

BUILDING INSIDER

The Premier Publication of the Central Ohio Homebuilding Industry

2020 Advertising and Profile Information

THE OFFICIAL PUBLICATION OF THE BIA OF CENTRAL OHIO

This bimonthly magazine has a print circulation of more than 1,300 industry leaders and key decision makers, including builders, remodelers, developers and service professionals in the residential building industry.

The online magazine reaches a wide audience of community business leaders and consumers. Past issues are archived on the website, giving you even longer exposure.

CONTACTS

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Ad Sales, Profile Sales

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Layout Design, Ad Creation

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MAGAZINE ADVANTAGES

Local Industry Guide.

Building Insider is the only local publication providing an in-depth guide to our regional homebuilding industry. The magazine provides news and information targeted to the wide variety of building related professions of our members.

A Larger Reach.

Building Insider is now seen by more industry professionals. We have expanded the audience by mailing it to 500 top producing Realtors in the greater Columbus area in addition to our BIA members.

MEMBER PROFILES

Be one of the builders and associates profiled in Building Insider and take advantage of the best marketing opportunity available to local building industry businesses.

- A four-page spread for builders or a two-page spread for associates in the front half of the magazine.
- Be interviewed for the article detailing your company, products, and services.
- A photographer will come to you for a photoshoot. You receive digital copies of the photos.
- Receive an extra 30 copies of the magazine

Builders will be interviewed on camera for a short video that will be on the front page of the BIA website for the two month run of your issue. You are able to use this video for your own marketing. In addition, the video will be boosted on our social media to gain more impressions and will be pinned to the top of the BIA Facebook page for the duration of your issue. The video will be sent out in our weekly Enews, which has a 10% above average open rate for our industry, on the first Tuesday of each month during the run of your issue.

Associates will have a boosted Facebook posts for one week during the run of your issue with a link back to your website. This will help your business gain a farther reach into the central Ohio market. Be featured in our weekly Enews with a link promoting your website.

Profile Terms & Conditions

The BIA is committed to producing Building Insider in a timely manner and needs to adhere to the stated deadlines in the signed agreement. Companies that do not meet production deadlines will have their profile moved to the next available issue and an alternate company will be found to be profiled in that issue

Payment is due upon submission of contract. Failure to do so will result in forfeiture of profile.

ADVERTISING

Trim size: 8" x 10.875"
Live area: 8" x 10.875"
Preferred Format: PDF
Resolution: 300 dpi
Color: CMYK or Grayscale.
Ad prices include full color.

The BIA is not responsible for the low resolution print quality of ads that do not meet the above requirements.

If your ad requires editing, a minimum \$25 fee will be added.

The BIA reviews all ads prior to publication for content and reserves the right to reject ads containing objectionable material.

Ads should be e-mailed to Sara Hays.

Advertising Terms & Conditions

Unless you reserve a premium ad space, the BIA cannot guarantee ad placement on any particular page or location within the magazine.

Frequency rates are offered on a calendar year basis only, from January through December. Advertisers not fulfilling multiple insertion contracts will be billed at the higher rate. Advertisers who book ads at the member rate but do not renew their BIA membership during the length of their advertising contract will be charged the non-member rate.

The advertising rates are based on a 1-time, 3-time or 6-time advertising contract. Non BIA members add 20% to listed rates. All ads are non-commissionable.

Payment is due upon submission of contract. Failure to do so will result in forfeiture of ad placement. Six issue contracts may split payment in half. However, remainder of payment must be made prior to publication of fourth contracted issue. All other contracts are responsible for full payment of contracted issues.

DESIGN SERVICE

The BIA can help you design your ad for a nominal fee. You provide high quality photos and graphics, and we will create your ad. You will receive a press quality version of your finished ad that you can use in other publications

This contract includes ad creation or editing of a previously BIA created ad and 2 proofs.

You provide:

- a 300 dpi (or higher) company logo
- high resolution photos or graphics you would like included
- required text or tag lines

Cost

\$100 per ad. Includes design work and 2 proofs. Additional charges may be incurred at \$40 per proof after the first 2. Subsequent changes to ads that BIA previously designed will cost \$30. Includes design work and up to 2 proofs.

2020 Building Insider Advertising & Profile Agreement

Enter **company information** as it should appear in print.

Company _____
 Website _____
 Contact Person _____
 Phone _____
 E-mail _____
 Billing Contact _____
 Phone _____
 Billing Address _____

PROFILE

Select Your Profile Type and Your Preferred Issue.

Limited space available. Only one builder and up to two associates will be profiled in each issue.

ISSUE	PROFILE TYPE (RATE)	CONTRACT & PAYMENT DUE
JAN/FEB	<input type="checkbox"/> Builder (\$2,150) <input type="checkbox"/> Associate (\$1,700)	Nov 13, 2019
MAR/APR	<input type="checkbox"/> Builder (\$2,150) <input type="checkbox"/> Associate (\$1,700)	Dec 10, 2019
MAY/JUN	<input type="checkbox"/> Builder (\$2,150) <input type="checkbox"/> Associate (\$1,700)	Feb 4, 2020
JUL/AUG	<input type="checkbox"/> Builder (\$2,150) <input type="checkbox"/> Associate (\$1,700)	Apr 8, 2020
SEPT/OCT	<input type="checkbox"/> Builder (\$2,150) <input type="checkbox"/> Associate (\$1,700)	Jun 10, 2020
NOV/DEC	<input type="checkbox"/> Builder (\$2,150) <input type="checkbox"/> Associate (\$1,700)	Aug 12, 2020

Ad Dimensions

Inside Front & Back Covers: 8"w x 10.875"h (plus 0.125" bleed)
 Back Cover: 8"w x 6.725"h (plus 0.125" bleed)

Full Page 8"w x 10.875"h (plus 0.125" bleed)	1/2 Page 7.0068"w x 4.8714"h	1/3 Page 2.2222"w x 9.875"h	1/3 Page 4.625"w x 4.8714"h
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ADVERTISEMENTS

Select Your Ad Size and Rate

Non BIA members, add 20%

ADVERTISEMENT	1 ISSUE RATE	3 ISSUE RATE	6 ISSUE RATE
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> \$875	<input type="checkbox"/> \$2400 \$800 per issue	<input type="checkbox"/> \$4400 \$734 per issue
<input type="checkbox"/> Back Cover	<input type="checkbox"/> \$875	<input type="checkbox"/> \$2400 \$800 per issue	<input type="checkbox"/> \$4400 \$734 per issue
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> \$850	<input type="checkbox"/> \$2300 \$767 per issue	<input type="checkbox"/> \$4250 \$709 per issue
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$825	<input type="checkbox"/> \$2200 \$734 per issue	<input type="checkbox"/> \$4100 \$684 per issue
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> \$475	<input type="checkbox"/> \$1150 \$384 per issue	<input type="checkbox"/> \$2000 \$334 per issue
1/3 Page <input type="checkbox"/> Vertical <input type="checkbox"/> Square	<input type="checkbox"/> \$425	<input type="checkbox"/> \$1000 \$334 per issue	<input type="checkbox"/> \$1700 \$284 per issue

ISSUE	CONTRACT & PAYMENT DUE	ARTWORK DUE
<input type="checkbox"/> JAN/FEB	Dec 4, 2019	Dec 11, 2019
<input type="checkbox"/> MAR/APR	Jan 21, 2020	Jan 31, 2020
<input type="checkbox"/> MAY/JUN	Mar 16, 2020	Mar 27, 2020
<input type="checkbox"/> JUL/AUG	May 18, 2020	May 29, 2020
<input type="checkbox"/> SEPT/OCT	July 20, 2020	July 31, 2020
<input type="checkbox"/> NOV/DEC	Sept 21, 2020	Oct 2, 2020

DESIGN SERVICE CONTRACT

Your design fees will be calculated after production per rates on page 2 and will be added to your advertising invoice. Ad materials are due with submission of contract.

I need ad design service

I have read and agree to all terms of this agreement.

Signature _____ Date _____