

# THE PREMIER PUBLICATION OF THE CENTRAL OHIO HOMEBUILDING INDUSTRY



## Contents

- About • pg 2
- Member Profiles • pg 3
- Advertising • pg 3
- Design Service • pg 3
- 2016 Building Insider Advertising & Profile Agreement • pg 4



2016 Advertising and Profile Information

# About

## Magazine Advantages

### Local Industry Guide.

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

### An Extra Issue.

The magazine's extra Parade issue features a wrap-up the BIA's two signature events, the Parade of Homes and the Preview Party. We think you will agree, these two important events deserve the extra recognition. There will be limited advertising opportunities in this issue, so make sure you book your ad early.

### 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.

## 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.

## Why Advertise in Building Insider?

- Receive maximum exposure for your advertising dollars
- 85% of BIA members read *Building Insider*
- Expand your marketing reach by advertising!
- Promote your products and services to your target audience

## 2016 Publication Calendar

Contracts and ads are due by noon on the day listed. Please note: If the dates of the 2016 BIA Parade of Homes change, this publication calendar will be adjusted accordingly and you will be notified in writing.

Issue	Profile Contract	Ad Contract	Ad Artwork	Distribution
Jan/Feb	Oct 23, 2015	Nov 16, 2015	Dec 1, 2015	Jan 1, 2016
Mar/Apr	Dec 9, 2015	Jan 20, 2016	Feb 1, 2016	Mar 1, 2016
May/June	Feb 9, 2016	Mar 22, 2016	Apr 1, 2016	May 1, 2016
Jul/Aug	Apr 11, 2016	May 20, 2016	Jun 2, 2016	Jul 1, 2016
Parade Issue	n/a	Aug 1, 2016	Aug 9, 2016	Sept 8, 2016
Oct	Jul 11, 2016	Aug 22, 2016	Sept 1, 2016	Oct 1, 2016
Nov/Dec	Aug 10, 2016	Sept 21, 2016	Oct 3, 2016	Nov 1, 2016

## Contacts

BIA • 495 Executive Campus Dr, Westerville OH 43082 • (614) 891-0575 • Fax (614) 891-0535

### Ad Sales, Profile Sales

- Bernadine Pesika, bernadine@biahomebuilders.com
- Linda Winrod, linda@biahomebuilders.com

### Ad Creation, Ad Design Specifications

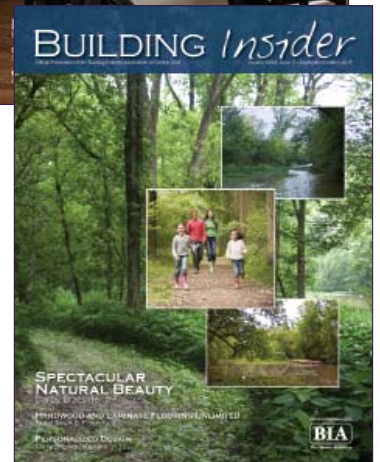
- Bernadine Pesika, bernadine@biahomebuilders.com

### Profile Interviews, Writer

- Carol Rich, clrich10@aol.com

### Profile Photos

- John Evans, jeevansphoto@gmail.com





# Member Profiles

## Be profiled

**Reach over 1,000 industry professionals, 500 top producing Realtors and unlimited consumers!**

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. Don't miss this exclusive opportunity; only 6 builders and 12 associates are profiled each year.

- A two-page spread in the front half of the magazine. The builder being profiled is featured on the cover.
- The BIA's freelance writer, Carol Rich, will interview you and write an article about your company, products and services. You approve the article and layout before it goes to print.
- Professional photographer, John Evans (jeevans.com), will come to you for a photo shoot, and you can select which pictures to use in your profile. You receive digital copies of the photos. You can provide additional photos, too.
- Inclusion on the home page of the BIA website, which receives approximately 1,500 visitors a month.
- Receive extra copies of the magazine and a CD with a press-quality version of your profile so you can print additional copies or you can use the article on your own website.
- Appear in a BIA-produced ad in the Sunday edition of The Columbus Dispatch which includes an introduction to your profile and drives people to the BIA website to read more.
- You are encouraged to include a link on your website to the *Building Insider* webpage and promote that you are being profiled in the magazine.

## 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.

# Advertising

## Advertising Specifications

**Trim size: 8.5" x 11"**

**Live area: 7.5" x 10"**

**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.

Questions about ad specifications should be referred to Bernadine Pesika.

Ads should be e-mailed to your BIA advertising representative. Ads that are unable to be e-mailed should be delivered on a CD to the BIA office.

## 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.

Parade Issue advertisements are in addition to the regular ad contracts. Advertisers on a multiple insertion contract qualify for the same rate in the Parade Issue.

All advertisers will receive an invoice from the BIA after the publication is printed and mailed. Payment is due upon receipt of the invoice. If your account has an invoice more than 45 days old, you will be excluded from advertising in future issues until your account is current.

# Design Service

## Design Service

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

If you sign a 6-time *Building Insider* advertising agreement, the design fee is waived.

## Terms

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

\$50 per hour.

\$20 for each 30 minutes after the first hour.

FREE for 6-time advertisers.

## 2016 Publication Calendar

Contracts and materials are due by noon on the day listed.

Issue	Ad Contract and Materials
Jan/Feb	Nov 16, 2015
Mar/Apr	Jan 20, 2016
May/Jun	Mar 22, 2016
Jul/Aug	May 20, 2016
Parade Issue	Aug 1, 2016
Oct	Aug 22, 2016
Nov/Dec	Sept 21, 2016

# 2016 Building Insider Advertising & Profile Agreement

Enter **company information** as it should appear in print. You will be sent an invoice after the magazine is printed.

Company \_\_\_\_\_

Website \_\_\_\_\_

Phone \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Billing Contact \_\_\_\_\_

Phone \_\_\_\_\_

Billing Address \_\_\_\_\_

BIA Advertising Representative \_\_\_\_\_

## 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 Due
<input type="checkbox"/> Jan/Feb 2016	<input type="checkbox"/> Builder (\$1,750) <input type="checkbox"/> Associate (\$1,400)	Oct 23, 2015
<input type="checkbox"/> Mar/Apr 2016	<input type="checkbox"/> Builder (\$1,750) <input type="checkbox"/> Associate (\$1,400)	Dec 9, 2015
<input type="checkbox"/> May/June 2016	<input type="checkbox"/> Builder (\$1,750) <input type="checkbox"/> Associate (\$1,400)	Feb 9, 2016
<input type="checkbox"/> Jul/Aug 2016	<input type="checkbox"/> Builder (\$1,750) <input type="checkbox"/> Associate (\$1,400)	Apr 11, 2016
<input type="checkbox"/> Oct 2016	<input type="checkbox"/> Builder (\$1,750) <input type="checkbox"/> Associate (\$1,400)	Jul 11, 2016
<input type="checkbox"/> Nov/Dec 2016	<input type="checkbox"/> Builder (\$1,750) <input type="checkbox"/> Associate (\$1,400)	Aug 10, 2016

## Advertisements

### Select Your Ad Size, Rate and Your Preferred Issue(s).

Non BIA members, add 20%

Advertisement	1 Issue Rate	3 Issue Rate	6 Issue Rate
<input type="checkbox"/> Inside Front Cover *	<input type="checkbox"/> \$775	<input type="checkbox"/> \$705	<input type="checkbox"/> \$655
<input type="checkbox"/> Back Cover *	<input type="checkbox"/> \$775	<input type="checkbox"/> \$705	<input type="checkbox"/> \$655
<input type="checkbox"/> Inside Back Cover *	<input type="checkbox"/> \$755	<input type="checkbox"/> \$685	<input type="checkbox"/> \$635
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$720	<input type="checkbox"/> \$650	<input type="checkbox"/> \$600
<input type="checkbox"/> 2/3 Page	<input type="checkbox"/> \$495	<input type="checkbox"/> \$435	<input type="checkbox"/> \$395
<input type="checkbox"/> 1/2 Page <input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	<input type="checkbox"/> \$380	<input type="checkbox"/> \$330	<input type="checkbox"/> \$300
<input type="checkbox"/> 1/3 Page <input type="checkbox"/> Vertical <input type="checkbox"/> Square	<input type="checkbox"/> \$320	<input type="checkbox"/> \$280	<input type="checkbox"/> \$255
<input type="checkbox"/> 1/6 Page	<input type="checkbox"/> \$225	<input type="checkbox"/> \$200	<input type="checkbox"/> \$185

I am interested in a premium ad space if one becomes available.

\* indicates the space is currently reserved.

Issue	Contract Due	Artwork Due
<input type="checkbox"/> Jan/Feb 2016	Nov 16, 2015	Dec 1, 2015
<input type="checkbox"/> Mar/Apr 2016	Jan 20, 2016	Feb 1, 2016
<input type="checkbox"/> May/June 2016	Mar 22, 2016	Apr 1, 2016
<input type="checkbox"/> Jul/Aug 2016	May 20, 2016	Jun 2, 2016
<input type="checkbox"/> **Parade Issue	Aug 1, 2016	Aug 9, 2016
<input type="checkbox"/> Oct 2016	Aug 22, 2016	Sept 1, 2016
<input type="checkbox"/> Nov/Dec 2016	Sept 21, 2016	Oct 3, 2016

\*\*The Parade Issue is in addition to contracted issues and does not count toward 3 or 6 time contract rate. Parade issue is limited to 15 advertisements.

## Design Service Contract

### Check the box to contract for Ad Design Service.

Your design fees will be calculated after production per rates on page 3 and will be added to your advertising invoice.

I need ad design service.

### Ad Dimensions

Inside Front & Back Covers: 8.5" w x 11" h (plus 0.125" bleed) | Back Cover: 8.5" w x 7.25" h (plus 0.125" bleed)

<b>Full Page</b> 7.5" w x 10" h	<b>2/3 Page</b> 4.9167" w x 10" h	<b>1/2 V</b> 4.9167" w x 7.437" h	<b>1/2 H</b> 7.5" w x 4.875" h	<b>1/3 V</b> 2.3333" w x 10" h	<b>1/3 Sq</b> 4.9167" w x 4.875" h	<b>1/6 Page</b> 2.3333" w x 4.875" h
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For BIA Use:  WS2  
 BP  
 KB

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

Signature \_\_\_\_\_ Date \_\_\_\_\_