



ASA MEDIA KIT

Connecting brands with PHCP-PVF
distribution decision-makers

PRINT  DIGITAL EDITION  E-NEWSLETTER

THE POWER OF ASA

www.asa.net

WHAT IS ASA

The American Supply Association (ASA) is the PHCP-PVF supply chain's only national trade association, representing 650 plumbing, PVF, heating and hydronic wholesale, manufacturing and independent manufacturers' rep companies.

ASA serves as the unified voice of the industry, delivering advocacy, education, market insight and business resources that support the long-term success of the PHCP-PVF channel.

WHY YOU SHOULD PARTNER WITH ASA TO EXPAND YOUR COMPANY'S REACH.



Connect directly to those people that can pull your products through the channel and spec them into projects.



Avoid wasting money and time sending your message to those who cannot make purchasing decisions.



Save valuable resources through the cost-effective advertising programs ASA Review offers.



Place your message in front of ASA members that value the industry's only national trade association and its partners.



OUR VISION:

Be indispensable to achieving **prosperity in our industry**

OUR MISSION:

To be the unified voice that drives the success **of the PHCP and PVF supply chain industry.**

ASA's REACH:

- 650 member companies (wholesalers, manufacturers, manufacturers' reps, master distributors)
- Wholesalers operating more than 6,500 branch locations throughout North America.
- Purchasing power: ASA wholesaler members generate annual sales of nearly \$80 billion.
- More than 600 prospective PHCP-PVF wholesalers, meaning your message will be seen by virtually every key wholesaler in the industry.



THE ASA REVIEW

Thought leadership supply chain content distributors care about and won't find anywhere else. Mailed quarterly to **more than 900 PHCP-PVF distribution decision-makers**, including all ASA distributor members and over 600 prospective distributor companies in the PHCP-PVF industry.

The ASA Review was born in 2021 as a solution to a direct ask from our members: Provide a print publication that brings **exclusive, timely and invaluable supply chain insight** that they don't get anywhere else directly into the hands of ASA member companies.

As a trusted source of executive-level insight, ASA Review delivers advertisers direct access to an engaged and influential industry audience.



Print version sent to more than 1,500 PHCP-PVF company decision-makers.



Owners, presidents, c-suite executives, branch leaders, sales and marketing, emerging leaders.



Digital edition sent to more than 7,000 PHCP-PVF executives.



WHY READERS ENGAGE

The ASA Review was launched in response to direct member demand for a high-quality print publication focused specifically on the business of PHCP-PVF distribution. Each issue delivers a curated mix of supply chain and economic analysis, distribution strategy, leadership insight, market intelligence, workforce development and operational best practices, along with advocacy and regulatory updates impacting the industry.

Readers engage with the publication because **the content is timely, relevant and written specifically for the challenges and opportunities facing today's distribution leaders.**

ISSUE	MAIL DATE
Quarter 1	FEB. 5
Quarter 2	MAY 5
Quarter 3	AUG. 5
Quarter 4	NOV. 5



READY TO ADVERTISE?

Let's connect your brand with the decision-makers who drive the PHCP-PVF industry forward! **Reach out to Mike Miazga at the ASA.**

✉ **mmiazga@asa.net**

☎ **(630) 229-7736**

🌐 **asa.net/MediaKit**

PRINT ADVERTISING OPPORTUNITIES

The ASA Review offers print advertising opportunities designed to connect brands with influential distribution decision-makers across PHCP-PVF supply chain. With premium placement options and a highly engaged industry audience, advertisers can strengthen brand visibility, reinforce industry leadership and stay top of mind with key professionals throughout the year.

PRINT AD SPECIFICATIONS:**FULL PAGE:**

Trim Size: 8.5" W x 11" H

Bleed Size: 8.75" W x 11.25" H

Live Area: 8" W x 10.5" H

Bleed: Add 1/8" bleed on all sides

Preferred file format:

High-resolution PDF

Color mode: CMYK only

TWO-PAGE CENTER SPREAD

Trim Size (Spread): 17" W x 11" H

Bleed Size (Spread): 17.25" W x 11.25" H

Add 0.125" (1/8") bleed on all outer edges

Live Area (Safe Zone): 16" W x 10.5" H

1/2 PAGE VERTICAL

Ad Size: 3.875" W x 10.5" H

Live Area Recommended: 3.5" W x 10" H

Bleed (if applicable): 4.125" W x 10.75" H

1/2 PAGE HORIZONTAL

Ad Size: 8" W x 5" H

Live Area Recommended: 7.5" W x 4.5" H

Bleed: 8.25" W x 5.25" H

AD OPTIONS & INVESTMENT:

1/2 PAGE
HORIZ
\$1,500

1/2 PAGE
VERT
\$1,500

FULL
PAGE
\$3,000

BACK
COVER
\$4,500



COVER OPT.
IFC OR IBC
\$4,000

SPREAD
(TWO PAGES)
\$5,000

RIDE ALONG
PROGRAM
\$5,000

*** BEST VALUE: RIDE ALONG PROGRAM**

The "Ride Along Program" includes:

- A 2/3 page ad on front of the mailing card
- A separate full page ad on back of mailing card
- A free full-page ad within the magazine

PRODUCTION SCHEDULE:

ISSUE	MAIL DATE	SPACE RESERVATION DUE	FINAL ARTWORK DUE
Q1	FEB. 5	JAN. 1	JAN. 10
Q2	MAY 5	APRIL 1	APRIL 10
Q3	AUG. 5	JULY 1	JULY 10
Q4	NOV. 5	OCT. 1	OCT. 10

THE ASA REVIEW DIGITAL EDITION



7,500
DECISION
MAKERS

RICH
ANALYTICS

INTERACTIVE
EXPERIENCE

Reach distribution leaders through a dynamic, interactive digital experience.

The ASA Review Digital Edition extends the reach of the print publication to more than 7,000 PHCP-PVF industry professionals, including ASA distributor members, manufacturers and manufacturers' representatives. Built on a responsive, interactive platform, the digital edition delivers an engaging reading experience that is accessible from any device, anywhere, at any time.

Beyond expanding audience reach, the digital edition provides robust, real-time analytics that measure reader engagement down to the page level. These insights help ASA continually refine editorial content while giving advertisers meaningful performance data, including ad impressions, clicks and engagement metrics, to better understand the impact of every campaign.

Interactive digital display advertising

Every print advertisement in the ASA Review is automatically enhanced for the digital edition at no additional cost. Ads are converted into an interactive digital format with clickable links, allowing readers to connect directly to your website, landing page, product information, or campaign, extending the reach and engagement of your print investment across desktop, tablet and mobile devices.

AVAILABLE ADD ONS

1

Digital Edition Sponsorship Program

Position your company as the exclusive sponsor of an entire issue of the ASA Review digital edition. This premium package includes persistent logo placement throughout the publication, a custom Spotlight Advertisement, and one complimentary full-page display advertisement. With branding visible from cover to cover, the sponsorship program delivers exceptional visibility and reinforces your company's presence every time readers engage with the issue.

Package includes:

- Persistent sponsor logo displayed throughout the digital edition
- One custom Spotlight Advertisement
- One complimentary full-page display advertisement
- Premium recognition as the issue sponsor

2

Spotlight Advertising

Capture readers' attention the moment they arrive on a designated page. A Spotlight Advertisement appears as a full-screen popup before the reader continues through the magazine, ensuring your message is seen before they engage with the page's editorial content.

Each Spotlight Advertisement can feature a custom image or graphic of virtually any size and includes a clickable link directing readers to your website, product page, video, or other online destination. Because readers must close the Spotlight to continue reading, this premium placement delivers one of the highest-visibility advertising opportunities available in the digital edition.

3

Video Embedded Advertising

Use ASA Review's video embed option to demonstrate a new product, share customer success stories, showcase company capabilities, or deliver a personal message from your leadership team, all without requiring readers to leave the publication. Videos play seamlessly within the digital experience and provide an engaging way to educate and connect with ASA's highly targeted audience.

Investment opportunities:

Digital Edition Advertising Option	RATE
Digital Edition Sponsorship (includes persistent logo, popup spotlight ad + one full-page display ad)	\$5,000
Sponsorship add-on with ride along package	+\$1,000
Spotlight pop-up ad (standalone)	\$900
Embedded video ad	\$750

ASA INSIGHTS WEEKLY E-NEWSLETTER



Timely distribution news and insights delivered every week.

The ASA Insights weekly e-Newsletter delivers the news, trends and business intelligence that matter most to wholesale distribution leaders. Featuring a curated blend of original content from ASA staff and association partners alongside industry news from trusted external sources, each edition provides timely, relevant insights in a concise, easy-to-read format. Consistently strong open and click-through rates demonstrate that ASA Insights is a trusted, go-to resource for executives looking to stay informed on the issues shaping the PHCP-PVF industry.



7,500
active
subscribers



97%
delivered
rate



54%
open
rate



9%
unique
CTR

WEEKLY DISTRIBUTION – HIGH VALUE CONTENT – TARGETED AUDIENCE

Investment opportunities:

AD OPTION	SINGLE ISSUE	QUARTERLY (13 WEEKS) 10% OFF	ANNUAL (52 WEEKS) 20% OFF
Display Leaderboard Banner	\$450	\$405/issue \$5,265 total	\$360/issue \$18,720 total
Zone 2 Banner	\$415	\$373.50/issue \$4,855.50 total	\$332/issue \$17,264 total
Zone 3 Banner	\$325	\$292.50/issue \$3,802.50 total	\$260/issue \$13,520 total
Sponsored Content	\$275	\$247.50/issue \$3,217.50 total	\$220/issue \$11,440 total



[Read online](#)



Advertisement

ASA NEWS

Advocacy Update: Congressional Action, California Regulations and Federal Policy



Image by Ramaz Blushvili on Pexels

As Congress enters its July 4 recess, attention is shifting from floor votes to the policy priorities and legislative negotiations that will shape the second half of the year. From federal advocacy efforts on Capitol Hill to state-level regulatory proposals, ASA continues to represent the interests of PHCP-PVF distributors on the issues that impact business operations, workforce development and the industry's regulatory environment. Here's a look at the latest developments from Washington and beyond.

EXPAND YOUR REACH ACROSS ASA CHANNELS



EDITORIAL COVERAGE INCLUDES:

- Distribution & Supply Chain Strategy
- Economic Analysis & Market Forecasting
- Leadership & Workforce Development
- Artificial Intelligence & Emerging Technologies
- Sales, Operations & Business Strategy
- Advocacy & Regulatory Development
- Executive Insight From Across the PHCP-PVF Channel

ASA's cross-channel advertising bundles make it simple to build consistent visibility across the association's trusted print, digital and email platforms. Each package combines complementary placements at a bundled rate, helping advertisers reach PHCP-PVF decision-makers more frequently while maximizing the value of their investment.



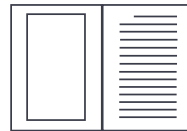
CROSS-CHANNEL BUNDLES:



Option A: Half-page package

- ✓ One half-page print ad: \$1,500
 - ✓ Four Zone 2 Insights ads: \$1,300
-
- ✓ À la carte value: \$2,800

Bundle price: \$2,500



Option B: Full page package

- ✓ One full page print ad: \$3,000
 - ✓ Four Zone 2 Insights ads: \$1,300
-
- ✓ À la carte value: \$4,300

Bundle price: \$3,900



Quarterly visibility bundle:

- ✓ Full-page print ad: \$3,000
 - ✓ Digital spotlight ad: \$900
 - ✓ 13 Zone 2 ads: \$4,225
-
- ✓ Combined à la carte value: \$8,125
**Existing 10% quarterly discount on Insights alone brings the value to \$7,702.50*
 - ✓ À la carte value: \$8,125

Bundle price:

\$7,250



Put your brand in front of the leaders of the PHCP-PVF supply chain.

Build a customized advertising plan across ASA's print, digital & email channels.

ADVERTISING CONTACT

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Explore ASA
Advertising
opportunities

