

# 2010 MEDIA PLANNER

# Spray Foam<sup>TM</sup>

M A G A Z I N E

*The Exclusive Publication for the Spray Foam Industry*



# The Only Publication Dedicated to the Spray Foam Industry

**S**prayFoam Magazine is the voice of the spray polyurethane foam (SPF) industry, and is distributed bi-monthly to applicators, manufacturers, distributors, specifiers, general contractors, architects, engineers, and managers, in both the public and private sectors. As the exclusive SPF industry publication, SprayFoam Magazine reaches the largest audience of decision makers, providing practical knowledge to those who specify, sell, and apply SPF.

## SprayFoam Magazine covers:

- Building Envelope—Residential Walls
- Roofing Applications
- Industrial and Commercial Structures
- Cold Storage Facilities
- Tanks
- “Green” Projects
- Specialty Projects

## Features

- Application Case Studies
- Industry Perspectives
- Products and Equipment
- How-To and Technical Presentations

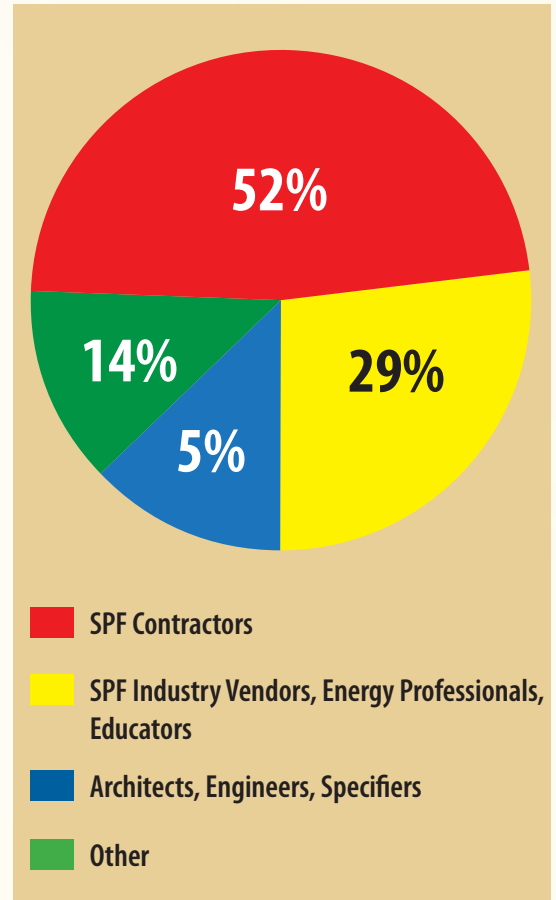
## Departments

- Ask the Expert
- SPFA in Action
- Product News
- Safety First
- Market Point
- Foam Business News

SPRAYFOAM AUDIENCE BY REGION	
Pacific	2,149
Mountain	1,224
West North Central	1,372
East North Central	2,484
New England	787
Middle Atlantic	1,886
South Atlantic	2,712
East South Central	749
West South Central	1,463
<b>TOTAL CIRCULATION</b>	<b>14,826</b>

TOTAL SPRAYFOAM CIRCULATION	
SPF Contractors	7,716
SPF Industry Vendors, Energy Professionals, Educators	4,358
Architects, Engineers, Specifiers	698
Other	2,054
<b>TOTAL CIRCULATION</b>	<b>14,826</b>



# Print Advertising Delivers Results

Print advertising in industry publications continues to reach decision makers effectively and motivate them to action. A study by Harris Interactive revealed that print advertising is the number one source for learning about new products, and that over 75% of decision makers request more information on new products after viewing an advertisement.<sup>1</sup>

As the first and only publication in the SPF market, *SprayFoam Magazine* is dedicated to the professionals who create, equip, and supply the industry. *SprayFoam Magazine* is one of the trusted sources for SPF knowledge, and delivers an exclusive audience of buyers and decision makers seeking products and equipment.

<sup>1</sup>“Business Media Study” conducted by Harris Interactive for ABM, 2006.

*“Huntsman views SprayFoam Magazine as the leading publication for the SPF industry. It has a broad and varied reach, from contractors to architects and developers, making it the ideal outlet for our SPF advertising.”*

Monica Nturu Karamagi, Huntsman

## Advertising supports sales

**88% of marketers state that advertising in publications and Web sites should be part of the sales initiative.** By introducing your SPF products to qualified prospects, your sales team can focus on closing.<sup>2</sup>

<sup>2</sup> “The Corporate Decision Maker’s View of Business Media,” Harris Interactive, Inc.

# Editorial Calendar 2010

ISSUE	ISSUE THEME	TRADE SHOW DISTRIBUTION
<b>February 2010</b> <b>Show Issue</b> Closes 12/11/09 Materials 12/18/09	Commercial Roofs SPF: Exploring the Technology “Green” Aspects of SPF <b>Special Section: Company ProFILE</b>	<ul style="list-style-type: none"> <li>• Spray Foam 2010 (SPFA)</li> <li>• International Roofing Expo (IRE)</li> <li>• Roof Consultants Institute (RCI)</li> </ul>
<b>April 2010</b> Closes 2/19/10 Materials 2/26/10	Commercial Walls Built-Up Roofs Residential Energy Savings	<ul style="list-style-type: none"> <li>• EcoBuild Spring</li> </ul>
<b>June 2010</b> Closes 4/23/10 Materials 4/30/10	Specialty Roofs New Construction SPF: Special Insulation Projects <b>Special Section: Product Spotlight</b>	<ul style="list-style-type: none"> <li>• Western States Roofing Expo (WSRE)</li> <li>• Green Roofs (GRHC)</li> <li>• Florida Roofing, Sheet Metal, and Air (FRSA)</li> </ul>
<b>August 2010</b> Closes 6/25/10 Materials 7/2/10	Residential Building Envelope Commercial Storage Roof Sealing Techniques	<ul style="list-style-type: none"> <li>• West Coast Green</li> </ul>
<b>SPFA Directory</b> Closes 6/25/10 Materials 7/2/10	<b>2011 SPFA Membership Directory &amp; Buyers’ Guide</b>	<ul style="list-style-type: none"> <li>• All Shows Listed</li> </ul>
<b>October 2010</b> Closes 8/27/10 Materials 9/3/10	Tank Insulation SPF: Exploring the Technology Building Envelope	<ul style="list-style-type: none"> <li>• Insulation Contractors of America (ICAA)</li> <li>• Polyurethane 2010 Technical Conference (CPI)</li> <li>• The NAI Coatings Show</li> <li>• Building Envelope Technology Symposium (RCI)</li> </ul>
<b>December 2010</b> Closes 10/22/10 Materials 10/29/10	Residential Walls Commercial Structures Special Insulation Projects Safety Round-Up	<ul style="list-style-type: none"> <li>• EcoBuild Fall</li> <li>• International Builders’ Show (IBS)</li> </ul>

Please note that the publisher reserves the right to change the editorial calendar without prior notification.

# Rates & Specifications 2010

## NO RATE INCREASE!

4-color	1X	3X	6X	9X	12X	15X	18X
Full page	3,934	3,737	3,423	3,226	3,147	3,029	2,951
2/3 page	3,526	3,349	3,067	2,891	2,820	2,715	2,644
1/2 island	3,181	3,022	2,768	2,609	2,545	2,450	2,386
1/2 page	2,955	2,807	2,571	2,423	2,364	2,275	2,216
1/3 page	2,672	2,538	2,324	2,191	2,137	2,057	2,004
1/4 page	2,419	2,298	2,105	1,984	1,935	1,863	1,814
2-color	1X	3X	6X	9X	12X	15X	18X
Full page	3,381	3,212	2,941	2,772	2,705	2,603	2,536
2/3 page	2,856	2,713	2,485	2,342	2,285	2,199	2,142
1/2 island	2,564	2,436	2,231	2,103	2,052	1,975	1,923
1/2 page	2,201	2,091	1,915	1,805	1,761	1,695	1,651
1/3 page	1,890	1,796	1,645	1,550	1,512	1,456	1,418
1/4 page	1,690	1,605	1,470	1,386	1,352	1,301	1,267
Black/white	1X	3X	6X	9X	12X	15X	18X
Full page	2,684	2,550	2,335	2,201	2,147	2,067	2,013
2/3 page	2,203	2,093	1,916	1,806	1,762	1,696	1,652
1/2 island	1,955	1,857	1,701	1,603	1,564	1,506	1,466
1/2 page	1,603	1,522	1,394	1,314	1,282	1,234	1,202
1/3 page	1,306	1,241	1,136	1,071	1,045	1,005	979
1/4 page	1,150	1,092	1,000	943	920	885	862
Special positions	1X	3X	6X	9X	12X	15X	18X
Cover 4	5,508	5,233	4,792	4,682	4,572	4,462	4,351
Cover 2	4,907	4,661	4,269	4,171	4,073	3,975	3,876
Cover 3	4,527	4,300	3,938	3,848	3,757	3,667	3,576
Center spread	15%	15%	10%	10%	10%	10%	10%
Guaranteed position	15%	10%	10%	10%	10%	10%	10%
Bleed	10%	Free	Free	Free	Free	Free	Free

Space Order. Advertisers will be short-rated or credited if, within their contract period, they use an amount of space or number of insertions that earn a rate different from rate at which they have been billed. Publisher reserves the right, on 60-day notice, to revise rates on all advertising contracts. Advertisements will not be accepted from one advertiser to run under another advertiser's contract. Rates and specifications for inserts, gatefolds, cards, and other special units are available upon request.

**Cancellations and Changes:** The publisher is not responsible for ad cancellations submitted after the published Space Closing Date, nor for ad changes or corrections submitted after the Material Closing date for any given issue. The publisher cannot be held responsible for changes or additions to key numbers or illustrations unless proofs of same are pasted on original copy and supplied in writing via fax or mail. All positions are accepted as run-of-book unless a guaranteed special position has been specified and acknowledged in the Space Order contract at prevailing rates.

**Payment Policy:** All payments are due within 30 days of invoice date. The publisher reserves the right to hold the advertising agency and the advertiser jointly liable for all payments. No further ads will be run for advertisers or agencies whose accounts are more than 60 days overdue. For accounts more than 60 days overdue, the agency discount no longer applies.

**Foreign Accounts:** All advertising placed will be invoiced on the fixed U.S. dollars indicated in the signed Space Order. For accounts without established credit, either (a) payment must accompany advertising material or, (b) a Letter of Credit must be established in your behalf payable through our bank.

**Combined Frequency Discounts** are available with concurrent advertising or with multiple insertions in the same issue. Please contact ad sales rep for more details.

**Special Units & Online Advertising:** *SprayFoam Magazine* offers gatefold covers, center-spreads, inserts, bellybands and other special units. Contact your ad sales rep for print ad information and Web site advertising opportunities.

**Display Advertising Sales:** +1 281-228-6276, adsales@nace.org

**Accepted Media:** CD-Rom, FTP-uploaded files, or e-mailed files. Please Stuff all FTP or e-mailed files. Please send Zip files to FTP only.

### Delivery of Ad Materials

#### Express Delivery

*SprayFoam Magazine*  
4501 Mission Bay Dr., Ste 2G  
San Diego, CA 92109  
+1 858-768-0825

#### FTP (unlimited file size, case-sensitive)

ftp.sprayfoam-mag.com  
user id: sfadclient@fourpointpub.com  
password: SprayFoam

#### E-mail (files up to 2 MB)

adservice@SprayFoam-mag.com

#### Fax:

+1 858-272-0622

#### Accepted File Formats

- EPS, TIFF, PDF (see notes). Native files: QuarkXPress (up to 7.x), Adobe InDesign (CS4) Adobe Photoshop (CS4), Adobe Illustrator (CS4). Native files must include all support files and fonts.
- Film may be provided at additional charge for scanning: RRED, 133LS.

*SprayFoam Magazine* is printed DTP on a web offset press, binding is saddle-stitched.

- EPS files should be exported from Acrobat, TIFF files from Photoshop. Exporting an EPS file from Acrobat 4, or saving as an EPS in Acrobat 5-7, insures that all fonts will be embedded in the EPS file. Do not embed EPS files within another EPS file. Nesting EPS files can cause output errors.
- Acrobat Distiller and supplied job options can be used to create PDFs. Distiller job options for *SprayFoam Magazine* may be requested by e-mail adservice@sprayfoam-mag.com. PDF/X1 files are also accepted.

**Fonts:** If you supply an EPS as instructed above, all fonts will automatically be embedded into your file. If supplying a native application file, all screen and printer fonts must be included in a designated folder.

**Graphics:** All screened graphics (CMYK or grayscale) should have an effective resolution of 300 dpi. All bitmap graphics (line art) should have an effective resolution of 600 dpi.

**Note:** When you enlarge a graphic, you are changing the effective resolution. For example, a 300 dpi graphic placed at 200% will have an effective resolution of only 150 dpi.

**Color:** Colors should be correctly defined as four-color process. All RGB, LAB, and index colors must be converted to CMYK. Materials sent in PMS or RGB formats will be separated into CMYK at additional cost to the advertiser. Two-color ads must be composed of process colors; if specific PMS or metallic ink is required, contact sales rep for rate premium.

**Additional Notes:** A color laser proof, output at 100%, with clearly defined color breaks and other important layout information must be supplied with every digital ad in order to ensure correct printing.

- Any ad that is designed to bleed should extend at least 0.125" past the trim.
- On full page ads, all vital copy (text or images) should be no closer than 0.25" to the trim.
- Make sure all colors in the color palette are correctly defined as four-color process. All RGB, LAB, and Index colors must be converted to CMYK or the appropriate spot color.
- Do not use rules less than 0.25 point. (May not appear in the final product.)

*All ads requiring changes at the publisher will be billed to the advertiser at prevailing rates; extensive changes may preclude advertiser from qualifying for an agency discount.*

<p><b>Two-page spread, bleed</b> 16.25" x 10.875" (Trim*)</p>	<p><b>Full page, bleed</b> 8.125" x 10.875" (Trim*)</p>	<p><b>Full page, non-bleed</b> 7" x 10"</p>	<p><b>2/3 page</b> 4.625" x 10"</p>
<p><b>1/2 page island</b> 4.625" x 7"</p>	<p><b>1/2 page horiz</b> 7" x 4.875"</p>	<p><b>1/3 page horiz</b> 7" x 3.25"</p>	<p><b>1/3 page vert</b> 2.125" x 10"</p>
	<p><b>1/3 page square</b> 4.625" x 4.875"</p>		<p><b>1/4 page</b> 3.5" x 4.625"</p>

**General Policies:** The items and conditions of this rate card shall be deemed incorporated in every insertion order or space contract tendered to *SprayFoam Magazine* and shall supersede any inconsistent statements in such order or contract unless modified by written agreement and signed by the publisher. All ad copy is subject to the approval of the publisher, and publisher reserves the right to refuse copy, which, in their sole opinion, may be libelous, unfair, or indecent. The advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from unauthorized use of any names, photographs, images, sketches, or words protected by copyright or trademark law, or use of any other intellectual property not owned by the advertiser in connection with the advertising. Advertisers and their agents agree to indemnify and protect the publisher from such claims, including legal expenses, that may arise as a result of printing and publishing an advertisement.

**Commissions and Discounts:** Advertising agency commission on display advertising is 15% of gross billing to recognized agencies of record on space, color, and position only, provided the account is paid within 60 days from the date of invoice.

**Rate Policy:** Advertisers will be invoiced on the first of the month of the cover date of each issue at the rate specified in the

# Special Sections

*SprayFoam Magazine* offers special sections that create a unique destination for buyers while building brand awareness for your company.



Space Closes: December 11, 2009

## Company ProFILE

Company ProFILE is a special section dedicated to branding your company in addition to display advertising. Tell SPF buyers and decision makers the value of your company. Receive a half-page, 4-color ProFILE for less than 50% of the price of a half-page display ad. Each ProFILE contains a 200-word description, 1-2 photos, company logo, and complete contact information.

### Display advertiser ProFILE rates

1/2 page or larger	\$695
Smaller than 1/2 page	\$795

### Non-advertiser ProFILE rates

With no display ad	\$995
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*All rates net; no agency commission. Does not count toward display ad frequency.*



Space Closes: April 23, 2010

## Product Spotlight

This is the only opportunity in 2010 to be featured in this high-profile section dedicated exclusively to promoting SPF industry products and equipment. The Product Spotlight section is valuable to buyers when making purchase decisions. Each Spotlight is a quarter-page, containing an 80-word description, one product photo or logo, and complete contact information.

### Display advertiser Spotlight rates

1/2 page or larger	\$395
Smaller than 1/2 page	\$495

### Non-advertiser Spotlight rates

With no display ad	\$695
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*All rates net; no agency commission. Does not count toward display ad frequency.*



*SprayFoam-Mag.com* expands the geographic readership of the magazine, reaching SPF industry decision makers worldwide. Contact your sales representative for information on combination packages and customizing your online advertisement.

## Material Specifications

- GIF, JPG, and SWF (Flash) images are accepted
- Header ad (728 x 90 pixels)
- Featured sponsor ad (300 x 250 pixels)
- Supporter ad (125 x 125 pixels)
- Footer ad (460 x 60 pixels)

## Web Site Ad Rates

Header Ad	Weekly Rate: \$500
Featured Sponsor Ad	Weekly Rate: \$500
Supporter Ad	Weekly Rate: \$150
Footer Ad	Weekly Rate: \$250

## Expand Your Web Presence

*The digital edition of SprayFoam Magazine provides the same content as the print issue with hyperlinked Web and e-mail addresses and the ability to click through ads.*

- Increase Web traffic with a featured advertisement
- Access articles instantly from current and past issues
- Search the digital issue by title, author, or key word

The screenshot shows the SprayFoam Magazine website interface. At the top, there is a red header ad area labeled "Header Ad (728 x 90 pxl)". Below this is the website's navigation bar with the "SprayFoam" logo and "NACE International" branding. A search bar is located on the right side of the navigation bar. The main content area is divided into several sections:

- Left Column:** A "FREE SUBSCRIPTION! ORDER YOURS NOW" banner, followed by "In this issue:" with a list of articles and a "VIEW DIGITAL ISSUE" link. Below this is a "SPF New Products & Industry News" section with a list of news items.
- Right Column:** "Top Articles" section featuring articles like "Fairytale Ending for SPF Dream Home", "SPF and Kitty Litter Help Fix Produce Cooler", "Fire Safety Fueled by SPF", and "White Paper: Metal Buildings & Metal Roofs".
- Bottom Right:** A video player titled "SprayFoam Application" showing a person applying foam insulation.

On the right side of the page, there are several ad placements:

- A large red "Featured Sponsor Ad (300 x 250 pxl)" area.
- A "SprayFoam Spotlight 2009" graphic.
- A "Supporter Ad (125 x 125 pxl)" area with the GRACO logo.
- Logos for CERTASPRAY and HUNTSMAN.
- The SPFA (Spray Polyurethane Foam Alliance) logo.

At the bottom of the page, there is a footer with contact information and a red footer ad area labeled "Footer Ad (460 x 60 pxl)".

# 2011 SPFA Membership Directory and Buyers Guide



SPFA members account for more than \$300 million buying power within the growing SPF industry. The *2011 SPFA Membership Directory and Buyers' Guide* keeps SPFA members connected, and contains company listings, information on SPFA membership, Accreditation Courses, and available industry literature.

Printed and distributed annually, the directory goes to 2,500 SPF professionals, including members of SPFA and *SprayFoam Magazine* readers. Additional copies of the directory are distributed throughout the year at industry events, including Spray Foam 2011.



MECHANICAL REQUIREMENTS		
AD SIZE	WIDTH	HEIGHT
2 page spread trim	10.75"	8.375"
Full page trim	5.375"	8.375"
Full page live area	5.00"	8.00"
1/2 page horizontal	5.00"	3.5"
1/4 page horizontal	5.00"	1.5"
1/4 page vertical	2.25"	3.5"
Business card ad	2.25"	1.5"

RATES						
4-color	1X	3X	6X	9X	12X	15X
Full page	2,475	2,400	2,280	2,175	2,130	2,100
1/2 page	1,976	1,925	1,855	1,795	1,755	1,735
1/4 page	1,575	1,545	1,503	1,468	1,449	1,437
2-color	1X	3X	6X	9X	12X	15X
Full page	2,150	2,075	1,955	1,850	1,805	1,775
1/2 page	1,651	1,600	1,530	1,470	1,430	1,410
1/4 page	1,250	1,220	1,178	1,143	1,124	1,112
Black/white	1X	3X	6X	9X	12X	15X
Full page	1,500	1,425	1,305	1,200	1,155	1,125
1/2 page	1,001	950	880	820	780	760
1/4 page	600	570	528	493	474	462
Special positions	1X	3X	6X	9X	12X	15X
Business card (BW only)	395					
2 page spread	4,826	4,680	4,446	4,241	4,154	4,154
Cover 4	3,589	3,480	3,306	3,154	3,089	3,045
Cover 2	3,094	3,000	2,850	2,719	2,663	2,625
Cover 3	2,846	2,760	2,622	2,501	2,450	2,415
Center spread	5,309	5,148	4,891	4,665	4,569	4,505
Guaranteed position	15%	10%	10%	No Charge	No Charge	No Charge

## Who receives the SPFA Membership Directory and Buyers' Guide?

- Directors of purchasing
- Directors of marketing
- Technical directors
- Distributors of SPF, equipment, and protective coatings
- Contractors
- Architects
- Building owners
- Engineers
- Consultants
- Inspectors
- Surface preparers
- Manufacturers

**Special units are available to increase brand awareness.**

*Contact your sales representative for details.*

All rates are NET; no agency commission applies. All members in good standing with Spray Polyurethane Foam Alliance (SPFA) may deduct 5% from these rates. Combined frequency discounts are available and may be applied based on rates earned in *SprayFoam Magazine* or other NACE International magazines.

# Spray Foam<sup>TM</sup>

M A G A Z I N E

4501 Mission Bay Dr.  
Suite 2G  
San Diego, CA 92109  
Voice: +1 858-768-0825  
Fax: +1 858-272-0622

A NACE International Publication.



[www.sprayfoam-mag.com](http://www.sprayfoam-mag.com)

THE CORROSION SOCIETY