



The **Builder**

Advertising

2010 Advertising Rates

Rates are for color display advertisements and are quoted per insertion. Advertising rates are non-commissionable to agencies.

Full page - \$200

1/2 page - \$165

1/4 page - \$125

Business Card - \$85

Advertising & Editorial

If you're interested in advertising in *The Builder*, contact:

Andy Cole

Communications Manager

Builders Association

9550 W. Higgins Road

Suite 380

Rosemont, IL 60018

Phone: (847) 318-8585

Fax: (847) 318-8586

Email: acole@bldrs.org

Why Advertise With Us?

Your company can reach CEO's, Presidents, Project Managers and decision makers all over Chicagoland, and this doesn't even take into account the secondhand readers that newsletter publications usually receive. With the click of a mouse, viewers of our online publication, *The Builder*, will be taken directly to your company's website. We estimate that more than 1,500 construction industry representatives will see your message, your company logo, your web presence and your product.

Discounts

Advertisements with multiple insertions qualify for discounts:

2 insertions - 5%

4 insertions - 10%

Mechanical Requirements

Publication trim size is 8 1/2 x 11.

Camera-ready or electronic artwork is preferred.

Width/Height

<i>Full-page Insert</i>	<i>9 1/2 x 7 1/2</i>
<i>1/2 page (horizontal)</i>	<i>7 1/2 x 4 3/4</i>
<i>1/2 page (vertical)</i>	<i>3 3/4 x 9 1/2</i>
<i>1/4 page (horizontal)</i>	<i>5x3</i>
<i>1/4 page (vertical)</i>	<i>3 3/4 x 4 1/2</i>
<i>Business Card</i>	<i>3 1/2 x 2</i>

Formats

Advertising can be accepted in .jpg, .tif, .pdf or .eps

THE BUILDER is a publication of the Builders Association, the leader in serving the Chicagoland commercial, institutional and industrial construction markets since 1906. The newsletter is published every two months and is seen by the leading general contractors, subcontractors and service/product providers.

2010 Advertising Contract

The Builder

Advertiser (Company Name): _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____ E-mail: _____

Tentative Publication Schedule (check issues desired):

2010

Spring Summer Fall Winter

Space Size: Full Page Half-Page Quarter-Page Business Card

Space Orientation (for 1/2 and 1/4 page ads): Horizontal Vertical

Insertion Discount: 2X=5% 4X=10%

Advertising Fees:

Business Card \$85
 1/4 page \$125
 1/2 page \$165
 Inserts/Full Page \$200

Ad Rate
 Number of Insertions
 Subtotal
 Less Multiple Insertion Discount
Total Advertising Fee

Ad Rate	\$
Number of Insertions	x
Subtotal	\$
Less Multiple Insertion Discount	- \$
Total Advertising Fee	\$

Authorized Signature: _____ Date: _____

Please check one:

Check (payable to Builders Association)
 Charge to: VISA MasterCard AmEx VCode: _____

Name on Card Card Number Exp. Date Signature

 Billing Address

 City, State, Zip

Payment must accompany advertising order.

Mail check payment to: Builders Association, 9550 W. Higgins Rd., Suite 380, Rosemont, IL 60018.

Fax credit card payment to: (847) 318-8586.

Please sign and return to: Attn: Andrew Cole
 Builders Association
 9550 W. Higgins Road, Suite 380
 Rosemont, IL 60018

Contract & Copy Regulations

1. Publisher reserves the right to refuse advertising at any time due to space limitations, advertisements which are not in accordance with publishing guidelines, or which may be considered to be illegal.
2. Advertisers shall assume liability for all content of advertisements printed, and also assume responsibility for any resulting claims made against the publisher.
3. The word “advertisement” shall be printed at the top of advertisements which, in the opinion of the publisher, might be confused with editorial pages.
4. Cancellations are not accepted and copy corrections not guaranteed after closing date. Cancellations prior to closing date must be submitted in writing.
5. On contract or schedule insertions, previous copy will be repeated if change is not received by closing date.
6. Inserts are limited to one 8½” x 11” page per issue and count as one insertion for purposes of earning a multiple insertion discount. Sample copy of inserts must be received 30 days prior to publication for approval.
7. All rates are based on electronically provided or camera-ready art. Alterations, design, layout, and typesetting are available at an extra charge, and if requested, will be billed to advertiser.
8. The Builders Association does not honor advertising agency commissions or cash discounts. All rates are net.
9. All payments are due with the advertising contract.