

MODERN BUILDER

Advertising Rates and Specifications

Modern Builder magazine is published by The Builders' Association

- Advertising artwork is due two weeks before publication goes to press. Please call Bill Wien at (816) 595-4119 or Aarika Leonard at (816) 595-4118 to confirm press date.
- Artwork may be provided as a PDF, JPEG, TIFF or EPS. Please also provide the name and e-mail address of the artist or designer in case there are questions.
- Modern Builder has a three-column, 8-1/2"W by 11"H format. The column width is 2.33 inches, with 1/4 inch between columns.
- Process color (CMYK): Add \$150 per issue.
- For more information, call (816) 595-4119 or (816) 595-4118. Our mailing address is: The Builders' Association, Communications Department, 720 Oak Street, Kansas City, MO 64106.

Nonmembers please add 50% (nonmember rates are in red)

<u>Black & White</u>	<u>1 Time</u>		<u>4 Times</u>		<u>8 Times</u>	
2.33"W x 1"H ad	\$41.00	\$61.50	\$35.75	\$53.63	\$33.50	\$50.25
2.33"W x 2"H ad	72.50	108.75	65.00	97.50	59.00	88.50
2.33"W x 3"H ad	104.00	156.00	93.50	140.25	86.00	129.00
1/8-page ad (3.625"W x 2.33"H)	121.00	181.50	108.00	162.00	96.00	144.00
2.33"W x 4"H ad	133.00	199.50	122.00	183.00	109.00	163.50
1/6-page ad (4.92"W x 2.5"H)	154.00	231.00	142.00	213.00	128.00	192.00
1/4-page ad (3.625"W x 4.875"H)	227.00	340.50	207.00	310.50	186.00	279.00
1/2-page ad (7.5"W x 4.875"H)	336.00	504.00	305.00	457.50	275.00	412.50
Full-page ad (7.5"W x 10"H)	517.00	775.50	470.00	705.00	425.00	637.50

- All advertising content is subject to approval by The Builders' Association.
- We reserve the right to increase ad rates at any time for advertisers who do not have an existing contract or for current advertisers at the time of renewal.
- Nonmembers may advertise only in issues in which no member offering a similar product or service has chosen to advertise.

2.33"W x 1"H

2.33"W x 2"H

2.33"W x 3"H

2.33"W x 4"H

1/8-page ad
3.625"W x 2.33"H

1/4-page ad
3.625"W x 4.875"H

1/6-page ad
4.92"W x 2.5"H

1/2-page ad
7.5"W x 4.875"H

full-page ad:

7.5"W x 10"H

full-page bleed (same cost):

8.5"W x 11"H