



Home of *SprayFoam.com* & *Spray Foam Magazine*

Spray Foam Media Sponsorship Proposal

GLOBAL SPONSOR

Address

401 Old Dixie Hwy #3214, Tequesta, FL 33469

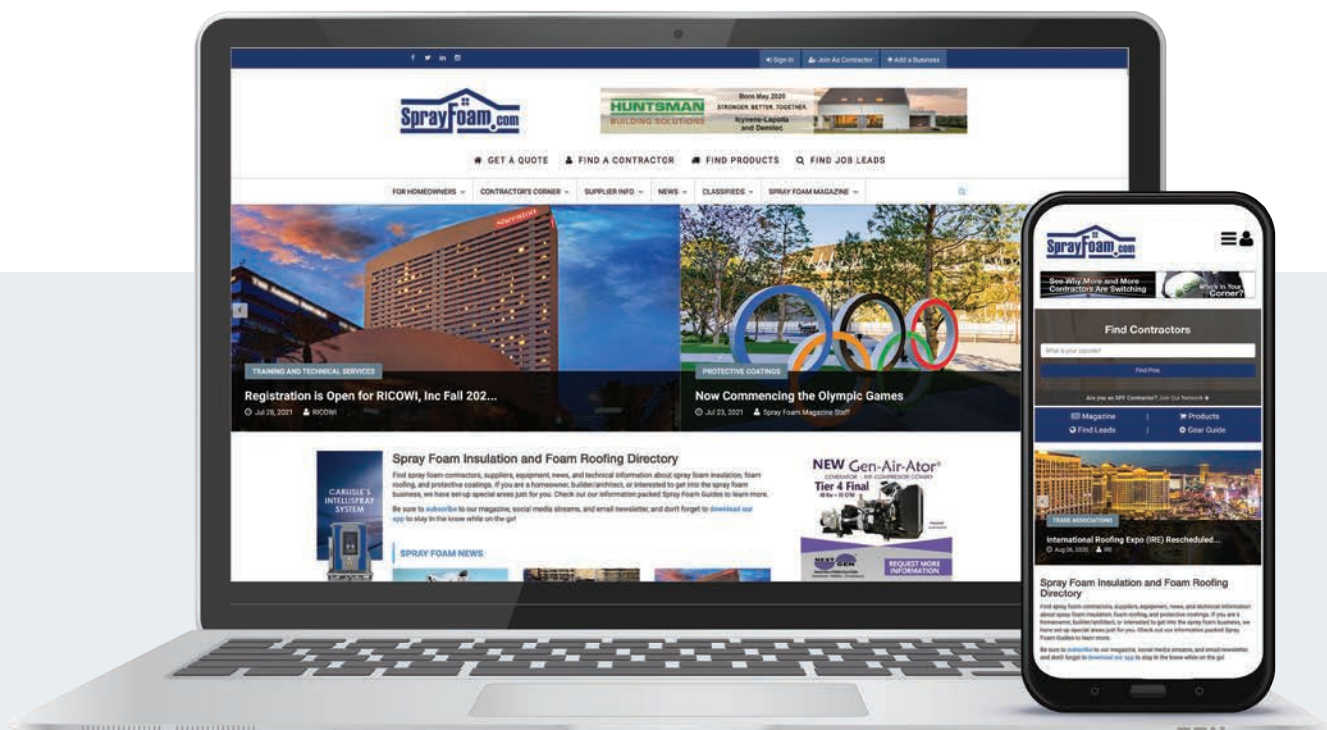
Phone & Email

561-356-5572 info@nichedigitalmedia.com



SprayFoam.com

SprayFoam.com is the industry's leading online resource and professional media platform for well over a decade. It continues to leverage new media publishing technologies that lead to brand building equity that demands lead generation sales results. Complete with self-publishing, *SprayFoam.com* will take your news to the top of a Google search. Google recognizes *SprayFoam.com* as a top news source in the spray foam insulation industry bringing our content almost instantly to the top of Google News.



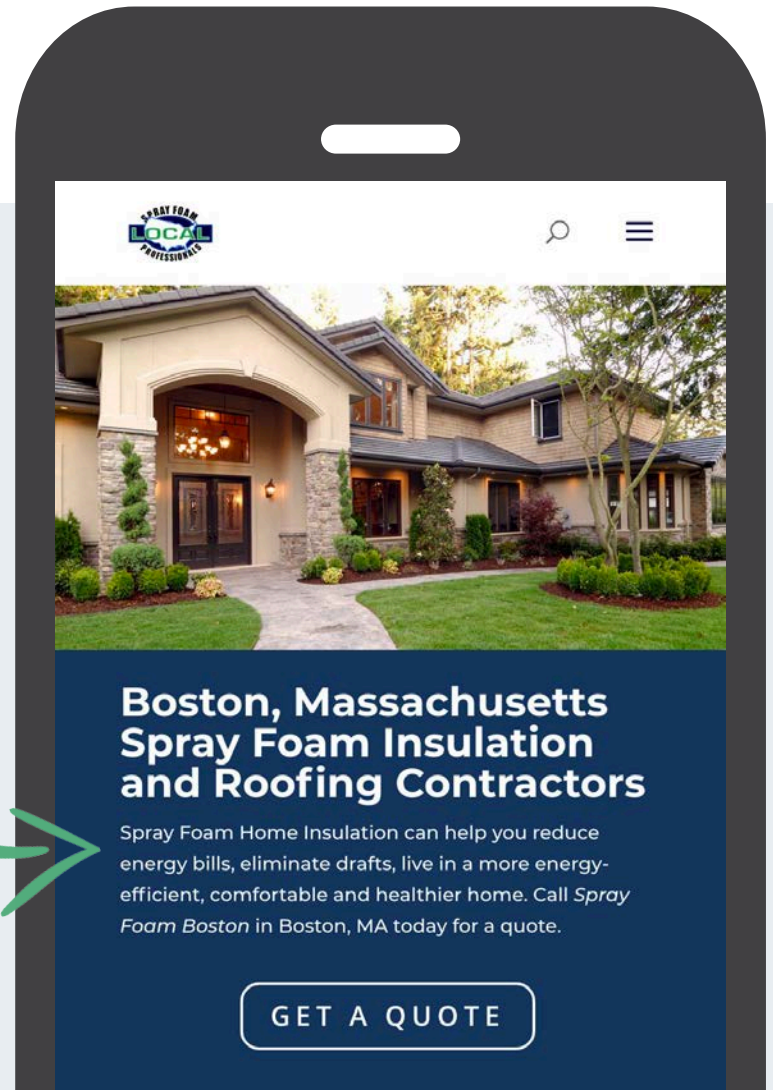
Spray Foam Magazine

Spray Foam Magazine is the most recognized bi-monthly magazine in the industry with contractors, suppliers, manufacturers, installers, builders, and architects trusting in our well-established product. Due to our digital reach, no other magazine can give you the visibility like *Spray Foam Magazine* can. Your company and brand deserve to be promoted in a professional manner and no other magazine in the industry reaches a larger targeted audience - reaching them more often and reaching them more effectively.



Additional Services We Offer

- **SOCIAL MEDIA MARKETING** — Our team will produce brand-focused social media marketing campaigns to help your company's ethos and build awareness and attract more potential customers.
- **CONTENT MARKETING** — We can help your company rank in the first page of search engines. We can also enrich your company voice by creating focused superior content.
- **WEB DESIGN** — A fast user interface is essential in driving more traffic to your website. Our web professionals are skilled in designing modern, easy-to-use websites for your brand.
- **DOMAIN NAMES** — Some of the best domain names in the industry available for sale or lease.
- **WEB HOSTING** — Host your website on our dynamic, fast, secure Google Cloud Servers.



19,000 +

Social Media Average Weekly Reach



3,500 +

SPF Industry Domain Names Available for Lease or Purchase

Con·tent Mar·ket·ing

Noun

1. A type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services (social media is an integral part of content marketing).

1/.

Exclusive Global Sponsor Banner Ads (page 9)

- Top of homepage and run-of-site header banner ad - 728 x 90 on rotation with up to two (2) other global sponsors
- Banner ad to run on mobile devices – 300x100
- Homepage and run-of-site 160 x 600 shared with two (2) other annual global sponsors – Banner remains static in side bar and will follow the reader up and down the page

2/.

Homepage & ROS Banner Ads (page 9)

- Run-of-site banner ads - 300 x 250 on rotation and shared with other sponsors
- Above-the-fold homepage only banner ad - 337 x 170 on rotation with other sponsors
- Logo - 120 x 120 located at the bottom of almost every page with other sponsors

3/.

Featured Supplier Directory Listing (page 10)

- Company listed in our supplier directory
- Advertising banners and logos will link directly to your detailed supplier directory listing
- Self-publishing capabilities to post announcements and promotional pages
- Additional documents can be linked to supplier directory
- Video and image uploads available — housed in the SprayFoam.com video library
- Ability to continually change the directory page as the client sees fit
- Social media component with Facebook content tab, Instagram, LinkedIn, and YouTube available

4/.

Gear Guide (page 11)

- Four (4) online Gear Guides product listings - 700 x 350 product shot linking to custom-created landing page

5/

Social Media Network

- One (1) social media posts/week – supplied by sponsor

6/

Newsletter Banner Ad (page 12)

- 728x90 banner ad included in SprayFoam.com email newsletter — two (2)/year

7/

Spray Foam Magazine (page 16)

- Full page ad in every issue of *Spray Foam Magazine* (6 issues/year)

8/

And more!

- Unlimited video uploads in video directory linked to supplier directory
- Choice of SprayFoam.com section to sponsor, i.e. News/Leads/Announcements pages. Banner under menu.
- News story for homepage slider – one (1)/week max

Issue Sponsor of *Spray Foam Magazine* (page 15)

- “This issue brought to you by:” Company Name or Logo
- Includes digital banner on digital reader for that issue
- Choice of one (1) of the following in the featured issue:
Feature story / executive outlook / product profile / additional ad

Department Sponsor of *Spray Foam Magazine*

Sponsor a “department” of *Spray Foam Magazine*. Choose between Safety, Builder’s View, Architect’s Corner, Technology. (one sponsor per section)

Editorial Spotlight (page 13)

3 pages editorial, 1 full page ad (4 pages total) in *Spray Foam Magazine*

Product Spotlight (page 14)

1 page (500 words) editorial with photo in *Spray Foam Magazine*

Case Studies for *Spray Foam Magazine* (supplied by client) (page 14)

1 page: (500 words and photo)

2 page: (800 words and 3 photos)

Belly band or insert for individual *Spray Foam Magazine* Issues

Plus additional full/half/quarter page ads available. *Ask about our out-of-the-box offerings to reach your target audience!*

Email Blasts

Our SPF industry email list of is comprised of over 4,300 opted-in subscribers.

Lead Generation

Custom lead gen campaigns targeting your potential customers. Available on a monthly basis. (Four-month minimum)

By the Numbers

84,400+

COMBINED
DIGITAL REACH

8,570+

MAGAZINE
SUBSCRIBERS

45,066+

MONTHLY UNIQUE
PAGE VIEWS

15,614+

MONTHLY UNIQUE
VISITORS

10,000+

SOCIAL MEDIA
FOLLOWERS

4,300+

NEWSLETTER
SUBSCRIBERS

Target Audience Breakdown



54%

CONTRACTORS



21%

SUPPLIERS



20%

ARCHITECTS/BUILDERS



5%

HOME/BUILDING
OWNERS

*Data Current As of 9/1/2021

728x90 Global Ad

160x600 Skyscraper Ad
(Banner stays static on sidebar upon page scroll)

300x250 Premium Ad

300x250 Sponsors Ad

337x170 Sponsors Ad

337x170 Sponsors Ad

EDITORIAL SPOTLIGHT

SPRAY FOAM NEWS

FACEBOOK

Ads by Program

BASIC

- 120x120 Sponsors Logo Footer Ad on rotation with other sponsors (Homepage + ROS)

PREMIUM

- All ads listed above PLUS...
- 300x250 Sponsors Ad on rotation with other sponsors (Homepage + ROS)
- 337x170 Sponsors Ad on rotation with other sponsors (Homepage only)

GLOBAL

- All ads listed above PLUS...
- 728x90 Global Ad on rotation with up to two (2) other sponsors (Homepage + ROS)
- 160x600 Skyscraper Ad on rotation with up to two (2) other sponsors (Homepage only)

Coastal Insulation Co.

Foam All Spray Insul...

PolyPro LLC / Elite...

Akurate Dynamics

American Commercial...

Spray Foam Rescue R...

PUBLIC ANNOUNCEMENTS

SPRAY FOAM MAGAZINE - FALL ISSUE 2020

Find A Contractor

Find SPF Suppliers

Education Center

OUR SPONSORS

300x250 Sponsors Ad

EVENTS

VIDEOS

LINKS

120x120 Sponsors Logo Footer Ads

Carlisle Spray Foam Insulation

717-245-7260 Ext 748 @ CarlisleSFI.com

EMAIL US

GET STARTED WITH SealTite

DescriptionLocal AgentsLinks

Accella Polyurethane Systems' Spray Foam Business Unit is Now Carlisle Spray Foam Insulation

Carlisle Companies Incorporated (NYSE:CSL), a global leader in commercial and industrial building envelope products through its Carlisle Construction Materials (CCM) operating segment, is pleased to announce the creation of a new business unit: Carlisle Spray Foam Insulation.

Accella is now Carlisle Spray Foam Insulation (CSFI)—your fully integrated solution of people, products, and building science. CSFI is backed by the technology resources and grounded on the corporate stability of a century-old icon in the building ecosystem: Carlisle Construction Materials.

The products previously designed and marketed under Accella—BaySeal®, Foamsulate™, and QuadFoam®—are now consolidated within our SealTite® product line, with top-performing formulations for spray professionals, distributors, and the commercial market.

Watch laterShare

We make it our business to help yours succeed.

Carlisle Spray Foam Insulation, is a leading manufacturer of spray polyurethane foam systems in North America. Previously marketed under Accella Polyurethane Systems – Carlisle Spray Foam Insulation is a fully integrated, spray foam insulation solution, backed by the technology resources—and grounded on the corporate stability—of a century-old icon in the building ecosystem—Carlisle Construction Materials. Our SealTite™ product line of spray foam building insulation solutions are formulated to provide the highest level of thermal protection in both residential and commercial applications.

PROUDLY PART OF CARLISLE CONSTRUCTION MATERIALS

40%
REDUCE HEATING AND COOLING COSTS BY 40% OR MORE

WE ARE COMMITTED TO HELPING OUR CUSTOMERS GROW THE DEMAND FOR SPRAY FOAM INSULATION THROUGH OUR INDUSTRY LEADERSHIP, PRODUCT INNOVATION, OUTSTANDING BUILDING SCIENCE EXPERTISE, WORLD-CLASS SERVICE AND EASY-TO-USE PRODUCTS.

COMPANY TAGS & SERVICE AREAS

Foam SystemsClosed Cell InsulationClosed Cell RoofingOpen Cell InsulationPremium Spray Products

spray foam insulation | spray foam roofing | spray foam systems | Accella Performance Materials

Quadrant ChemicalCovestroUnited StatesGeorgiaCartersville30120

MapSatellite

GoogleMap data ©2020Terms of UseReport a map error

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SealTite

BECOME AN AUTHORIZED APPLICATOR

Contractor safety and product knowledge are our number-one priority, and the only way we see achieve them is through proper training. Become an authorized applicator through the CSFI Applicator Information Program.

LEARN MORE »

Address: 100 Enterprise Dr.
Cartersville, Georgia 30120
United States

Phone: 717-245-7260 Ext 748

SOCIAL LINKS

[f](#)
[t](#)
[in](#)

Carlisle Polyurethane Systems

203 likesLike PageContact

GEAR GUIDE

Load More

NEWS

Reimagined Solution

Carlisle Supply Chain and COVID-19 Update

A Supportive Endeavor

Load More

VIDEOS

SealTite Product Line from Carlisle Spray Foam Insulation

Tru-Motion™ - Accella Polyurethane

Ultimate RB - Accella Polyurethanes

Load More

**All Programs
include a
fully-loaded
company page:**

- Company's banners ads link back to their detailed listing page
- Client receives self-publishing capabilities to edit listing – complete with HTML rich text editor to include images, video, hyperlinks within the description text
- Ability to post company announcements, and promotional offers
- Additional documents can be linked to the listing – i.e. product sheets, brochures, etc.
- Video and image gallery uploads available and housed on the company listing as well as the SprayFoam.com video library
- Social media integration for Facebook, Twitter, LinkedIn, Instagram and more

Sample Listing:

The Spraybot Ultra - SprayWorks Equipment Group, LLC

What is it?

The Spraybot Ultra is the latest in automated equipment. With an interchangeable spray gun adaptor, it's easy to use virtually any spray gun in the industry. Customers boast saving 10% or more in yield on spray foam, polyurea and other coatings projects.

Not to mention, the Spraybot is an easy to operate spray robot and includes free training from one of our certified experts. You and your team will be ready to use the Spraybot within just a few short hours. Additional features include a detachable spray head that can be removed from the chassis and attached to a lift, assembly, or other stationary equipment to suit your project needs. More information is available at www.sprayworkequipment.com.

<https://store.sprayworkequipment.com/ProductDetails.asp?ProductCode=SB-UBOT>

Contact Details

Name: SprayWorks Equipment Group, LLC

Phone No: (855) 752-4428

[Click Here for More Info / Order Now](#)

Get More: [Foam Equipment, Robotic Sprayers](#)

See the Business Behind the Story:

[SprayWorks Equipment..](#)



PLUS all Gear Guide listings are randomly highlighted for homepage coverage and included in monthly newsletters for additional exposure.

Contact SprayWorks Equipment Group

Enter the details below to receive more information:

Industry Type *

☒ Contractor
 ☐ Supplier
 ☐ Architect
 ☐ Builder
 ☐ Homeowner
 ☐ Other

[SUBMIT](#)

A consumer-report style product catalog for spray foam, coatings, equipment, materials and technical services segments provides real, qualified leads for suppliers.

Each Gear Guide listing includes a 700x350 image of the product, description, CTA button / lead form that is sent directly to the email of your choice.

BASIC

- Includes one (1) online Gear Guide product listing

PREMIUM

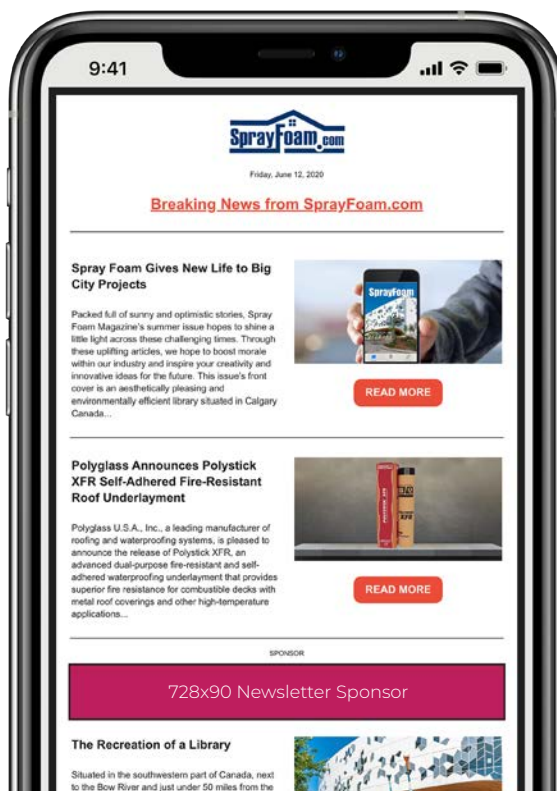
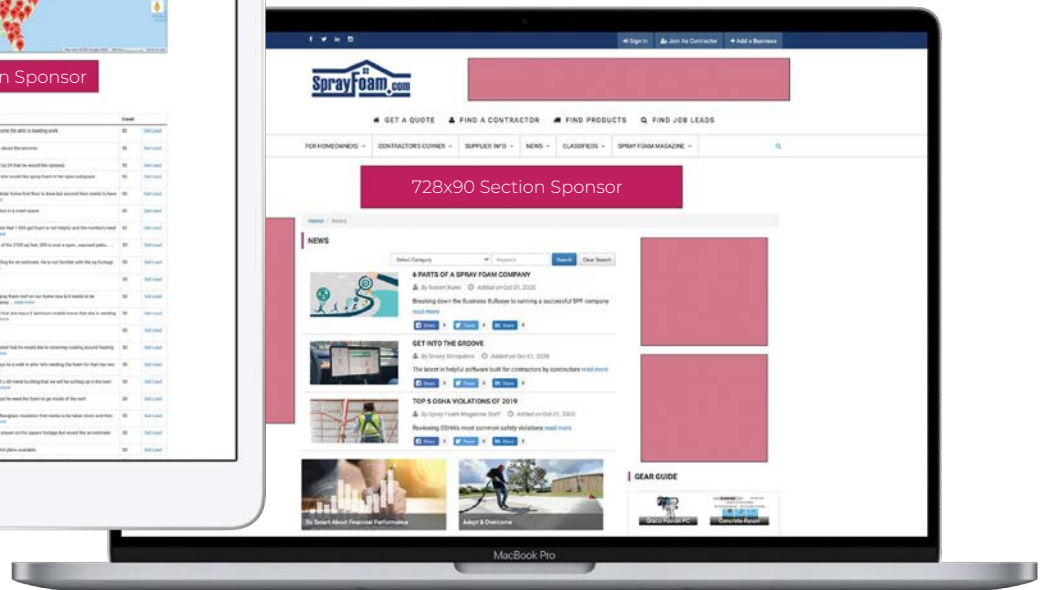
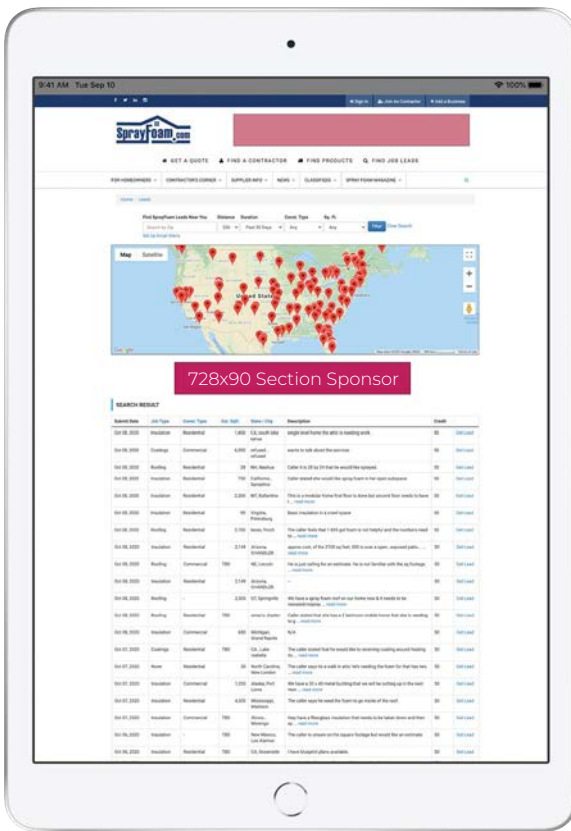
- Includes two (2) online Gear Guides product listings

GLOBAL

- Includes four (4) online Gear Guides product listings

Website Section Sponsors

- Sponsor any of the high-traffic sections of SprayFoam.com – such as the LEADS, NEWS, or ANNOUNCEMENT pages – with a 728x90 banner ad at the top of the page which will link to your company listing page.



Newsletter Sponsors

BASIC

- N/A

PREMIUM

- Included in two (2) newsletters / year

GLOBAL

- Included in two (2) newsletters / year

+ PLUS E-Blasts available. Send your promotional mail out to our email list.

SPOT-LIGHT SPRAY FOAM BUSINESS
Editorial Contributions by SES Polyurethane Systems

BE SMART ABOUT FINANCIAL PERFORMANCE

DOUG FORD • SES POLYURETHANE SYSTEMS

Does a contractor want to be known as the most price-competitive insulation contractor in the market working for minimum margins, or do they want to be recognized as the best in the market with higher margins?

Spray foam insulation is a performance driven industry and it is up to each contractor to differentiate from the competition. It starts with accurate estimating, the right labor skill set, right products, and a consistent high level of execution. In today's four variables that will determine how a company is perceived in the marketplace and it is critical that a consistent diagnosis and measurement of a company's performance is completed to ensure the performance is meeting the expectation.

A best practice is to always measure estimated material and labor cost against the actual job cost on every job. This allows the contractor to quickly identify areas in need of improvement and areas of strengths. It is also important to keep in mind that labor may be found by the job market in any given area. However, the skill set of your crews are a controllable variable that will greatly impact quality and efficiency. Material cost is another area where a given set of foam may be controlled by the market, but material performance does not only impact coverage, but efficiency as well.

There are the two key areas where contractors can separate themselves from the competition. The value of a well-trained, skilled and disciplined crew that understands the importance of maintaining their equipment and tools will have a positive impact across the board. The same can be said for material performance, with a faster emphasis put on training and performing to their competitive edge a company will potentially increase its bottom line.

INCREASING THE EDGE OF AN SPF BUSINESS

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YOU SELL BOARD FEET

WE SELL KITS

HOW MANY BOARD FEET DO YOU GET PER KIT?

SES DELIVERS THE HIGHEST RETURN FOR YOUR MONEY.

INNOVATIVE BY DESIGN

polyurethane systems

When a contractor is asked to estimate and install spray foam insulation, the contractor is often faced with a choice. They can either use a standard estimate and install the material, or they can use a more accurate estimate and install the material. The choice is often made for the contractor, not the customer. The contractor is often faced with a choice. They can either use a standard estimate and install the material, or they can use a more accurate estimate and install the material. The choice is often made for the contractor, not the customer. The contractor is often faced with a choice. They can either use a standard estimate and install the material, or they can use a more accurate estimate and install the material. The choice is often made for the contractor, not the customer.

Table 1 is a perfect example of establishing how chemical companies sell their products in one, or by the board foot installed. Therefore, when determining the value of a given product, it is important to understand the actual board foot equipment performance along with installer's capabilities, there are indeed variations in product performance. Contractors need to review their individual performance by their suppliers. Even when attempting to provide clear guidance

Table 2 also shows an example of the magnitude of savings by board feet sprayed.

Many contractors are running their own books, or they have a designated employee to handle their bidding and estimating spreadsheets. The distinction between the bid presented and the estimate calculation are often combined. However, the bidding documents and the estimate should be classified as two separate tasks. The end materials, and a bid is the proposal to the contractor's prospective client.

If the contractor develops a cost advantage in the marketplace, then they should consider annually gaining share via a well thought out bid, with significant effort to focus on not lowering the prevailing market price. Such an objective can be achieved in many ways but having the support of the end-user customer can be a win-win for both parties.

If the customer does not reveal the advantage they are receiving from their relationship with the better performing contractor, they can remain that benefit through to the future sale of their home, since the value of the insulation has not diminished. Often all parties give away their advantage to

There really is a clear balancing act between full disclosure and protecting your competitive advantage. The contractor needs to address their USP (Unique Selling Points) in the right solution for their potential customer. They should explain the benefits of the alternative, presenting the potential customer with a bid, which is clear and concise without giving too much performance information away.

In conclusion, if the information from table 2 is analyzed, it's evident the contractor's savings can be considerable as seen in table 3. If these savings are then retained, they result in an improved bottom line and a more valuable business. Choosing and utilizing the right product is a critical decision. Watching over product performance and measuring it regularly will support sustained business and ensuring will allow for more freedom in the business, including equipment improvements, employee benefits, increased market-share, and an enhanced bottom line.

CONTACT SES POLYURETHANE SYSTEMS
Direct any questions about increasing the edge of your spray foam business to SES.
Phone: 715-259-0253
Website: www.sesfoam.com

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EDITORIAL SPOTLIGHTS shift traditional advertising to a content-focused narrative. Choose a topic and work with our editorial team to reach our audience more effectively. Consisting of four (4) pages, Editorial Spotlights combine three (3) pages of content and one (1) full-page ad, each Editorial Spotlight closes with a brief section directing readers to contact your company regarding the article's subject matter.

SPF EQUIPMENT //

REIMAGINED SOLUTION

CARLISLE SPRAY TECHNOLOGIES INTRODUCES NEW SPRAY GUN

Carlisle Spray Technologies knows how important it is for product innovation to be thrust forward, especially in these tumultuous times. Innovation adds to the growth of the economy and optimistic change and in Carlisle's case, this positivity is geared towards the spray foam industry.

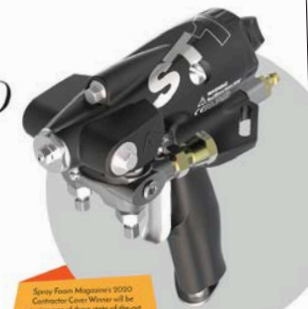
The introduction of their new ST1 Air Purge Spray Gun is definitely something to get excited about. Resembling something out of a science fiction movie, think Star Wars or Minority Report, this futuristic gun combines high-performance with user friendly attributes.

Spray foam applications will be happy to learn that the ST1 will help increase productivity, spray consistency, and uptime. Featuring ergonomics for increased comfort and control, the sprayer can hold this gun for periods of time, minus the repetitive strain. According to Carlisle, the ST1 is 10 percent lighter than the leading competition, enabling longer spray times, especially in hard to reach areas, while improving spray consistency.

Technical Services Supervisor, William J. Donovan IV elaborates, "Carlisle Spray Technologies presents the ST1 Air Purge Spray Gun for SPF and Polyurethane applications. The state-of-the-art ST1 has been designed with reliability, ergonomics, and simplicity as the primary focus. After a combined two years of design and field testing, the ST1 has proven to be a reliable and one effective option for the industry. The ST1 is designed to feel comfortable in hand, featuring integrated handle wings to better distribute the weight to reduce hot spots on the sprayer's hand. The ST1 also has an optional handle strap to better secure the gun to the sprayer, allowing for less grip fatigue and better balance."

Donovan goes on to say, "The ST1 is perfectly balanced with a center of mass that is closer to the handle, while also being lighter and smaller than current options. Maintenance on the gun is simple, needing only a 5/16 nut driver to disassemble the gun. No more fighting with retainer rings and threaded couplings."

The handle has been designed so that the load from the sprayer's fingers is transferred to the arm, reducing fatigue.



Spray Foam Magazine's 2020 Contractor Cover Winner will be winning one of these state-of-the-art new air-purge spray guns.

The strap secures the gun to the sprayer's hand, enabling the sprayer to effortlessly rest their fingers when not triggering.

The ST1 separate mix chamber design, along with the tips, can be varied to optimize flow and pattern width for each application. It's easy to change the mix tips, which allows applicators to flawlessly move from a speedy coverage to intricate application. The modular design will please applicators because it's easy to maintain, using a single tool.

Donovan explains, "The ST1 has a two-part mixing chamber/mix tip design. This chamber allows the tip size to be changed with any 5/16 nut driver in a few seconds time without removing the gun head. Come are the days of throwing away a mix chamber because a drill bit broke off inside. With the ST1, simply remove the mix tip and push the drill bit out. The ST1 is designed with an integral check-valve to prevent fluid from entering the air handle, virtually eliminating crossovers from contaminating the air section of the gun. The ST1 is also proudly designed, manufactured, and assembled in the USA."

The spray gun has developed considerably over the years, with the first combined hand-operated pump designed by Joseph Binks. It consisted of a container holding the liquid under pressure with a pointer nozzle on the end. Binks was a maintenance supervisor for Marshall Field's department store in Chicago in 1887, and he designed the spray machine as a solution for painting walls in a timely manner. Through the ages, the spray machine grew in sophistication and the invention of blending two-component products was the pinnacle point in the gun we see today. There have since been big strides in technology but Carlisle's ST1 has gone several steps further by developing the technology and incorporating what users want and need.

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Product Spotlight

- Highlight any product with one (1) page of editorial – includes 500 words and one image

FLOODS & FOAM

Spray foam insulation and its ability to protect homes against flood damage

In the spring of 2017, Montreal and other cities in Quebec, Canada were struck with severe flooding. Thousands of homes in the area were severely water-damaged with several feet of standing water in basements and lower floors. On May 22nd, specialists examined the condition of the closed-cell spray foam insulation of one flooded home. After five days of immersion in contaminated water mixed with sewage and oil spills, the spray foam was not contaminated nor damaged, and had a rapid drying capability.

Before anyone entered the basement of the home, the floodwater had to be pumped out. Floodwater is what home restoration professionals call "Category 3" water, which can contain sewage, bacteria, and spilled hazardous chemicals. Removing this water within days after floods recede is essential to preventing mold and fungal growth that can result in a biohazard.

For this home in particular, once the water was pumped out, flooring and drywall were removed and disposed of, and every surface was cleaned, disinfected, and pressure washed. Crews then brought in dehumidifiers and industrial fans, which ran for five days.

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With the help of fans and dehumidifiers, the closed-cell foam was dried out and showed no signs of deterioration. In fact, some of the foam samples still took samples for laboratory testing.

However, water intrusion can occur in microscopic areas that even a pressure washer can't reach, and this remaining water can still create a hazard. To ensure that the closed-cell spray foam insulation performs in the real world as well as it does in lab tests, specialists took samples of the home's insulation for laboratory testing, as well as readings of the moisture content in the wooden studs.

Their findings revealed that the closed-cell spray foam insulation showed no signs of deterioration after five days of submersion. It grew no mold and absorbed negligible amounts of water. The exposed sections of wood dried quickly, and while wood embedded in the spray foam remained moist longer, it was still able to dry completely with the help of the fans and dehumidifiers.

Closed-cell spray foam insulation creates a seal against concrete and wood, eliminating air play between the substrate offering nowhere for water to go. This makes it an excellent seal beneath basement floors and around foundation exterior. FEMA (Federal Emergency Management Agency) classifies closed-cell spray foam insulation as a Class 4 moisture resistant, which is "resistant to floodwater damage," and NFIP (National Flood Insurance Program) has used closed-cell spray foam insulation as a Class 5 building material, the highest rating for building products. It is also the only cavity insulation to carry this approval.

For this Canadian basement, Densic's Hunkle was applied and saved the homeowner thousands of dollars on insulation replacement, since conventional fiberglass insulation, like that in surrounding homes, would have been ruined in these conditions. Experts agree that closed-cell polyurethane spray foam also does much to protect wooden studs in flooded areas. Money saved on materials and labor makes closed-cell spray foam insulation the clear choice for structures at risk of flooding. This includes coastal areas, riverside homes, and other structures in floodplains.

SPRAY FOAM MAGAZINE | 15

Case Studies

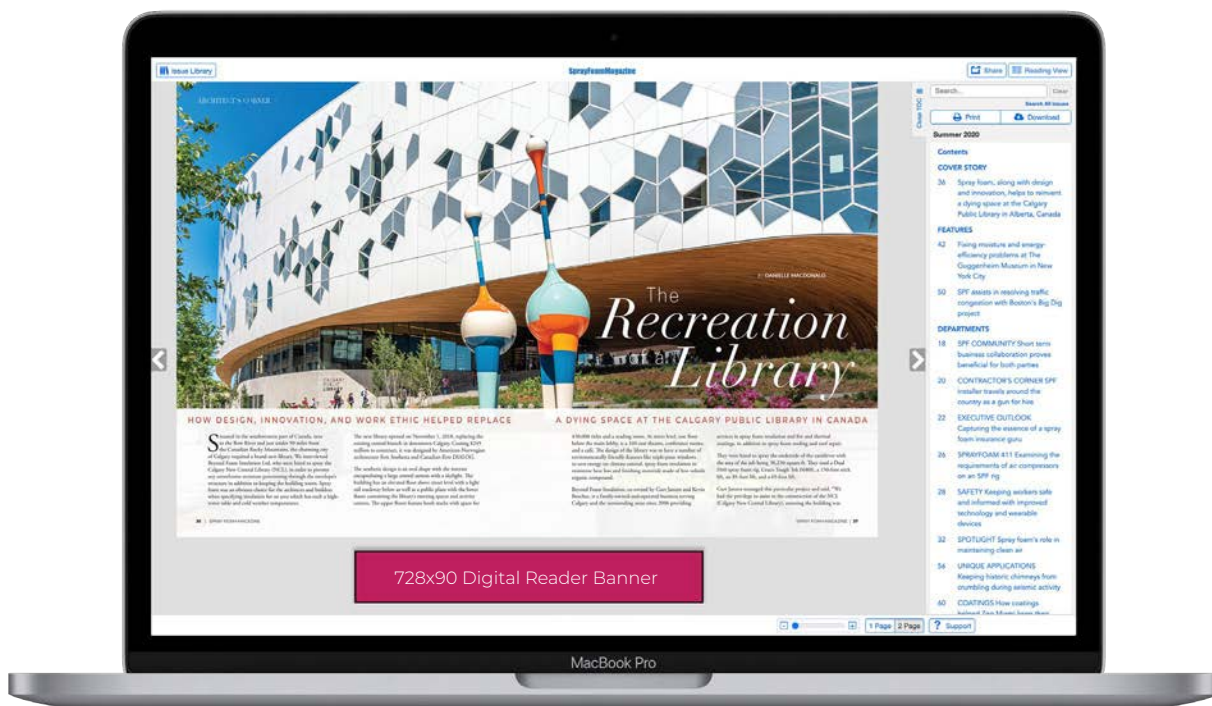
- Highlight any project or case study (supplied by client)
- 1 page option: 500 words and photo
- 2 page option: 800 words and 3 - 5 photos



One Sponsor / Issue Includes:

- "This issue brought to you by:" Company Name or Logo
- Includes digital banner on digital reader for that issue
- Includes one of the following in the sponsored issue: feature story / executive outlook / product profile / additional ad

Includes digital banner on every page of digital edition:



SHOW ISSUE

February/March 2022

// ESSENTIAL EQUIPMENT

TOPICS:

- Equipment showcase for commercial and residential projects
- Maintaining equipment
- New products
- Executive and business owners – Wall of Foam Awards
- Special Canada section

+ PLUS Technology, Residential Insulation, Commercial Insulation, Roofing, SPF Equipment, Architect's Corner

AD CLOSE: 1/7/2022

SPRING ISSUE

April/May 2022

// SAFETY & FIRE

TOPICS:

- Spraying Public Buildings
- Crawl spaces & Foundations
- SPF myths, commercial air barriers
- Building envelope and new construction

+ PLUS Technology, Residential Insulation, Commercial Insulation, Roofing, SPF Equipment, Architect's Corner

AD CLOSE: 3/4/2022

SUMMER ISSUE

June/July 2022

// TECHNICAL & CHEMISTRY

TOPICS:

- Investigating the ideal temperature of foam
- Weather and sealing techniques
- The Inspectors & Insurance
- Working with concrete
- SPF and mold abatement

+ PLUS Technology, Residential Insulation, Commercial Insulation, Roofing, SPF Equipment, Architect's Corner

AD CLOSE: 5/6/2022

LATE SUMMER ISSUE

August/September 2022

// ROOFING & COATINGS

TOPICS:

- SPF Roofing and coating systems
- How to expand a spray foam business
- Business relationships
- Investment investigation
- Structural SPF

+ PLUS Technology, Residential Insulation, Commercial Insulation, Roofing, SPF Equipment, Architect's Corner

AD CLOSE: 7/6/2022

FALL ISSUE

October/November 2022

// SUSTAINABILITY & EFFICIENCY

TOPICS:

- Energy efficiency
- Architects and residential walls
- Tear out and fix up
- Agribusiness and SPF

+ PLUS Technology, Residential Insulation, Commercial Insulation, Roofing, SPF Equipment, Architect's Corner

AD CLOSE: 9/6/2022

WINTER ISSUE

December 2022 / January 2023

// CONTRACTOR OF THE YEAR

TOPICS:

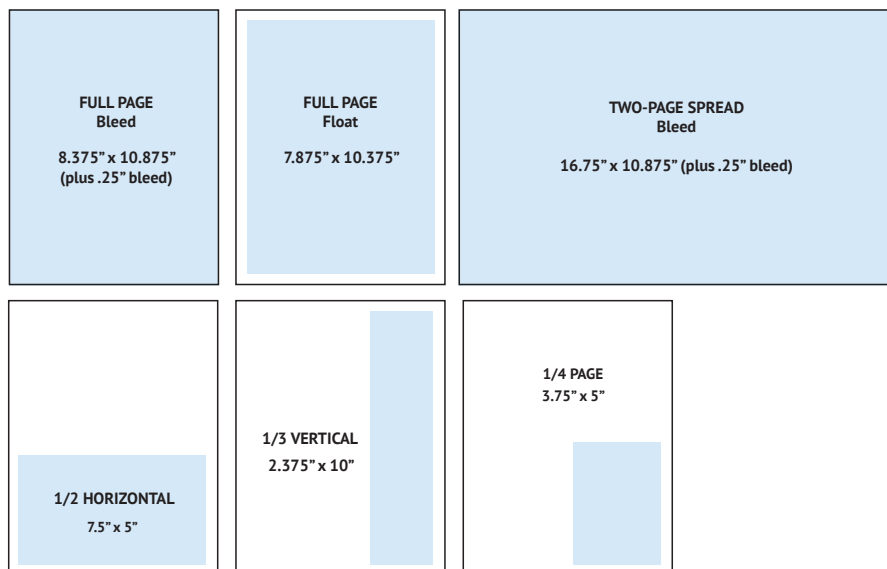
- Contractor of the Year 2022
- Star projects
- Secrets of success – how equipment foam, or people saved a job
- Residential Projects & Impressive Architecture

+ PLUS Commercial Insulation, Roofing, SPF Equipment, Architect's Corner

AD CLOSE: 11/4/2022

*ALL DATES & TOPICS ARE SUBJECT TO CHANGE WITHOUT NOTIFICATION. PLEASE CONTACT YOUR REP FOR THE LATEST INFORMATION.





ARTWORK SUPPLY METHOD

We advise that artwork is generated only in the following design programs: Photoshop, Illustrator, InDesign and Acrobat in CMYK. We cannot accept responsibility for any unwanted results from artwork originally generated in any other programs, especially programs such as Microsoft Word and PowerPoint.

All nonvector artwork should be supplied at a minimum of 300dpi. Any artwork supplied lower than 300dpi will print blurred. EPS and Illustrator files should have their final output set to 2540. PDFs should be set as follows: overall resolution of 2540, individual line art resolution of 1200dpi and individual bitmap resolution of 300dpi.

Please save all Photoshop files as either uncompressed TIFF files or Photoshop EPS files. All Photoshop files must be flattened prior to saving.

RE-SUPPLYING ARTWORK

We aim to check and prepare for print all artwork as soon as it is received. If you need to amend your artwork and re-supply it, you must contact your rep to arrange this.

*** We cannot accept responsibility if incorrect versions are printed when multiple versions have been supplied and no specific instructions have been given. ***

Artwork should be saved in PDF, EPS, TIFF or JPEG format.

GRAPHIC DESIGN SERVICES

With client supplied hi-res images and copy, prices typically run around \$150/hr. See your sales rep for details and a quotation for design services.

AD APPROVAL

Spray Foam Magazine reserves the right to reject any ad submitted that does not meet the required criteria. This includes technical requirements and professional design requirements.

AD DELIVERY

All final artwork can be submitted via email to your rep or contact. If the file is too large to send, please contact us for FTP submission info.

AD DIMENSIONS & SPECS

BASIC AD UNIT	DOCUMENT SIZE (TRIM)	BLEED**	MARGINS***
Full Page	8.375 x 10.875"	.25" All Sides	.5" from Trim
Two-Page Spread	16.75 x 10.875"	.25" All Sides	.5" from Trim
1/2 Page (Horizontal)	7.5 x 5"	N/A	.5" from Trim
1/4 Page	3.75 x 5"	N/A	.5" from Trim
1/3 Page (Vertical)	2.375 x 10"	N/A	.5" from Trim

*PDF RESOLUTION MUST BE at least 300 dpi and COLOR set to CMYK

**BLEED: .25" must be added to all four sides. Any LIVE content should not be used in this area.

***MARGINS: We suggest all text/type be kept at least .5" from live edges. Any important content should be kept at least .25" from trim.

+ CROP MARKS: We ask that NO crop/printer marks be included in an export. However, please confirm that "Bleed and Slug: Use Document Bleed Settings" IS checked in your export.

2022 DATES & DEADLINES

ISSUE	AD SPACE CLOSE	AD CREATIVE DUE
Show Issue Feb/Mar 2022	12/27/2021	1/5/2022
Spring Issue Apr/May 2022	2/28/2022	3/7/2022
Summer Issue June/July 2022	5/2/2022	5/6/2022
Late Summer Issue Aug/Sept 2022	6/30/2022	7/8/2022
Fall Issue Oct/Nov 2022	9/1/2022	9/7/2022
Winter Issue Dec 2022/Jan 2023	11/1/2022	11/7/2022

*ALL DATES ARE SUBJECT TO CHANGE WITHOUT NOTIFICATION. PLEASE CONTACT YOUR REP FOR THE LATEST INFORMATION.