

Online Advertising



PM's Web site – www.PMmag.com – is the industry's premier source of online information for plumbing contractors. Our fully searchable Web site provides these PHCP professionals with tools to help them succeed in business.

User Sessions (Unique Visitors):*
May 2001: 12,834 May 2003: 44,207
24-month growth of more than 240%!

In May 2003, combined page impressions on PMmag.com, supplyht.com and pmengineer.com reached a record total of 302,538! Unique visitors to all three sites also reached a record level: 108,746 users!*

*Source: Web Trends Data, May 2003.

ONLINE PRODUCT SHOWROOM:

Enhanced Web page includes 300 words of text, 2 photos, and 3 hot links to any page on your Web site.
COST: \$2,499 net for 12 months

BANNER ADS:

Rotates on every page throughout our Web site.
COST: \$1,000 net for 3 months, or \$3,000 net for 12 months exposure
SPECS: 468 x 60 pixels
 256 or less colors (using a Web-safe palette)
 72 dpi resolution saved as .gif or .jpg

May also rotate through the Web sites of ALL THREE plumbing publications: *Plumbing & Mechanical*, *PM Engineer* and *Supply House Times*:
COST: \$2,666 net for 3 months, or \$8,000 net for 12 months exposure

INDUSTRY LINKS:

Hot Links appear on the *Plumbing & Mechanical*, *PM Engineer* and *Supply House Times* Web sites.
COST: \$200 net per year or \$425 net for non-advertisers

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