

2010

Builder *news*

Home Builders Association Publication for the Housing Industry of Greater St. Louis and Eastern Missouri

Advertising Information

2010 Black & White Rates

Size	Dimension	1x	3x	4x	6x	12x
Full Page (no-bleed)	7" w x 10" h	\$1,000	\$965	\$930	\$890	\$795
Full Page (bleed)	8 3/4" w x 11 1/4" h	\$1,000	\$965	\$930	\$890	\$795
Half Page (horz.)	6 1/2" w x 4 1/2" h	\$785	\$740	\$695	\$650	\$540
Half Page (vert.)	3" w x 9" h	\$785	\$740	\$695	\$650	\$540
Third Page (horz.)	6 1/2" w x 3" h	\$500	\$480	\$470	\$460	\$440
Quarter Page	3" w x 4" h	\$335	\$315	\$305	\$285	\$270
Inside Front/Back (bleed)	8 3/4" w x 11 1/4" h	\$1,510	\$1,280	\$1,220	\$1,135	\$1,030
Back Cover (bleed)	8 3/4" w x 11 1/4" h	\$1,635	\$1,355	\$1,325	\$1,245	\$1,100

NOTE: There is a 10% additional charge for all non-HBA members. Rates noted are per issue. Back cover, inside back or inside front cover can be secured by signing a 12x contract.

2010 Four-Color and Spot Color Rates

Full ColorAdd \$460 to Black & White rate
 One PMS Color Plus BlackAdd \$230 to Black & White rate

Color rates cannot be discounted. *All ads are non-commissionable.* Agencies must add commission to rates.

Deadlines • Publication Calendar

Deadlines

Space reservations: 1st of each month prior to publication
 Digital copy: 6th of each month prior to publication
 Publication date: 8th to 10th day of each month

2010 Publication Calendar

Issue	Ad Deadline	Distribution
January	December 14	Early January
February	January 15	Early February
March	February 15	Early March
April	March 15	Early April
May	April 15	Early May
June	May 14	Early June
July	June 15	Early July
August	July 15	Early August
September	August 13	Early September
October	September 15	Early October
November	October 15	Early November
December	November 12	Early December
January '11	December 13	Early January

Ad Requirements

Positioning

Ad placement is run-of-press. For specific positioning, advertiser will be charged an additional 10% above the original cost of the ad. (Excluding inside front, inside back and back cover.)

Printing Specifications

All ads for publication in *Builder News* magazine must be provided in a digital format (on CD or high-res pdf). The correct ad size must also be provided. If a black and white hard copy is provided there will be an additional \$50 charge for our printer to scan and place ad. Film *will not* be accepted. All photos must be saved at 100% of printed size at a minimum of 300 DPI and saved as an eps or tif file. Line copy should be saved at 1200 DPI and saved as a tif file. A copy of the ad must be supplied with the disk. Mac files are preferred, but PC files are acceptable. Ads created in the following programs will be accepted: QuarkExpress, Pagemaker, Photoshop or Illustrator. Files such as PowerPoint, Microsoft Word, Corel Draw, Excel, Publisher and similar programs are not compatible for printing purposes and will have to be re-created at an additional cost of \$100 per hour.