

# INDIANA BUILDER NEWS

OFFICIAL PUBLICATION OF THE INDIANA BUILDERS ASSOCIATION, INC.

WWW.BUILDINDIANA.ORG



## Advertising Facts

# 2012

- **Indiana Builder News** is the **official** and only **publication** of the Indiana Builders Association.
- It is **distributed bi-monthly** to Indiana's builders, developers, remodelers, trade contractors, and building suppliers.
- Each issue is **packed with building industry information** from the national, state, and local levels, allowing all professionals to stay up to date on building industry happenings.
- There are **4,000+ copies published** monthly. Each copy is circulated to **over 40,000 readers**.
- Each issue is also published continuously on-line at [www.BuildIndiana.org](http://www.BuildIndiana.org).
- Advertisers also receive a continuous logo link on the IBA website, [www.BuildIndiana.org](http://www.BuildIndiana.org).
- **Target your advertising** to the professionals who *buy, utilize, and promote* your products and services by advertising in the **Indiana Builder News**.

**Call to reserve your space today (800) 377-6334!**

## The Issues & Deadlines - 2012

<u>Issue</u>	<u>Deadline</u>
January/February	December 16
March/April	March 2
May/June	April 27
July/August	June 22
September/October	August 17
November/December	October 26

## Advertisement Sizes

<b>Full Page</b> 10 1/4" wide by 12 3/4" tall	<b>1/2 Page Dominant</b> 7 3/4" wide by 9 1/4" tall
<b>1/2 Page Horizontal</b> 10 1/4" wide by 6 1/4" tall	<b>1/2 Page Vertical</b> 5" wide by 12 3/4" tall
<b>1/4 Page</b> 5" wide by 6 1/4" tall	<b>1/8 Page</b> 5" wide by 3" tall

## The Staff

*Indiana Builder News* is published by the Indiana Builders Association  
 101 W. Ohio St., Ste. 710  
 Indianapolis, IN 46204  
 (800) 377-6334 ext. 203  
 (317) 917-1100 ext. 203 Indpls.  
 (317) 917-0335 FAX  
 Publisher, Advertising Manager  
 Cindy Bussell  
 Cindy@BuildIndiana.org

## Specifications

- 11" x 13" tabloid offset newspaper.
- Camera ready advertisements can be submitted on computer disk, cd, or e-mailed and must be a .tif file or a .pdf composite file.
- Full or spot color must be color separated CMYK (not RGB)- 200 dpi.
- Black and white - 600 dpi.
- Grayscale - 200 dpi.
- If mailed, please include a proof.

## Advertising Rates

<u>Ad Size</u>	<u>1x</u>	<u>3x</u>	<u>6x</u>
<b>Full Page</b>	\$850	\$700	\$550
<b>1/2 Page</b>	\$550	\$410	\$330
<b>1/4 Page</b>	\$350	\$270	\$190
<b>1/8 Page</b>	\$200	\$170	\$130

- Rates quoted are for black and white advertisement placement per issue for IBA members.
- Additional 40% for non-members.
- One Spot Color - \$75 additional per issue.
- Full Process Color - \$160 additional per issue.
- Inserts - \$900 (company to provide 7,000 copies.)