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.

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)
- The Worldwide Water Crisis
- Reaching Customers On Air, In Print and On Screen
- The World of Recreational Water Foundation
- National Water Safety Month
- Pool, Spa and Hot Tub Covers
- Partnering with Other Industries To Expand Opportunity

Q3 (2014 Industry Summit)
- How to Manage the Craziness of the Busy Season
- Legal Issues in the Pool, Spa and Hot Tub Industry
- 2014 Yearbook Trends and Statistics
- Updates on the 2015 International Swimming Pool and Spa Code and Other Standards

**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

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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...

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74% of readers report taking some kind of action on an advertisement featured in AQ.
MAXIMIZE YOUR REACH TO THE INDUSTRY’S MOST SUCCESSFUL AUDIENCE—AND POTENTIALLY REACH THE CONSUMER—WITH AQ MAGAZINE AND APSP.ORG INTEGRATED ADVERTISING PACKAGES.

Spread your message across all AQ Magazine platforms in both print and digital advertising. AQ Magazine now offers bundled advertising opportunities that include print, web and e-newsletter options. These integrated packages help maximize your exposure and get the best value for your advertising dollars.

### Platinum Package
- 4 full-page Magazine Ads
- AQtheMagazine.com full year Leaderboard Ad (728 x 90 pixels)
- 2 AQ e-newsletter Top Horizontal Banner Ads (468 x 60 pixels)
- APSP.org full year Square Ad (230 x 230 pixels)

<table>
<thead>
<tr>
<th>Total Package Price</th>
<th>$18,995</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Value</td>
<td>$26,528</td>
</tr>
<tr>
<td>Total Savings</td>
<td>$7,553</td>
</tr>
</tbody>
</table>

**Member Package Price**
- (5% discount) $18,045
- Total Member Savings... $8,483

### Gold Package
- 4 half-page Magazine Ads
- AQtheMagazine.com full year Skyscraper Ad (160 x 600 pixels)
- 2 AQ e-newsletter Middle Horizontal Banner Ads (468 x 60 pixels)
- APSP.org full year Square Ad (230 x 230 pixels)

<table>
<thead>
<tr>
<th>Total Package Price</th>
<th>$13,995</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Value</td>
<td>$24,528</td>
</tr>
<tr>
<td>Total Savings</td>
<td>$10,533</td>
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</tbody>
</table>

**Member Package Price**
- (5% discount) $13,295
- Total Member Savings... $11,233

### Silver Package
- 4 half-page Magazine Ads
- AQtheMagazine.com full year Square Ad (300 x 250 pixels)
- 2 AQ e-newsletter Bottom Horizontal Banner Ads (468 x 60 pixels)
- APSP.org full year Square Ad (230 x 230 pixels)

<table>
<thead>
<tr>
<th>Total Package Price</th>
<th>$9,995</th>
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<tr>
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<td>$19,223</td>
</tr>
<tr>
<td>Total Savings</td>
<td>$9,227</td>
</tr>
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</table>

**Member Package Price**
- (5% discount) $9,495
- Total Member Savings... $9,737

### Bronze Package
- 4 one-third page Magazine Ads
- AQtheMagazine.com full year Square Ad (300 x 250 pixels)
- APSP.org full year Square Ad (230 x 230 pixels)

<table>
<thead>
<tr>
<th>Total Package Price</th>
<th>$6,995</th>
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<tr>
<td>Total Value</td>
<td>$14,552</td>
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<tr>
<td>Total Savings</td>
<td>$7,557</td>
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</table>

**Member Package Price**
- (5% discount) $6,645
- Total Member Savings... $7,907

*A URL IS REQUIRED FOR ALL E-NEWSLETTER AND WEB ADS SO WE CAN DIRECT CUSTOMERS TO YOUR WEBSITE.

Contact Jim Oestmann today at 847-838-0500 or joestmann@arlpub.com to reserve your preferred placement.
**MAGAZINE FULL COLOR ADVERTISING**

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

*Members receive a 5% discount.

**AD SIZE**

<table>
<thead>
<tr>
<th>DPS with bleed size</th>
<th>18.25 x 11.125 in</th>
<th>17.25 x 10.125 in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page with bleed size</td>
<td>9.25 x 11.125 in</td>
<td>8.25 x 10.125 in</td>
</tr>
<tr>
<td>Full page, no bleed size</td>
<td>8 x 9.75 in</td>
<td>7.5 x 9.25 in</td>
</tr>
<tr>
<td>Half page vertical size</td>
<td>3.875 x 9.75 in</td>
<td>3.75 x 9.25 in</td>
</tr>
<tr>
<td>Half page horizontal size</td>
<td>8 x 4.75 in</td>
<td>7.5 x 4.25 in</td>
</tr>
<tr>
<td>Third page vertical size</td>
<td>2.5 x 9.75 in</td>
<td>2 x 9.25 in</td>
</tr>
<tr>
<td>Third page square size</td>
<td>5.125 x 5 in</td>
<td>4.625 x 4.5 in</td>
</tr>
<tr>
<td>Quarter page vertical size</td>
<td>3.875 x 4.75 in</td>
<td>3.375 x 4.24 in</td>
</tr>
</tbody>
</table>

*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**

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

**MORE INTEGRATED DEALS:**

To explore more bundled advertising opportunities that are not offered as part of the AQ integrated packages on page 4 of this media kit, please contact Jim Oestmann, Arlington Publishers Representatives at 847-838-0500.

**ADVERTISING SALES:**

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

**EDITORIAL:**

Lisa Grepps
Director, Marketing & Communications
(703) 838-0083 Ext. 179
lgrepps@apsp.org
Association of Pool & Spa Professionals
2111 Eisenhower Avenue
Alexandria, VA 22314

Contact Jim Oestmann today at 847-838-0500 or joestmann@arlpub.com to reserve your preferred placement.
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
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

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,
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.