

## REFLECTING SUCCESS IN THE POOL & SPA INDUSTRY

No other publication in the industry has more influence and technical expertise behind it than *AQ Magazine*. More than 9,000 decision makers in the pool, spa and hot tub industry turn to *AQ Magazine* for news and information, applications, case studies and regulatory information. Our readers are passionate about what they do and savvy about how to do it. They choose *AQ* for industry standard straight talk and access to business tools and resources found nowhere else.

REFLECTING SUCCESS  
IN THE POOL AND SPA INDUSTRY

# 2014 MEDIA PLANNER RATE CARD

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***AQ Magazine* is the official magazine of the Association of Pool & Spa Professionals (APSP).**



# REACH YOUR TARGET AUDIENCE WITH AQ

AQ provides exclusive access to a highly experienced and trained audience of professionals through a multiplatform presence that includes print and digital editions, newsletters, social media, and a recently relaunched website, **AQTheMagazine.com**. Now you can promote your brand, develop sales leads and engage with our members on a deeper level. Our members and readers are the decision makers in the industry, and include:

- Presidents
- CEOs
- Vice Presidents
- Directors
- Managers
- Supervisors
- Retailers
- Owners
- Builder & Service Companies
- Commercial Facilities (Resorts & Public Schools)
- Pool Management Companies

## ABOUT APSP

The Association of Pool & Spa Professionals (APSP) is the world's oldest and largest association representing swimming pool, hot tub, and spa manufacturers, distributors, manufacturers' agents, designers, builders, installers, suppliers, retailers, and service professionals. Dedicated to the growth and development of its members' businesses and to promoting the enjoyment and safety of pools and spas, APSP offers a range of services, from professional development to advancing key legislation and regulation at the federal and local levels, to consumer outreach and public safety. APSP is the only industry organization recognized by the American National Standards Institute to develop and promote national standards for pools, hot tubs and spas. For more information, visit **APSP.org**.



## OUR READERS

AQ is a quarterly magazine dedicated to enhancing the business success of pool and spa business owners and managers. Readers of *AQ Magazine* are:

- **OVER TWICE AS LIKELY AS NON MEMBERS TO SELL PRODUCTS OR SERVICES ON THEIR WEBSITES.**
- **MADE OVER 10X AS MUCH AS NON APSP MEMBERS IN 2012.**
- **DECISION MAKERS WITH PURCHASING POWER.** Pools and spas represent a \$20 billion a year industry. 30.1% of our readers report being at the owner level, with the second highest (25.3%) reporting being at the manager level.
- **HIGHLY ENGAGED IN PRINT AND ONLINE.** 93% of readers said that the magazine was relevant to their job. 78% said they read at least half of the print issue and read the digital version all the time or sometimes.
- **MORE LIKELY TO CONSIDER PURCHASING PRODUCTS AND SERVICES** from companies that advertise in APSP's publications. 50% of readers had visited an advertiser's website as a result of the ad. 33% had discussed an ad with others. 28% had contacted a company for more information. 27% had referred an ad to someone else in the company.

**On the cover:** 2013 APSP International Awards of Excellence® Winner Pool Environments of Plano, TX

## Q1 (Growth, Renovation and Building)

- Tips on Recruiting Young Professionals
- How to Become a Certified Building Professional (CBP)
- Beyond Concrete: Installation Techniques
- Estimating Accurate Job Costs
- New Cleaning and Maintenance Products
- **BONUS DISTRIBUTION:**
  - Southwest Pool & Spa Show      January 16-18
  - Mid-America Show                    January 27-30
  - Atlantic City Pool & Spa Show    January 27-30
  - Southeast Pool & Spa Show        February 3-7
  - United Aqua Group                  February 3-7
  - Orlando Pool & Spa Show          February 21-22
  - Carecraft Annual Meeting         February 24-28
  - Western Pool & Spa Show          March 13-15

## Q2 (Green Issue)

- Succession Planning in the Industry
- Reaching Customers On Air, In Print and On Screen
- The World of Recreational Water Foundation
- Tips on Designing a Green Pool
- Solar-Power Technology, Pool Heating Options and Pool Covers
- Partnering with Other Industries To Expand Opportunity

## Q3 (2014 Industry Summit)

- Industry Summit: Facing Change. Taking Charge.
- Sales and Marketing Tactics for the Hot Tub Sector
- Mastering Pool Thermodynamics
- Updates on the International Swimming Pool and Spa Code
- How to Implement Fire Elements with Water
- **BONUS DISTRIBUTION:**
  - 2014 APSP Industry Summit      August 18-20

## Q4 (APSP International Awards of Excellence Edition)

- Plus, highlights of the products used in the award-winning designs

ISSUE	Q1	Q2	Q3	Q4
AD CLOSE	Dec. 18	March 5	May 7	Sept. 24
AD DUE	Jan. 22	March 26	May 29	Oct. 8
PUB DATE	Feb. 17	April 28	June 30	Nov. 7



## IN EVERY ISSUE

- **INDUSTRY INSIGHTS:** The latest developments, economic trends, business drivers and newsworthy legislative issues that impact the pool and spa industry.
- **CUSTOMER CARE:** Helping pool and spa business owners improve their customer service, sales and marketing.
- **KNOWLEDGE:** Practical applications of pool and spa standards and technical codes.
- **HOW-TO:** A tactical approach to stay informed of best practices in the industry.
- **REFLECTIONS** from the President & CEO, **NEWS BRIEFING, TOOL-KIT, INDEX OF ADVERTISERS,** and more...



**74%**  
of readers report taking some kind of action on an advertisement featured in AQ.

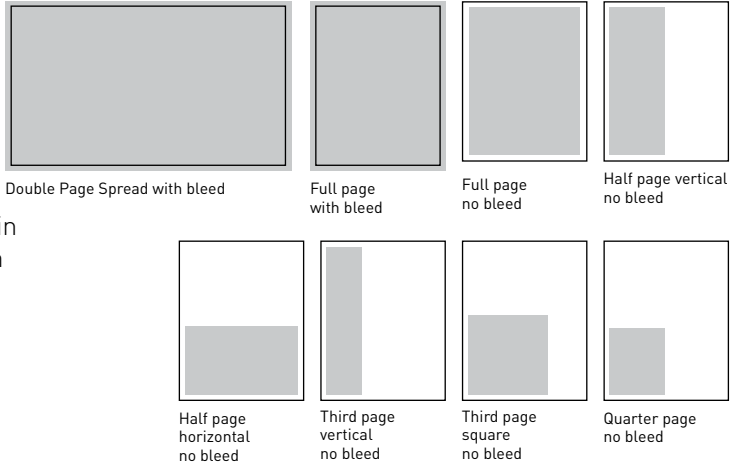
# NET ADVERTISING RATES

## MAGAZINE FULL COLOR ADVERTISING

SIZE	1X	2-3X	4X
Double Page Spread	\$5,554	\$4,997	\$4,493
Outside Back Cover	\$4,640	\$4,325	\$4,042
Inside Front Cover	\$4,220	\$3,905	\$3,622
Full Page	\$3,170	\$2,855	\$2,572
Half Page	\$2,036	\$1,837	\$1,648
Third Page	\$1,522	\$1,364	\$1,228
Quarter Page	\$1,165	\$1,049	\$944

\*Members receive a 5% discount.

Magazine Trim Size: 9 x 10.875 in Binding: Saddle Stitch  
Bleed: 0.125 bleed included on DPS and full page bleed ads  
(please add crop marks outside printable area)



AD SIZE	DIMENSIONS	LIVE AREA
DPS with bleed	18.25 x 11.125 in	17.25 x 10.125 in
Full page with bleed	9.25 x 11.125 in	8.25 x 10.125 in
Full page, no bleed	8 x 9.75 in	7.5 x 9.25 in
Half page vertical	3.875 x 9.75 in	3.375 x 9.25 in
Half page horizontal	8 x 4.75 in	7.5 x 4.25 in
Third page vertical	2.5 x 9.75 in	2 x 9.25 in
Third page square	5.125 x 5 in	4.625 x 4.5 in
Quarter page	3.875 x 4.75 in	3.375 x 4.24 in

\*Note that no bleed ads will be accepted for any size other than DPS & Full Page.

**BONUS:** All advertisers receive a free custom listing in our Index of Advertisers. Your company will be listed along with the page number of your ad.

## AQTHEMAGAZINE.COM ADVERTISING

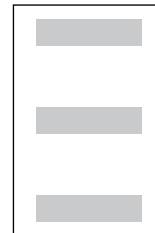
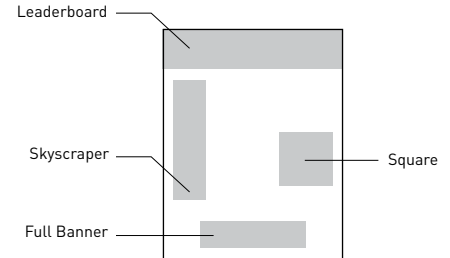
728 x 90 pixels Leaderboard*	\$750 per month	\$2,000 per quarter
300 x 250 pixels Square	\$600 per month	\$1,600 per quarter
160 x 600 pixels Skyscraper	\$650 per month	\$1,750 per quarter

\*Up to three rotating positions available.

## E-NEWSLETTER ADVERTISING\*

Top Horizontal Banner	468 x 60 pixels	\$2,500 net
Middle Horizontal Banner	468 x 60 pixels	\$2,000 net
Bottom Horizontal Banner	468 x 60 pixels	\$1,500 net

\*Exclusive or permanent positions available.



## SPECIAL ADVERTISING & INSERT OPPORTUNITIES

Advertise your products and services by including your flyer, brochure, postcard in the clear plastic bag in which AQ is mailed.

## SURFACES

Belly Band	\$6,237
1-page (2 surfaces)	\$3,170
2-pages (4 surfaces)	\$3,737
Postcard	\$3,170

## INTEGRATED DEALS:

Promote your business in print and digitally – call today to explore bundled advertising opportunities that include print, web and e-newsletter combo packages. Contact Jim Oestmann, Arlington Publishers Representatives at **847-838-0500**.



Contact Jim Oestmann  
today at 847-838-0500 or  
[joestmann@arlpub.com](mailto:joestmann@arlpub.com)  
to reserve your preferred  
placement.

### ADVERTISING SALES:

Jim Oestmann  
Arlington Publishers Representatives, Inc.  
Office 847-838-0500

### EDITORIAL:

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# PRINT SPECIFICATIONS

## ACCEPTABLE FILE FORMATS

- Please supply a hi-res print-ready PDF/X-1a file.
- View specifications at **swop.org** or **adobe.com** (search on PDF/X compliance).
- All fonts must be outlined or embedded.
- All images must be 300 dpi.
- Crop marks and color bars should be outside printable area (.125 in offset).
- Only one ad page per PDF document.

## COLOR

- Color ads must use CMYK color only.
- Do not use Pantone/spot colors.
- All colors must be converted to CMYK, no RGB, LAB or Spot/PMS colors will be accepted.
- Black & white ads should use black only (not 4-color); images should be grayscale.
- 2-color ads should be built from CMYK process.
- Ink density not to exceed 300%.
- Black Text 12 pt. or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).

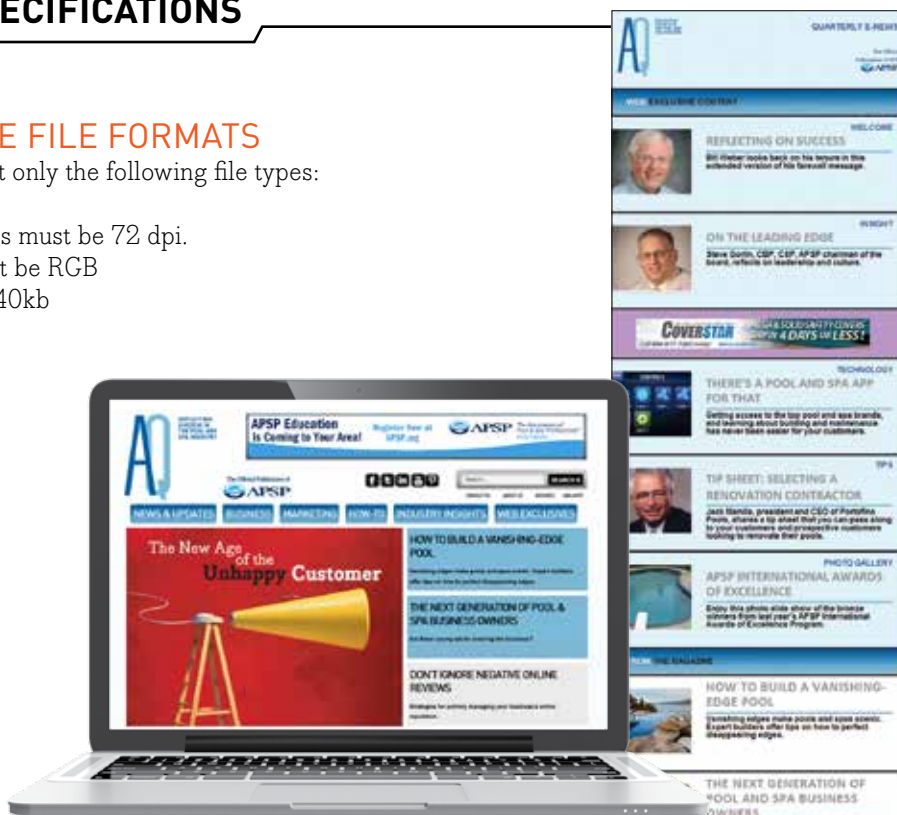
**UNACCEPTABLE PRINT FILE FORMATS:** .jpg, .psd, .ai, .tiff, any Microsoft- Word, Excel, Power-Point or Publisher and Adobe Pagemaker or Freehand files will not be accepted.



# DIGITAL SPECIFICATIONS

## ACCEPTABLE FILE FORMATS

- We will accept only the following file types: jpg, png, gif.
- All web images must be 72 dpi.
- Color ads must be RGB
- Max file size: 40kb



# SUBMITTING FILES

Dropbox is now the preferred method of submitting files. Dropbox is a cloud-based storage system that works seamlessly on all computer platforms.

To upload a file, simply click here:



OR

Sign in to the Dropbox website and upload the file.

## DROPBOX LOGIN INFORMATION:

[dropbox.com/home/AQ](https://dropbox.com/home/AQ)

**User:** glcadsubmit@glcdelivers.com

**Password:** GLCADS-900

(password is case sensitive)

To upload your file, click on the icon at the top of the page.

Select "Choose Files" to locate your file.

You will have the opportunity to select more files to upload, or click "Done."

When the file upload is complete, please click on the email addresses below to send an email notification:

[glcadsubmit@glcdelivers.com](mailto:glcadsubmit@glcdelivers.com),  
[joestmann@arlpub.com](mailto:joestmann@arlpub.com)

Indicate name of file, advertiser name and contact info, and any URL/Link info. Please also include the advertiser name in the file name.

GLC will respond via email if the ad passes preflight or needs corrections.

