

Publications of the RHODE ISLAND BUILDERS ASSOCIATION

Advertising Information and Rate Sheet



**The 2010
Membership Directory
& Buyer's Guide**

The Rhode Island Builders Association's annual *Membership Directory & Buyer's Guide* is one of Rhode Island's and southeastern New England's premier sources for people to find not only homebuilders but remodelers, painting contractors, plumbers, electricians, building-materials suppliers, real estate professionals, attorneys, mortgage lenders and much more.

The *Directory* (advertising available to RIBA members only) is introduced at the annual RIBA Home Show at the Rhode Island Convention Center each spring. It's distributed at that venue and throughout the year.

Rates are low, with many positions in full color, for this year-long exposure for your product or service.

Whether you want to reach homeowners or contractors, RIBA's annual *Membership Directory & Buyer's Guide* is the perfect advertising venue!



**The Rhode Island
Builder Report**

This award-winning and prestigious monthly magazine has been published continuously by RIBA since 1951, and several of our advertisers have been with us for over 40 years!

They and our hundreds of other advertisers can testify that *Rhode Island Builder Report* advertising works.

This "Voice of the Rhode Island Shelter Industry" includes incisive articles on current industry affairs, state and local legislation, the current state of the local housing market and the economy, housing issues, movers and shakers in the industry and the regulatory arenas, and much more.

The magazine's targeted circulation of 2,500 includes mailings to over 1,200 RIBA member companies, along with planning and regulatory officials, and lawmakers, on all levels.

Members keep the magazine in their offices and trucks, and pass it around. The current issue is always online in .pdf format.

AD RATES: 2010 DIRECTORY

(Ads sold to RIBA members only)

CENTER SPREAD, FULL COLOR	\$1,925
INSIDE COVER, FRONT, FULL COLOR	\$1,925
INSIDE COVER, BACK, FULL COLOR	\$1,925
BACK COVER, FULL COLOR	\$2,200
FULL PAGE, GLOSSY, FULL COLOR	\$1,650
FULL PAGE, GLOSSY, BLACK + ONE COLOR	\$825
FULL PAGE BLACK & WHITE	\$550
HALF PAGE BLACK & WHITE	\$385
ONE-THIRD PAGE BLACK & WHITE	\$330

DISCOUNTS

Take 5% off your total bill when advertising in both publications

DIRECTORY DEADLINES

Deadline for FREE full-color ad drawing:
January 18, 2010

Deadline for premium position placement:
January 18, 2010

DEADLINE FOR ALL ADS: February 1, 2010

RATES: R.I. BUILDER REPORT

(Rates are per issue)

FULL PAGE	NON-MEMBER	MEMBER
1-3 INSERTIONS	\$1,120	\$895
4-11 INSERTIONS	\$1,065	\$850
FULL YEAR	\$1,035	\$825
HALF PAGE	NON-MEMBER	MEMBER
1-3 INSERTIONS	\$575	\$460
4-11 INSERTIONS	\$535	\$425
FULL YEAR	\$520	\$415
ONE-THIRD PAGE	NON-MEMBER	MEMBER
1-3 INSERTIONS	\$415	\$330
4-11 INSERTIONS	\$370	\$295
FULL YEAR	\$345	\$275
ONE-QUARTER PAGE	NON-MEMBER	MEMBER
1-3 INSERTIONS	\$345	\$275
4-11 INSERTIONS	\$300	\$240
FULL YEAR	\$275	\$220
ONE-EIGHTH PAGE (BUSINESS CARD)	NON-MEMBER	MEMBER
1-3 INSERTIONS	\$140	\$110
4-11 INSERTIONS	\$125	\$100
FULL YEAR	\$110	\$85
FULL COLOR, ADD \$500 PER ISSUE; SPOT COLOR, ADD \$150 PER ISSUE		

OTHER DEADLINES

FOR ADVERTISING PACKAGE INVOLVING BOTH PUBLICATIONS:

FEBRUARY 1, 2010

FOR THE R.I. BUILDER REPORT ONLY:

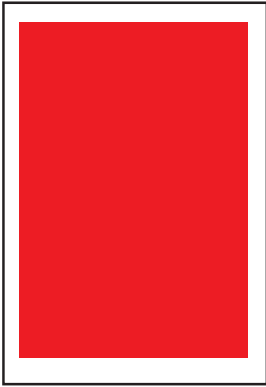
The 8th of each month prior to the cover date.
(Example: June 8 for the July issue)

SPECIAL NOTE

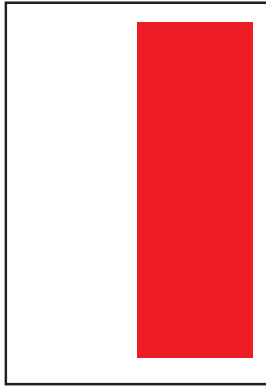
Directory advertising is open to RIBA members only

HOW TO SUBMIT YOUR AD

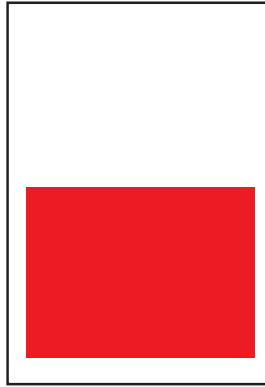
All ads should be e-mailed in .pdf (Adobe Acrobat) format to builder@newriverpress.com. Files should be 300 dpi. If this isn't possible, contact builder@newriverpress.com or call (800) 244-1257 for instructions. For more information, e-mail managing editor Paul F. Eno at builder@newriverpress.com or call (800) 244-1257.



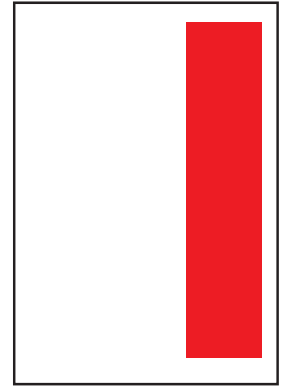
FULL PAGE



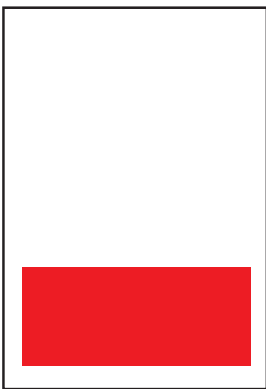
*HALF PAGE
VERTICAL*



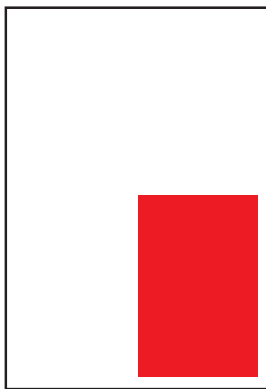
*HALF PAGE
HORIZONTAL*



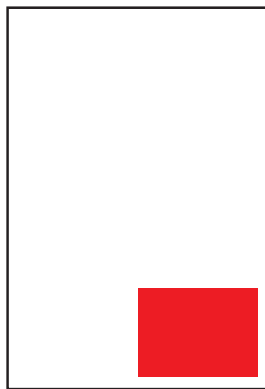
*ONE-THIRD PAGE
VERTICAL*



*ONE-THIRD PAGE
HORIZONTAL*



QUARTER PAGE



BUSINESS CARD

*ODD-SIZED
ADS MAY
BE PERMITTED
AT THE
EDITOR'S
DISCRETION*

Sizes available (in inches, width by height):

FULL PAGE: 7.25 x 9.75

HALF PAGE HORIZONTAL: 7.25 x 4.75

HALF PAGE VERTICAL: 3.5 x 9.75

QUARTER PAGE: 3.5 x 4.75

ONE-THIRD PAGE VERTICAL: 2.23 x 9.75

ONE-THIRD PAGE HORIZONTAL: 7.25 x 3.25

BUSINESS CARD: 3.12 x 2.12

Advertising Insertion Order for Rhode Island Builders Association Publications

FAX this insertion order to (401) 356-0913 or mail to New River Press, 645 Fairmount St., Woonsocket, RI 02895-4012

TO ORDER ONLINE AND FOR INFORMATION ON SUBMITTING YOUR AD, visit <http://www.newriverpress.com/ribaads.htm>

Your Company _____

Your Name and Title _____

Your Address _____

Your Phone Number _____

Your Fax Number _____

Your Email Address _____

MEMBER OF RHODE ISLAND BUILDERS ASSOCIATION? (Please circle one) YES NO

Your contractor registration number (if applicable) _____

BY LAW, THIS NUMBER MUST BE IN YOUR AD IF YOU ARE A CONTRACTOR OR SUBCONTRACTOR

WHICH OF THE TWO RIBA PUBLICATIONS ARE YOU ADVERTISING IN?

(Please Circle) (Advertise in both and save 5%.)

The Rhode Island Builder Report (monthly news magazine) *Deadline: 8th of the month before the cover date*

The Rhode Island Builders Assn. Membership Directory & Buyer's Guide (once a year) *Next Deadline: Feb. 1, 2010*

WHAT SIZE AD DO YOU WANT?

If you are advertising in the **RI Builder Report**, what size ad do you wish? (Please Circle)

Full page 1/2 page 1/3 page 1/4 page Business Card

HOW MANY INSERTIONS DO YOU WANT?

BUILDER REPORT: Number of insertions: _____

IF ADVERTISING IN THE RIBA DIRECTORY AND BUYERS GUIDE:

If advertising in the **Membership Directory & Buyer's Guide 2010**, what size ad to you wish? (Please Circle)

Full page – glossy, four color Full page – glossy, one color Full page – black & white

1/2 page - black & white 1/3 page - black & white

Your Signature _____

Purchase Order Number: _____

Make check payable to THE R.I. BUILDERS ASSOCIATION. YOUR FIRST INSERTION MUST BE PAID IN ADVANCE