

APPLICATOR



MEDIA KIT 2018





APPLICATOR IS READ BY DECISION MAKERS
86% of our readers make or influence buying decisions.

Applicator is the official voice of the Sealant, Waterproofing & Restoration Institute (SWR Institute). Published four times a year, *Applicator* is read by contractors, architects, engineers, specifiers, and facility managers – people who have the power to purchase your product

Advertise in *Applicator* and make sure they know about your products when it is time to buy!

ONLY MEMBERS CAN ADVERTISE

An extraordinary benefit to SWR Institute manufacturer members is the opportunity to get in front of members and share product information. That benefit continues with *Applicator Magazine*. Since only members can advertise, your message is given extra prominence.

THE READERS YOU WANT

Applicator's readers are the most experienced, most qualified and most influential contractors and design professionals in the industry. The 1,000+ SWR Institute members are our primary circulation. We give your message an even broader reach by sending every issue of *Applicator* to an additional 1,000 – 1,200 sealant, waterproofing and restoration professionals across the country.

READER LOYALTY MEANS EYES ON YOUR AD

Because *Applicator's* editorial is hyper-focused and the ads are always relevant, *Applicator* is consistently ranked as a top member benefit by SWR Institute members. The glow of *Applicator's* excellent editorial will directly benefit your company when you advertise and *all eyes are on your ad*.

SUPPORT THE INSTITUTE

When you advertise in *Applicator*, you support SWR Institute's mission of education while positioning your product to benefit from well-respected editorial. **Sign up today.**



SEALANT, WATERPROOFING & RESTORATION INSTITUTE

The Sealant, Waterproofing & Restoration Institute is a non-profit trade association that was formed in 1976 to provide a forum for those engaged in the application, design and manufacturing of sealant, restoration and waterproofing products. Primarily an applicator organization, SWR Institute does, however, have some of the best design/engineering firms and manufacturers as members. For more information, visit www.swronline.org.

2018 APPLICATOR EDITORIAL CALENDAR

■ WINTER

SEALANTS ISSUE

Content deadline: December 4, 2017

Ad Reservation Deadline: January 11, 2018

Ad Material Deadline: January 18, 2018

■ SPRING

WATERPROOFING ISSUE

Content deadline: March 14, 2018

Ad Reservation Deadline: April 5, 2018

Ad Material Deadline: April 12, 2018

■ SUMMER

RESTORATION ISSUE

Content deadline: June 14, 2018

Ad Reservation Deadline: July 12, 2018

Ad Material Deadline: July 19, 2018

■ FALL

BUSINESS BEST PRACTICES ISSUE

Content deadline: September 14, 2018

Ad Reservation Deadline: October 11, 2018

Ad Material Deadline: October 18, 2018



ADVERTISING CONTACT

KELLY COLEMAN

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IN EVERY ISSUE:

Five Minutes With...

Validation Programs

Technical Clearinghouse

Industry Briefs

2018 WINTER TECHNICAL MEETING

March 4 – 7, 2018

La Concha Resort – San Juan, Puerto Rico

2018 FALL TECHNICAL MEETING

September 30 – October 2, 2018

The Mayflower Hotel – Washington, DC



APPLICATOR

EXCLUSIVELY FOR SWR INSTITUTE MEMBERS!

Advertising space in *Applicator* is available only to SWR Institute members. Why does this matter? Because it limits the "noise" around your message. Readers trust *Applicator* to bring them high-quality and relevant editorial. This lets *Applicator* take your message directly to **2,000 – 2,200** decision makers.

An ad in *Applicator* not only supports the good work of the SWR Institute, it demonstrates your commitment to the association and the industry...of course, it also gets your message in front of current and future customers!

Applicator is published four times each year. Each issue is launched as a print and a digital publication, with your ad in both. The digital ad includes a live link, making your digital message available to our readers 24/7.

Get your message into the hands of decision makers and industry leaders by advertising in *Applicator Magazine*. Call or email today to reserve your ad.

ADVERTISING CONTACT

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2018 ADVERTISING RATES

Full page	\$1340
1/2 page vertical or horizontal	\$1060
1/3 page vertical or horizontal	\$840

Premium Positions

Inside Front Cover	\$1725
Inside Back Cover	\$1725
Back Cover	\$1840
Inside Front Cover – RHR	\$1725
Middle Spread	\$2500
Inserts	\$1940

AD SIZES

Magazine trim size is 8.5" x 11" • Magazine live area is 7.5" x 10"

Full Page with Bleed:	8.75" x 11.25"	1/3 Horizontal:	7.5" x 3.5"
1/2 Horizontal:	7.5" x 5"	1/3 Vertical:	2.375" x 9.75"
1/2 Vertical:	4.875" x 7"		

AD MATERIAL REQUIREMENTS

Send files to www.robstan.com/filedrop. Please supply your digital art as:

ADOBE ILLUSTRATOR EPS – CMYK, fonts converted to outline

ADOBE PHOTOSHOP TIFF – CMYK, 300 dpi

ADOBE ADOBE ADOBE PDF – CMYK, high-resolution print quality

