
PDF proofs can be provided, upon request, at no cost for review & approval. Prevailing pricing for scans, touch-up, copy changes or corrections, etc. Minor changes, corrections or color conversions to advertisers' digital files can be provided free of charge.

**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 nonrefundable.

AD	WIDTH	HEIGHT
Full Page	8.5"	11"
JR Page	7.5"	6.75"
1/2 Page (V)	3.65"	10"
1/2 Page (H)	7.5"	5"
1/3 Page (V)	2.35"	10"
1/3 Page (H)	7.5"	3.75"
1/4 Page	3.65"	5"
1/8 Page	3.65"	2"
Island	4.75"	6"

## AD SIZES (LIVE AREA)

Live area for this publication is 8" W x 10.5" H. Bleed is only offered on full-page ads (see bleed requirements).



# 2017 AD RATES

Month	1x	3x	6x	12x
Full Page	\$1955.00	\$1685.00	\$1425.00	\$1175.00
JR Page 2/3 page	\$1615.00	\$1355.00	\$1100.00	\$860.00
1/2 Page (V/H)	\$1060.00	\$915.00	\$775.00	\$640.00
2/3 V	\$1390.00	\$1180.00	\$995.00	\$825.00
Island	\$855.00	\$800.00	\$750.00	\$705.00
1/3 Page (v/h)	\$775.00	\$650.00	\$530.00	\$415.00
1/4 Page	\$620.00	\$545.00	\$475.00	\$410.00
1/8 Page	\$385.00	\$315.00	\$250.00	\$200.00
Premium Positions	Inside Front [+40%], Inside Back [+30%], Back Cover [+50%], Specific page placement [+15%]			

# EDITORIAL SCHEDULE

Month	Editorial/Art Deadline	Ad Space Closing	To Printer	Distributed
<b>January</b>	November 9	November 16	November 28	December 16
<b>February</b>	December 7	December 14	December 26	January 11
<b>March</b>	January 9	January 16	January 26	February 12
<b>April</b>	February 9	February 16	February 26	March 12
<b>May</b>	March 9	March 16	March 26	April 9
<b>June</b>	April 7	April 14	April 24	May 8
<b>July</b>	May 9	May 16	May 26	June 9
<b>August</b>	June 9	June 16	June 26	July 10
<b>September</b>	July 7	July 14	July 24	August 7
<b>October</b>	August 9	August 16	August 26	September 9
<b>November</b>	September 8	September 15	September 25	October 9
<b>December</b>	October 6	October 13	October 23	November 6

# EDITORIAL CALENDAR

Month	Feature Article	Feature Article	Feature Article	Feature Article	Repair Guys	Test Your Skills
<b>January</b>	Water Treatment	Rainwater Catchment Filtration	Food Service Water Treatment	Reverse Osmosis Water Efficiency	Febco LF850	Non-Testable Devices
<b>February</b>	ASSE Update	The Most Common Mistakes Made with Backflow	East VS West	Fire Organizations	Hydraulic Problems and troubleshooting	Backpressure and Water Hammer Effect
<b>March</b>	ASSE Update	Top 10 Plumbing / Backflow Issues	Wastewater vs Recycled Water Programs	Fire Test 50 Q's & A's	Physical problems and troubleshooting	Recycled and Gray Water Cross-Connections
<b>April</b>	Hydronic Heating and Cooling	Fundamentals of Radiant Design	Case Study of Cost Savings through Radiant Design	Solar Approaches to Radiant Heating	Watts 774/774X	The Physical Air-Gap
<b>May</b>	ASSE Update	What Happens During Catastrophe's	North VS South	New Technology in the Fire Industry	Backflow Repair Tools	Test Procedures in Use Today
<b>June</b>	ASSE Update	Plumbing Organizations	What's New in Irrigation Backflow	Backflow VS No Backflow	Apollo DC4A	Reduced Pressure Principle Assemblies
<b>July</b>	Topic: Health and Safety Issue	Occupational Work Hazards	Techniques and Technologies for Reducing Bacteria and Viruses in Drinking Water	Testing and Maintaining Water-based Fire Sprinkler Systems	Wilkins 375ADA	Fire Protection Systems and Backflow Prevention
<b>August</b>	ASSE Update	New Technology in Plumbing	What's New in CCC	Irrigation Test 50 Q's & A's	4" Derringer RPA	High Hazard Protection
<b>September</b>	ASSE Update	Water Utility Organizations	Irrigation Cross Connection	Fire Service Main's	Apollo 40-600	Double Check Valve Installations
<b>October</b>	Standards and Regulations	Update on Low Lead Legislation	The Next Wave of Regulations	Tankless Water Heaters Used as Temperature Control Devices	Watts 757	Irrigation Back-flow Issue
<b>November</b>	ASSE Update	Plumbing Test 50 Q's & A's	Water Utility Maintenance Program	Water Based Fire Protection	Backflow Repair Tools	Vacuum Breakers
<b>December</b>	ASSE Update	Code / Regulation Updates / How it Affects You	Dangers Lurking Just Around the Corner	Irrigation Organizations	Ames 4000B	Listing Approvals in the Cross-Connection Industry

The colors represent a focus on the following:

- Water Utility
- Irrigation
- Plumbing
- Fire

