

# BUILDING INSIDER

The Premier Publication of the Central Ohio Homebuilding Industry

## 2021 Advertising and Profile Information

### THE OFFICIAL PUBLICATION OF THE BIA OF CENTRAL OHIO

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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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#### **Content Editor**

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#### **Layout Design, Ad Creation**

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### MAGAZINE ADVANTAGES

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#### **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, nearly 80% of builder members and 65% of associate members read the Building Insider.

## MEMBER PROFILES

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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

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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

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**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.

Advertiser is responsible for ad content. BIA does not proof submitted ads for mistakes.

Ads should be e-mailed to Sara Hays.

### Advertising Terms & Conditions

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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

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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

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\$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.

# 2021 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

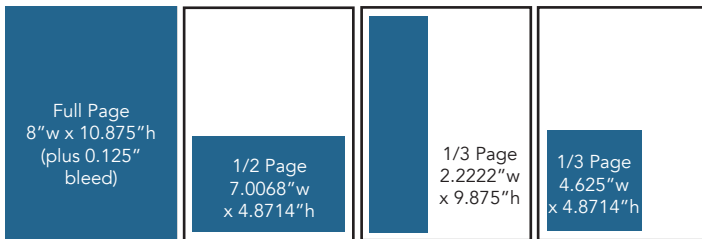
Select your profile type and your preferred issue.

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

ISSUE	PROFILE TYPE (RATE)	CONTRACT & PAYMENT DUE
<b>JAN/FEB</b>	<input type="checkbox"/> Builder (\$2,250) <input type="checkbox"/> Associate (\$1,800)	Nov 16, 2020
<b>MAR/APR</b>	<input type="checkbox"/> Builder (\$2,250) <input type="checkbox"/> Associate (\$1,800)	Dec 9, 2020
<b>MAY/JUN</b>	<input type="checkbox"/> Builder (\$2,250) <input type="checkbox"/> Associate (\$1,800)	Feb 4, 2021
<b>JUL/AUG</b>	<input type="checkbox"/> Builder (\$2,250) <input type="checkbox"/> Associate (\$1,800)	Apr 8, 2021
<b>SEPT/OCT</b>	<input type="checkbox"/> Builder (\$2,250) <input type="checkbox"/> Associate (\$1,800)	Jun 10, 2021
<b>NOV/DEC</b>	<input type="checkbox"/> Builder (\$2,250) <input type="checkbox"/> Associate (\$1,800)	Aug 12, 2021

## 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)



## ADVERTISEMENTS

Select your ad size and rate

Non BIA members ad 20%

ADVERTISEMENT	1 ISSUE RATE	3 ISSUE RATE	6 ISSUE RATE
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> <b>\$925</b>	<input type="checkbox"/> <b>\$2550</b> \$850 per issue	<input type="checkbox"/> <b>\$4500</b> \$750 per issue
<input type="checkbox"/> Back Cover	<input type="checkbox"/> <b>\$925</b>	<input type="checkbox"/> <b>\$2550</b> \$850 per issue	<input type="checkbox"/> <b>\$4500</b> \$750 per issue
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> <b>\$900</b>	<input type="checkbox"/> <b>\$2400</b> \$800 per issue	<input type="checkbox"/> <b>\$4350</b> \$725 per issue
<input type="checkbox"/> Full Page	<input type="checkbox"/> <b>\$875</b>	<input type="checkbox"/> <b>\$2250</b> \$750 per issue <input type="checkbox"/> <b>\$2650</b> + 6 months digital BIA website advertising	<input type="checkbox"/> <b>\$4200</b> \$700 per issue <input type="checkbox"/> <b>\$4700</b> + 12 months digital BIA website advertising
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> <b>\$500</b>	<input type="checkbox"/> <b>\$1200</b> \$400 per issue	<input type="checkbox"/> <b>\$2100</b> \$350 per issue
<input type="checkbox"/> 1/3 Page <input type="checkbox"/> Vertical <input type="checkbox"/> Square	<input type="checkbox"/> <b>\$450</b>	<input type="checkbox"/> <b>\$1050</b> \$350 per issue	<input type="checkbox"/> <b>\$1800</b> \$300 per issue

ADVERTISEMENT	CONTRACT & PAYMENT DUE	ARTWORK DUE
<input type="checkbox"/> <b>JAN/FEB</b>	Dec 4, 2020	Dec 11, 2020
<input type="checkbox"/> <b>MAR/APR</b>	Jan 22, 2021	Jan 29, 2021
<input type="checkbox"/> <b>MAY/JUN</b>	Mar 16, 2021	Mar 26, 2021
<input type="checkbox"/> <b>JUL/AUG</b>	May 19, 2021	May 26, 2021
<input type="checkbox"/> <b>SEPT/OCT</b>	July 23, 2021	July 30, 2021
<input type="checkbox"/> <b>NOV/DEC</b>	Sept 24, 2021	Oct 1, 2021

## 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 \_\_\_\_\_