

Sheet Metal Journal

www.sheetmetaljournal.com

Western Washington

2018 MEDIA GUIDE



Sheet Metal Journal serves the interests of sheet metal and HVAC contractors, workers, suppliers, and design authorities on the west coast and is the official journal of record for SMACNA-Western Washington. Devoted to covering all aspects of the sheet metal and HVAC sectors of the construction industry, the magazine gives professionals working in the field a forum to share information, keep abreast of news and innovations, and improve communication.

who's reading SMJ-WW?

In addition to SMACNA-Western Washington members, it is mailed to contractors, general contractors, building code and regulatory authorities, manufacturers and distributors, architects, engineers, and other construction professionals.

editorial schedule

Sheet Metal Journal is published four times per year and is packed with project stories, contractor profiles, technical articles, and other information relevant to the industry. Each issue also includes several regular departments including an editorial comment, SMACNA-Western Washington updates, the engineer's desk, technical updates, an eye on safety, a legal column, company profiles, and industry news.

We choose articles that reflect a combination of timely news, association events and interests, and general industry- and business-related topics. We welcome editorial contributions from our valued advertisers and subscribers. If you'd like to see an article covering a specific topic, have interesting industry news, or are working on an interesting project, tell us about it. Contact our editor by phone or email to table your ideas.



reach the BC market

If you're looking to expand your presence and receive more market exposure, consider advertising in both *Sheet Metal Journal-Western Washington* and *British Columbia* editions. *SMJ-BC* has been published since 2006, and is proudly supported by SMACNA-BC. Its membership receives each issue along with architects, specifiers, general contractors, and construction professionals throughout the western provinces. If you want to increase your sales in Western Canada, we've got the right audience for you.

Issue	Editorial	Ad Booking	Ad Due
Winter 2018	November 18, 2017	December 7, 2017	December 11, 2017
Spring	February 20, 2018	March 13, 2017	March 15, 2018
Summer	May 22, 2018	June 12, 2018	June 14, 2018
Fall	August 23, 2018	September 13, 2017	September 17, 2018
Winter 2019	November 19, 2018	December 10, 2018	December 12, 2018



Spring 2017



industry coverage

- Commercial Heating, Ventilating, and Air Conditioning
- Multi-residential Heating and Air Conditioning
- Architectural Sheet Metal
- Industrial Sheet Metal
- HVAC Mechanical & Plumbing
- Testing and Balancing
- Custom Fabrication
- Green Building
- New Technologies

columns

- legislative update
- code changes
- engineer's desk
- technical updates
- legal news
- safety
- industry news
- contractor advice

black and white advertising rates

Frequency	2x	4x	Advertise to the BC Market
Full Page	\$1,179	\$1,095	70% discount on the total cost of your second ad
1/2 Page	\$799	\$769	65% discount on the total cost of your second ad
1/4 Page	\$479	\$439	60% discount on the total cost of your second ad

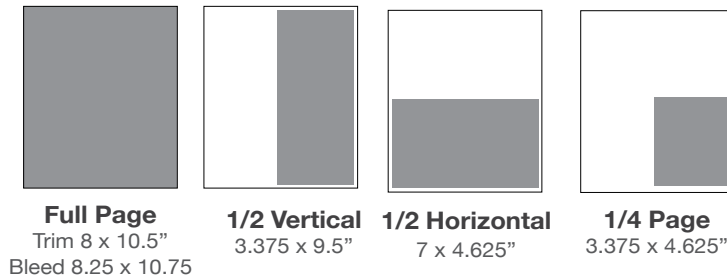
colour

Full Process Colour add \$549 to the black and white rate
 Spot Colour (per colour) add \$149 to the black and white rate

positions

Guaranteed Position..... add 7.5% to total ad cost
 Inside Covers..... add 10% to total ad cost

Rates shown are net. Agencies please add 15%.



file submissions

- Preferred Format: High-resolution PDF. Fonts must be embedded.
- Photoshop: TIFF/EPS. 300 dpi, CMYK.
- Illustrator: AI/EPS. Include all placed images, 300 dpi, CMYK. All fonts converted to outlines.

All ad make-up work to be done in-house submitted past closing will be billed out at \$79 per hour.

website banner advertising rates

All banner advertising is priced at a flat-rate.

Leaderboard ROS (run of site)	728 x 90 pixels	\$79 / month
Masthead ROS (run of site)	234 x 60 pixels	\$69 / month
Big Box Main Page	300 x 250 pixels	\$59 / month

digital submissions

Format: JPG or GIF (static or animated), SWF (30 frames per second using images of 72 dpi. All URLs to be embedded in file).

your SMJ team



Jessica Kirby

Publisher / Editor

Tel: 877.755.2762

Direct: 250.816.3671

jessica.kirby@pointonemedia.com



Christina Tranberg

Account Manager

Tel: 877.755.2762 ext. 1408

Direct: 250.667.0401

ctranberg@pointonemedia.com



Lara Perraton

Creatives

Tel: 877.755.2762 ext. 1407

Direct: 250.714.4973

lperraton@pointonemedia.com