

BuildingTM **EDGE** MAGAZINE *The Local Voice in Building*

Does Your Business Have the EDGE?

Building Edge Magazine is the source for information on the latest trends, products, and techniques in the local homebuilding arena. In markets across the country, Building Edge highlights leading homebuilders and their commitment to building quality homes, business ethics, and industry service. Each high-gloss, full-color issue features valuable insight concerning the latest industry news, legal issues, financial information, educational opportunities, and industry events.

Building Edge

- Showcases local homebuilders
- A free service to industry decision-makers
- Engaging, full-color, and contemporary
- A local resource directory
- Recognizes industry needs



Why Advertise?

Advertising paves the way for your business by pre-selling a product or service. Putting your name in front of your target audience allows customers to come to know and trust your company. A consistent advertising campaign is the most effective method, not only does it establish a relationship with your customers, but it supports the branding efforts that are critical in today's competitive market.

- Keep your message in the eyes of potential customers
- Create a positive, successful image for your company
- Maintain the interest of present customers
- Frequency discounts make advertising more affordable

Advertising with Building Edge puts your name beside the most esteemed names in the industry.

Spotlight Reprints Hit Your Target Audience

- Distribute in showrooms
- Include in bid packages
- Supply to your sales team
- Direct mail to target audience*
- Include in accounts payable/receivable mailings
- Tradeshow handout

2 PAGE SPOTLIGHTS	QUANTITY	PRODUCTION FEE	REPRINTS	TOTAL
	2,000	\$600	\$2,200	\$2,800
	3,000	\$600	\$2,400	\$3,000
	5,000	\$600	\$2,800	\$3,400
	10,000	\$600	\$3,800	\$4,400

4 PAGE SPOTLIGHTS	QUANTITY	PRODUCTION FEE	REPRINTS	TOTAL
	2,000	\$1,200	\$2,975	\$4,175
	3,000	\$1,200	\$3,375	\$4,575
	5,000	\$1,200	\$4,175	\$5,375
	10,000	\$1,200	\$6,175	\$7,375

6 PAGE SPOTLIGHTS	QUANTITY	PRODUCTION FEE	REPRINTS	TOTAL
	2,000	\$1,800	\$3,575	\$5,375
	3,000	\$1,800	\$4,050	\$5,850
	5,000	\$1,800	\$5,000	\$6,800
	10,000	\$1,800	\$7,375	\$9,175

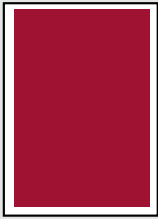
For other quantities add \$200 per 1,000/2-page, \$400 per 1,000/4-page and \$475 per 1,000/6 page.

Prices include UV coating. Shipping and sales tax (where applicable) are extra.

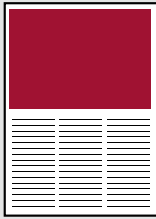


* Ask your local publisher rep for pricing to have the Building EDGE mailing house label and mail your reprints to your supplied list of contacts.

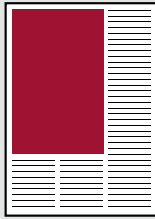
AD SIZES & MECHANICAL SPECS



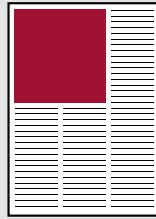
Full page
No Bleed - 7.50" x 10"
Full Bleed - 8.75" x 11.25"
(.125" bleed)



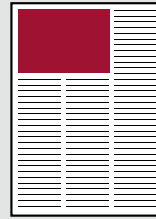
1/2 page Horizontal
7.50" x 5"



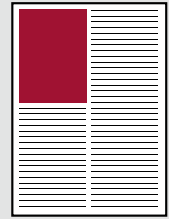
1/2 page Vertical
5" x 7.375"



1/3 page
4.425" x 4.5"



1/4 page Horizontal
4.425" x 3.25"



1/4 page Vertical
3.25" x 4.5"

BUILDING EDGE ADVERTISING RATES

4 COLOR RATES

SIZE	1X	6X	12X
COVER	\$1,775	\$1,505	\$1,340
FULL PAGE	\$1,450	\$1,240	\$1,100
1/2 PAGE	\$1,075	\$925	\$820
1/3 PAGE	\$900	\$765	\$680
1/4 PAGE	\$775	\$650	\$580
DIRECTORY	\$525	\$450	\$400

BLACK & WHITE RATES

SIZE	1X	6X	12X
COVER	\$1,425	\$1,215	\$1,080
FULL PAGE	\$1,050	\$900	\$800
1/2 PAGE	\$750	\$630	\$560
1/3 PAGE	\$550	\$470	\$420
1/4 PAGE	\$450	\$385	\$340
DIRECTORY	\$325	\$270	\$240

ADD \$100 FOR EACH ADDITIONAL SPOT COLOR

INSERTS: For insertion into mail polybag: 1 page - \$595; 2 panel (4 pages) - \$750; 3 panel (6 pages) - \$900;
Stapled-in inserts (sized 8.5" x 11" or smaller): 4 page - \$1100, 6 page - \$1280

DIGITAL OUTPUT SPECS

Platforms may be Macintosh or PC Applications

- **Adobe Acrobat PDFs**
Version 4.x and up; Offset print quality with color separations if necessary.
- **TIFF, JPG or EPS**
High Resolution TIFF, JPG, or EPS are acceptable. Fonts should be outlined and all images need to be embedded.

If the ad is not received in one of the formats listed above, it will not be accepted.

Resolution

Minimum of 300 dpi; PDF, JPG, TIF, EPS

Proofs

Please include Color or Black & White Laser proofs

Acceptable Media

Files may be sent on CD-ROM or DVD

Multiple Markets

Separate artwork files may be required for multi-market advertising buys. Contact your local publisher rep for instructions.



www.buildingedgemag.com

Coming Up in



BUILDING EDGE CONTAINS ARTICLES FROM BOTH A NATIONAL AND LOCAL PERSPECTIVE!

Building EDGE Magazine is a network of local trade publications concerning local interests as well as products, services, and topics of national concern.

LOCAL EDITORIAL DEPARTMENTS MAY INCLUDE:

Sales Perspective, Environmental Perspective, Legal Perspective, Developer's Edge, Designer's Edge, Realtor's® Edge, Supplier's Edge, Industry News, People in the News, and other informative departments.

NATIONAL EDITORIAL MAY INCLUDE:

Building EDGE covers one different homebuilding topic in a detailed and informative way each month. The *Building EDGE* National Features may include content on the following topics:

- **Home Technology** - Home automation, home theaters, security systems, structured wiring
- **Surfaces & Finishes** - Countertops, floorcoverings, walls & ceilings
- **Windows** - Style, efficiency, architecture, and glass technology
- **Kitchens** - Appliances, cabinets, sinks, faucets, lighting, floorcoverings, countertops
- **Outdoor Living** - Decking, landscaping, fencing, outdoor lighting, retaining walls, outdoor kitchens, fireplaces
- **Doors** - Entry, interior, patio and overhead
- **Baths** - Fixtures, faucets, home spas, hardware, tile, countertops
- **Curb Appeal** - Entry doors, brick and siding, roofing, lighting, landscaping, paving
- **Interior Design** - Lighting, hardware, trim millwork, interior doors, fireplaces, stairs, closet systems
- **Weathering the Elements** - HVAC, insulation, house wrap, anti-mold products, siding and brick, roofing, pest control
- **Lighting & Specialty Products** - Indoor, specialty, and landscape lighting; home safes, decorative metalwork, elevators/dumbwaiters ,etc.
- **Construction Technology** - Concrete & masonry, foundations, framing, engineered lumber, panels, walls systems

ASK YOUR LOCAL PUBLISHER FOR THIS YEAR'S SCHEDULE.
Stay informed with Building Edge Magazine.