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

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
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 Magazine’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. 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.
2019 APPLICATOR MAGAZINE
EDITORIAL CALENDAR

■ WINTER
SEALANTS ISSUE
Content Deadline: December 6, 2018
Ad Reservation Deadline: January 15, 2019
Ad Material Deadline: January 22, 2019

■ SPRING
WATERPROOFING ISSUE
Content Deadline: March 21, 2019
Ad Reservation Deadline: April 11, 2019
Ad Material Deadline: April 18, 2019

■ SUMMER
RESTORATION ISSUE
Content Deadline: June 14, 2019
Ad Reservation Deadline: July 15, 2019
Ad Material Deadline: July 19, 2019

■ FALL
BUSINESS BEST PRACTICES ISSUE
Content Deadline: September 16, 2019
Ad Reservation Deadline: October 18, 2019
Ad Material Deadline: October 24, 2019

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

2019 WINTER TECHNICAL MEETING
March 10 – 13, 2019
Loews Santa Monica Beach Hotel - Santa Monica, CA

2019 FALL TECHNICAL MEETING
October 8 – 10, 2019
Belmond Charleston Place - Charleston, SC
2019 ADVERTISING RATES

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<thead>
<tr>
<th>Style</th>
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<tr>
<td>Full page</td>
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<td>1/3 page vertical or horizontal</td>
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**Premium Positions**

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**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 ACROBAT PDF** – CMYK, high-resolution print quality