

PHCC-TEXAS INDUSTRY BRIEFS

REACH

2,100

PLUMBING, HEATING, AND COOLING PROFESSIONALS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view. [Click here to advertise in this news brief.](#)

Mobile version RSS Subscribe Unsubscribe
PHCC Home Page Apprenticeship Membership Classes About Sept. 17, 2010

MOEN
Buy it for look. Buy it for life.[®]
Classic Collection. New Finish.

Industry Briefs
News and information resources from the Plumbing-Heating-Cooling Contractors of Texas

Heating/air-conditioning is a hot field for future jobs
Press of Atlantic City
Anyone who just spent three months sweating nonstop in southern New Jersey will have no trouble believing that air-conditioning contractors had a lucrative summer. They may not realize just how much the industry is expected to grow in the years to come, regardless of the weather. The federal Bureau of Labor Statistics counted 308,200 heating, ventilation, air-conditioning and refrigeration workers in 2008 and expects to see 394,800 by 2018, a 28 percent increase. [MORE](#)

BRADFORD WHITE
Water Heating, Combination Heating, Storage Tanks...
[CLICK HERE!](#)

ICOM
Introducing the new ICOM...
[CLICK HERE!](#)

AND INTRODUCING THE NEW ICOM SYSTEM
[CLICK HERE!](#)

NIBCO
Ahead of the Flow
NIBCO's products are used in residential, commercial construction, industrial and irrigation markets, worldwide. [More info](#)

THE BOLD LOCK KOHLER

BIM is not just 3D modeling
Plumbing Engineer
Building information modeling, or BIM, has been widely portrayed as 3D modeling. Certainly, a 3D model is the foundation of BIM, but it is so much more than that. As this technology grows so rapidly, most draftsmen have barely scratched the surface of what it is capable. More unsettling is that the individuals in management who write contracts for BIM don't understand the pitfalls associated with it. Sadly, Wikipedia has a better understanding of BIM than most engineers in the industry. Make no mistake; in the next 10 years, someone will lose a fortune from the liabilities inherited in a BIM contract. [MORE](#)

New cost-effective pipe fitting system
Engineering News
The use of the cost-effective polypropylene/polyethylene (PP/PE) Plomyclick push-fit connection system for cross-linked polyethylene (PE-X) and multi-layer pipes (MLP) comprising PE-X, aluminum and PE-X for applications, such as underfloor heating, has proved popular, reports manufacturer of water reticulation, drainage pipe and fitting systems DRI Plastics product manager Leonardo Steffano. Plomyclick entered the South African market, in October 2009, at a difficult time for the construction industry. After five years of accelerated growth, the industry experienced a slowdown in project growth. However, the decrease in projects, has also been a blessing in disguise, he says. [MORE](#)

REED COLLEGE

New law will set new standards for lead paint removal
Glen Falls Post-Star
If your home was built before 1978 and you're planning an improvement project, be prepared for your contractor to take some extra precautions for lead paint. The Environmental Protection Agency now requires contractors working on older homes to be certified in lead paint removal and to follow federal guidelines before, during and after a project. [MORE](#)

Texas' housing market is poised for recovery
Fort Worth Star-Telegram
This is how the housing recovery starts: People buy homes for the right reasons. Not for tax credits or no-risk financing or wild speculation. They buy because they want a better place to live, and they see some of the best bargains in years. The more that people act on the fundamentals, the better the prospects for North Texas. Home prices and job growth remain relative strengths here, so affordability is no obstacle. [MORE](#)

ADA GreenSpec® High Efficiency Cooler
The innovative Easy-Mixer® water cooler offers greater energy efficiency, consumes less water and uses less refrigerant than any other comparable water cooler on the market. [MORE](#)

Construction materials prices edge higher in August
For Construction Pro
Prices for construction materials edged up 0.2 percent in August, according to the Sept. 16 producer price index (PPI) report by the U.S. Labor Department. Prices are 3.6 percent higher than one year ago. Nonferrous wire and cable prices increased 1.8 percent for the month and are up 8.7 percent compared to August 2009. Prices for plumbing fixtures and fittings were up 0.6 percent in August and up 1.2 percent from the same time last year. [MORE](#)

Builder Pro for iPad - builder and contractor app - first look
Pad Gadget
If you're a professional contractor or you simply like playing Bob the Builder during the weekend, Builder Pro is a great app to add to your iPad. Builder Pro provides users with building reference material, formulas and an integral contractor calculator to help you get the job done right and to code. Builder Pro packs a wealth of information into your iPad and gets rid of all the bulky paper manuals that contractors and builders are used to dealing with on a jobsite. [MORE](#)

Federated Insurance Life Insurance
Federated can help find solutions for both your business and personal insurance needs. We offer a combination of top-quality products, innovative programs, and value-added services. [More info](#)

Evolution Excel®
The Evolution Excel® features the best of InSinkErator's grinding and SoundSeal Plus™ noise-reduction technologies, handling more volume and more types of food waste while making 60% less noise than standard disposers. Our powerful food waste disposers are the right choice when replacing an existing unit or designing a brand-new kitchen. [More info](#)

U3 304 Stainless Steel
ProPress Stainless is a complete system solution including pipe, valves and fittings from 1/2" to 4". This product offering is available in two industrial grades of stainless - 304 and 316, and also includes specialty fittings for instrumentation and sensing elements to meet the needs of different applications. [More info](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 2,100 Plumbing, Heating, and Cooling Professionals (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
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Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Product Showcase
\$1500

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$1000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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PHCC-TEXAS INDUSTRY BRIEFS,
POWERED BY MULTIBRIEFS, PROVIDES
NEWS AND INFORMATION TO
PROFESSIONALS IN THE PLUMBING,
HEATING AND COOLING INDUSTRY.

PHCC-Texas Industry Briefs tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications.

Delivered to the inboxes of plumbing, heating, and cooling contractors in Texas, the PHCC-Texas Industry Briefs keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

PHCC-TEXAS INDUSTRY BRIEFS
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN PHCC-TEXAS INDUSTRY BRIEFS:



CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in PHCC-Texas Industry Brief solidifies your place among weekly information provided to PHCC members.



TARGETED DISTRIBUTION

Advertising in PHCC-Texas Industry Brief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to PHCC-Texas Industry Brief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, PHCC-Texas Industry Brief ensures your ad will be seen every week by our 2,100 subscribers.



AFFORDABLE

Advertising in PHCC-Texas Industry Brief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of PHCC-Texas Industry Brief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in PHCC-Texas Industry Brief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.