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

ONLY MEMBERS CAN ADVERTISE
Only SWR Institute manufacturer members have the opportunity to get in front of members and share product information in Applicator Magazine. Since only members can advertise, your message is given extra weight.

THE READERS YOU WANT
Applicator Magazine’s readers are the most experienced, qualified and influential contractors and design professionals in the industry. The 1,000+ SWR Institute members are our primary circulation. Every issue of Applicator Magazine is sent to an additional 1,000 – 1,200 sealant, waterproofing and restoration professionals across the country.

READER LOYALTY MEANS EYES ON YOUR AD
Because Applicator Magazine’s editorial is hyper-focused and the ads are always relevant, Applicator Magazine is consistently ranked as a top member benefit by SWR Institute members. The glow of Applicator Magazine’s excellent editorial will directly benefit your company when you advertise.

SUPPORT THE INSTITUTE
When you advertise in Applicator Magazine, you support SWR Institute’s mission of education while positioning your product to benefit from well-respected editorial. Reserve your ad 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.swrionline.org.
2020 APPLICATOR MAGAZINE
EDITORIAL CALENDAR

■ WINTER
SEALANTS ISSUE
Content Deadline: December 6, 2019
Ad Reservation Deadline: January 16, 2020
Ad Material Deadline: January 23, 2020

■ SPRING
WATERPROOFING ISSUE
Content Deadline: March 24, 2020
Ad Reservation Deadline: April 16, 2020
Ad Material Deadline: April 23, 2020

■ SUMMER
RESTORATION ISSUE
Content Deadline: June 17, 2020
Ad Reservation Deadline: July 16, 2020
Ad Material Deadline: July 23, 2020

■ FALL
BUSINESS BEST PRACTICES ISSUE
Content Deadline: September 17, 2020
Ad Reservation Deadline: October 20, 2020
Ad Material Deadline: October 29, 2020

ADVERTISING CONTACT
KELLY COLEMAN
Director of Sales, Applicator Magazine
400 Admiral Blvd, Kansas City, MO 64106
816.595.4838
kellyc@swrionline.org

IN EVERY ISSUE:
Five Minutes With…
Validation Programs
Technical Clearinghouse
Industry Briefs

2020 WINTER TECHNICAL MEETING
February 16–19, 2020
Diplomat Beach Resort • Hollywood, Fla.

2020 FALL TECHNICAL MEETING
September 27–29, 2020
Worthington Renaissance Fort Worth Hotel • Fort Worth, TX
EXCLUSIVELY FOR SWR INSTITUTE MEMBERS!

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

An ad in Applicator Magazine 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 Magazine 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.

2020 ADVERTISING RATES

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<thead>
<tr>
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<th>Price</th>
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<tr>
<td>Full page</td>
<td>$1340</td>
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<tr>
<td>1/2 page vertical or horizontal</td>
<td>$1060</td>
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<tr>
<td>1/3 page vertical or horizontal</td>
<td>$840</td>
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<th>Premium Positions</th>
<th>Price</th>
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<td>Inside Front Cover</td>
<td>$1725</td>
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<td>Inside Back Cover</td>
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<tr>
<td>Back Cover</td>
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<td>Inside Front Cover – RHR</td>
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<tr>
<td>Middle Spread</td>
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<td>Inserts</td>
<td>$1940</td>
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AD SIZES

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

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<table>
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<tr>
<td>Full Page with Bleed</td>
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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 ACROBAT PDF – CMYK, high-resolution print quality