

INDIANA BUILDER NEWS

OFFICIAL PUBLICATION OF THE INDIANA BUILDERS ASSOCIATION, INC.

WWW.BUILDINDIANA.ORG



2010

Advertising Facts

- **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 **5,500 copies published** monthly. Each copy is circulated to **over 40,000 readers**.
- Each issue is also **published continuously on-line** at www.BuildIndiana.org.
- Advertisers also receive a **continuous logo link on the IBA website**, 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 - 2010

<u>Issue</u>	<u>Deadline</u>
January/February	December 18
March/April	February 12
May/June	April 9
July/August	June 11
September/October	August 13
November/December	October 15

Advertisement Sizes

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

The Staff

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 Indianapolis, IN 46204
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 (317) 917-1100 Indianapolis
 (317) 917-0335 FAX
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 Cindy Bussell
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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>
Full Page	\$850	\$700	\$550
1/2 Page	\$550	\$410	\$330
1/4 Page	\$350	\$270	\$190
1/8 Page	\$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.)