



ASA REVIEW MEDIA KIT

CONNECTING BRANDS WITH
PHCP-PVF DISTRIBUTION
DECISION-MAKERS

THE POWER OF ASA



PRINT



DIGITAL
EDITION

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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 FEATURE YOUR COMPANY IN ASA REVIEW:



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 ad to those who cannot make purchasing decisions.



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



Place your ad 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 REVIEW'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.

CALL US TODAY

Ready To Have Your Message Seen
By Those Making Purchasing Decisions?

Contact Mike Miazga
630-229-7736 (cell) | mmiazga@asa.net

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 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 to the hands of ASA member companies.



TARGETED REACH ACROSS THE PHCP-PVF SUPPLY CHAIN

As a trusted source of executive-level insight, ASA 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.

EDITORIAL COVERAGE INCLUDES:



Distribution & Supply Chain Strategy



Economic Analysis & Market Forecasting



Leadership & Workforce Development



Artificial Intelligence & Emerging Technologies



Sales, Operations & Business Strategy



Advocacy & Regulatory Developments



Executive Insight From Across the PHCP-PVF Channel

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.**

MAIL DATES:



Q1: 2/5



Q3: 8/5



Q2: 5/5



Q4: 11/5

NOTE for Q4: Copies handed out to NETWORK2026 attendees (Nov. 1-12, Las Vegas)

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.

AD OPTIONS & INVESTMENT:

1/2 PAGE
HORIZONTAL
\$1,500



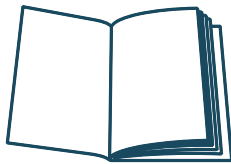
1/2 PAGE
VERTICAL
\$1,500



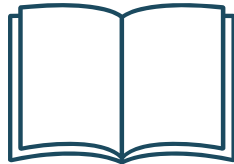
FULL PAGE
\$3,000



COVER OPT.
IFC OR IBC
\$4,000



SPREAD
(TWO PAGES)
\$5,000



RIDE ALONG
PROGRAM
\$5,000



Company-branded postcard or insert included within each mailed ASA Review package. **Includes free full page inside ad.**

FULL YEAR COMMITMENT DISCOUNT OF 10%

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

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

READY TO ADVERTISE?

Let's connect your brand with the decision-makers who drive the PHCP-PVF industry forward!

 mmiazga@asa.net

 (630) 229-7736

 www.asa.net/MediaKit