

BUILDING

IN MARYLAND AND WASHINGTON, DC

REACHING 1,200+
local members & legislators
EVERY 2 MONTHS
in print and online.



Contact E&M Consulting, Inc.
regarding Advertising Sales
800.572.0011 / 240.393.4149
jeremy@emconsultinginc.com

DID YOU KNOW? }

Several studies show that magazines are the **strongest driver of purchase intent**, and they boost other medias' effectiveness. *What's more*, magazines deliver results more consistently throughout the purchase funnel than TV or the Internet.

1,200+

Builders, Suppliers, Landscaping, Plumbing, Electrical, Drywall, Painting, HVAC, Masonry, Roofing, Windows/Doors and much More!

- ▶ **Locally Owned & Locally Supportive**
Most of the BIA's members are small locally owned businesses so advertising in the BUILDING Magazine supports the community.
- ▶ **Local Merchants Want New Customers**, this is a chief concern even over direct Return on Investment (ROI).
- ▶ **Magazine Advertising is Relevant and Targeted**, consumers consider magazine advertising more relevant than advertising in other media.
- ▶ **Highlight Your Competitive Advantage**, those factors that give you your competitive edge.
- ▶ **Establish an Image**, when it comes to advertising and promoting your business it counts. Too many advertisers do not work to build a consistent image, and they're missing the chance to make an impression on prospective customers.



{ ABOUT US }

The BUILDING Magazine is an indispensable tool for members and other community leaders to stay updated on major issues in the home building industry. Our builder members include small, medium and large volume home builders, and developers.

Associate members are professionals and trade people who work with and support our industry including subcontractors, building materials suppliers, realtors, bankers, attorneys and many others. Don't miss out on this great opportunity to promote your business to other member businesses.



DID YOU KNOW? }

Numerous studies prove that magazine advertising drives web visits and searches more than any other media. More than half of the readers took action or had a more favorable opinion about the advertiser in response to magazine ads.



MAGAZINE-STYLE ADVERTORIALS

Advertise and inform with an advertorial! These informative articles advertise your business while providing valuable information to your client base. Easily bring your company news to the industry audience for only \$1,099.

ONE PAGE

\$1,099

TWO PAGE

\$1,199

CENTER SPREAD

\$1,399



DID YOU KNOW? }

Advertising in a publication made available online **extends your exposure** beyond the printed magazine's readership, with a longer shelf life!



BUSINESS CARD MARKETPLACE* — STARTING AT \$149

The Business & Services Marketplace is your chance to put your business card to work for you. Easily reach your specific audience with new category breakdown listings starting at \$149.

Welcome NEW Members

Bagburn Glass and Panel

Chaz Blagburn

8115 49th Street
Indianapolis, IN 46226
Phone: (317) 490-7186
Emerging Contractor

Indiana Fire Sprinkler & Backflow

David Ringer

P.O. Box 85083
Fort Wayne, IN 46886
Phone: (260) 486-3473
Fax: (260) 486-2857
Web Site: www.indianafiresprinkler.com
\$500,000-\$1,000,000

Kelsay Painting, Inc.

Greg Kelsay

3094 South 125 East
Shelbyville, IN 46176
Phone: (317) 398-3865



Bill's Plumbing
Bill Stevenson

123 Spring Street, #11
Kansas City, MO 64108
Phone: (913) 555-1111
Fax: (913) 555-1112

CLASSIC
CONSTRUCTION

Classic Construction

Roger Erickson

44 Hunter Avenue

C
P
F
V
A

Starcon

John Phares

260 Market Place

NEW MEMBER HIGHLIGHTS* — STARTING AT \$69

Each issue features a list of new and returning members that continue to support the association. Don't miss this opportunity to put your company at the forefront by including your logo and company description.

*Examples only shown. Layout will match to associations' published style.

DID YOU KNOW? }

Several studies show that magazines are the strongest driver of purchase intent, and they boost other media's effectiveness.

ADVERTISING RATES

Premium Full Color Ad Rates (prices are per issue)

Ad Size	1 Issue	3 Issues	6 Issues
Back Cover	\$1,999	\$1,799	\$1,599
Inside Covers	\$1,899	\$1,699	\$1,499
Page 1	\$1,399	\$1,299	\$1,199

Additional Full Color Ad Rates (prices are per issue)

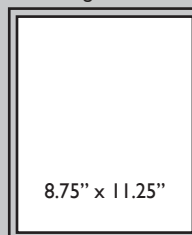
Ad Size	1 Issue	3 Issues	6 Issues
Full Page	\$999	\$949	\$899
1/2 Page	\$699	\$649	\$599
1/4 Page	\$449	\$429	\$399
1/6 Page	\$349	\$329	\$299
Business Card Marketplace	\$299	\$279	\$249

Additional Black & White Ad Rates (prices are per issue)

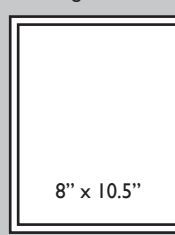
Ad Size	1 Issue	3 Issues	6 Issues
Full Page	\$899	\$849	\$799
1/2 Page	\$599	\$549	\$499
1/4 Page	\$349	\$329	\$299
1/6 Page	\$249	\$229	\$199
Business Card Marketplace	\$199	\$179	\$149

ADVERTISING SPECS

Full Page w/ Bleed



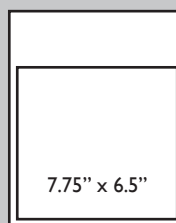
Full Page w/o Bleed



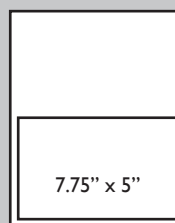
Magazine Trim Size:
8.5" x 11"
Full Page Safe Area:
8" x 10.5"

Note: Text placed outside the safe area of any Full Page ad may be cut off. Please keep text inside the safe area.

2/3 Page

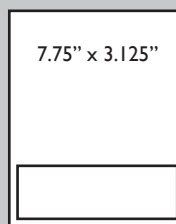


1/2 Page

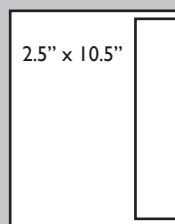


Additional sizes may be available for this publication. Please contact an E&M representative for more spec information.

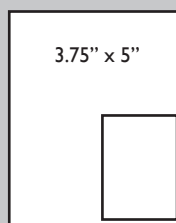
1/3 Page Horiz.



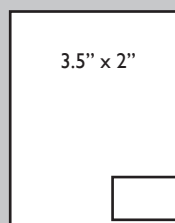
1/3 Page Vert.



1/4 Page



Business Card



SPACE RESERVATION FORM

Please fill out information at right and include ad size from table above. E&M will send the required ad contract & ad information.



If you have questions or to reserve ad space, please contact E&M representatives
Jeremy, Tim or Chuck at
800.572.0011 or 240.393.4149

Fax Your Space Reservations to 952.448.9928

Company: _____

Contact: _____

Phone: _____ **Fax:** _____

Email: _____

Magazine Ad: _____ ☐ Color ☐ B&W

ADVERTISING SUBMISSION }

IDEAS FOR ITEMS THAT ASSIST US IN CREATING YOUR AD:

- 2-3 Business Cards (No Staples Please)
- Original Photos (printed photos may not create high quality images)
- Camera Ready Art
- Clean Logos, Email preferred. If not, please send (Business cards/ letterhead/etc.)
- Colors you'd like in your Ad or Logo (Pantone #'s if available)
- Any Ideas & sketches for layout, etc.
- Computer files containing artwork, logos, etc. are a PLUS (see previous page for file specifications)
- Development Plats
- Link to Company Website
- Past Ads

PREFER TO CREATE YOUR OWN AD?

- Please send your files along with a printed proof (mail) or a digital proof such as a PDF (email) for best results.

SENDING US YOUR COMPUTER FILES VIA MAIL OR EMAIL?

- We PREFER Illustrator, Photoshop or InDesign files.
- We can work with Microsoft Word and PDF files.
- We welcome "Stuffed" or compressed files if needed.
- TIFF, EPS, or JPEG formats for Photos/Images.
- Mac or PC files are acceptable.
- CD, Zip disk & floppy disk all welcomed to be mailed in.

CONTACT US }

Mailing Address:

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Chaska, MN 55318

Email: artwork@emconsultinginc.com

Please note company name and publication/project in subject line.

Toll Free: 800.572.0011

Fax: 952.448.9928

ISSUE CALENDAR }

JAN/FEB ISSUE	MAR/APR ISSUE	MAY/JUN ISSUE	JUL/AUG ISSUE	SEPT/OCT ISSUE	NOV/DEC ISSUE
Editorial Date – December 6, 2013	Editorial Date – February 5, 2014	Editorial Date – April 4, 2014	Editorial Date – June 6, 2014	Editorial Date – August 6, 2014	Editorial Date – October 6, 2014
Artwork Date – December 13, 2013	Artwork Date – February 14, 2014	Artwork Date – April 11, 2014	Artwork Date – June 13, 2014	Artwork Date – August 15, 2014	Artwork Date – October 17, 2014

Please note: Editorial and artwork dates listed above for this magazine reflect the timely release of each issue. Please take into account that some information does change at the discretion of the association or its publisher, E&M Consulting, Inc. The association and its publishers have done their best to provide accurate information. Dates are updated as needed and for most accurate issue calendar, please contact the publisher's Editorial Team.

