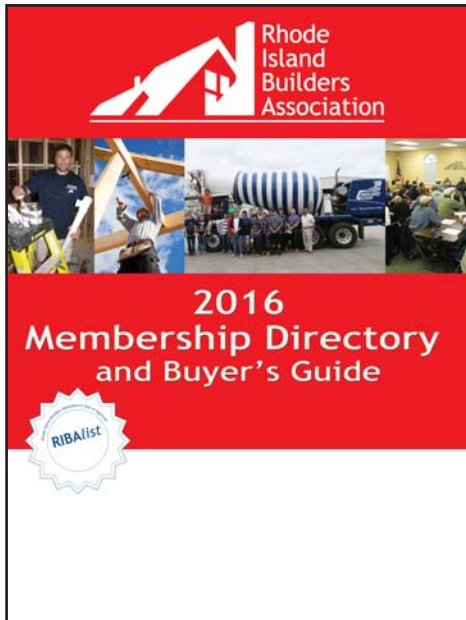


Publications of the RHODE ISLAND BUILDERS ASSOCIATION

Advertising Information and Rate Sheet



The 2016 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 and non-members) is distributed at the annual RIBA Home Show at the Rhode Island Convention Center in Providence each spring, and throughout the year. It's truly an advertising bargain!

Advertising rates are low, with many prime positions in full color, for this year-long exposure for your products and services.

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

The only print venue that targets your ad to Rhode Island contractors!

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.

The magazine also offers a **Featured Products/Services Special Section**, providing an even more targeted ad venue.

This magazine, "The Voice of Rhode Island's Residential Construction Industry," includes incisive articles on 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 has print and online editions, with a targeted circulation of 2,500, including mailings to nearly 1,000 RIBA member companies, along with planning and regulatory officials, and lawmakers, on all levels.

Members keep the magazine in their offices and trucks, and they pass it around.

AD RATES: 2016 DIRECTORY

Ads sold to RIBA members and non-members.

CENTER SPREAD - Full Color SOLD	\$2,200
INSIDE FRONT COVER - Full Color SOLD	\$1,925
INSIDE BACK COVER - Full Color	\$1,925
BACK COVER - Full Color SOLD	\$2,200
FULL PAGE - Glossy, Full Color	\$1,650
FULL PAGE - Glossy, Black + 1 Color	\$825
FULL PAGE - Black & White	\$550
HALF PAGE - Black & White	\$385
ONE-THIRD PAGE - Black & White	\$330

R.I. BUILDER REPORT

Includes the "Featured Products/Services" special section
(Special section is color only, minimum ad size 1/2 page).
Rates are per issue. Call for special rates on two-page spreads.

FULL PAGE - Black & White

1-3 Insertions	\$985
4-11 Insertions	\$935
12 Insertions	\$905
Full Color per Insertion	add \$225
Spot Color (black + 1 color) per Insertion	add \$150

HALF PAGE - Black & White

1-3 Insertions	\$505
4-11 Insertions	\$470
12 Insertions	\$455
Full Color per Insertion	add \$125
Spot Color (black + 1 color) per Insertion	add \$100

ONE-THIRD PAGE - Black & White

1-3 Insertions	\$365
4-11 Insertions	\$325
12 Insertions	\$305
Full Color per Insertion	add \$100

ONE-QUARTER PAGE - Black & White

1-3 Insertions	\$300
4-11 Insertions	\$285
12 Insertions	\$250
Full Color per Insertion	add \$75

ONE-EIGHTH PAGE - Black & White

1-3 Insertions	\$120
4-11 Insertions	\$110
12 Insertions	\$100
Full Color per Insertion	add \$50

DISCOUNTS

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

2016 DIRECTORY DEADLINES

Directory advertising is now open to members and non-members.

Deadline for FREE full-color ad drawing: **CLOSED**

Deadline for premium position placement: **DEC. 11**

**DEADLINE FOR ALL ADS:
DEC. 11**

Watch for our 2017 Directory info!

**OTHER DEADLINES
FOR COMBO ADVERTISING
PACKAGE INVOLVING BOTH
PUBLICATIONS for 2016:**

Dec. 8, 2015

**FOR THE R.I. BUILDER REPORT
ONLY:**

The 1st Friday of each month prior to the cover date, unless otherwise specified.

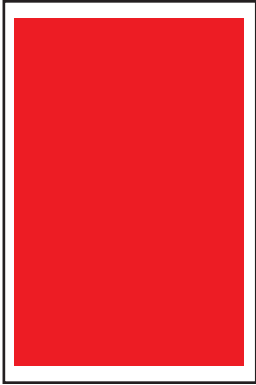
(See page 2 of every issue for the next issue's deadline)

HOW TO SUBMIT YOUR AD

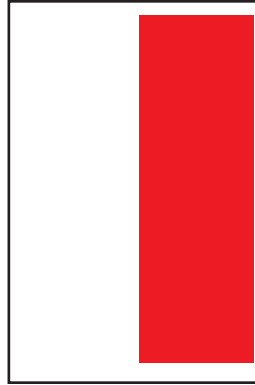
Full instructions are on the insertion order on page 4. Fax this form to (401) 356-0913 or use the online order at www.newriverpress.com/ribaads/insertion.html

All ad artwork should be e-mailed in .pdf or .tiff format to builder@newriverpress.com.

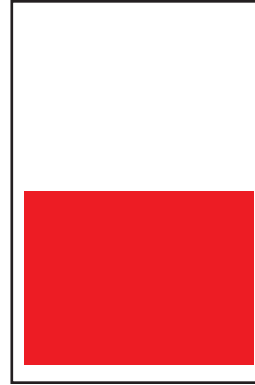
Files should be at least 300 dpi. If the file is too large for e-mailing, contact builder@newriverpress.com or call (401) 250-5760 (Ext. 1) for instructions. For more information, e-mail or call.



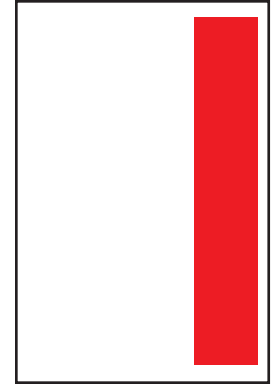
FULL PAGE



**HALF PAGE
VERTICAL***



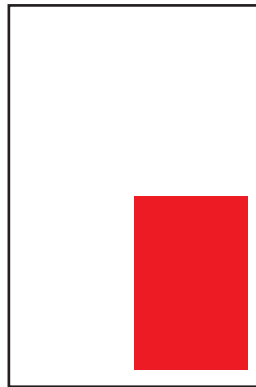
**HALF PAGE
HORIZONTAL**



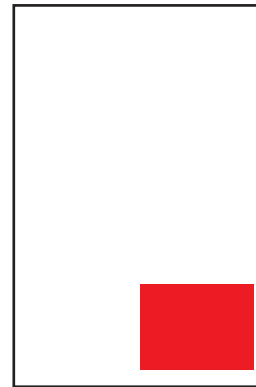
**ONE-THIRD PAGE
VERTICAL***



**ONE-THIRD PAGE
HORIZONTAL***



**QUARTER PAGE
VERTICAL***



**ONE-EIGHTH PAGE
HORIZONTAL ***

* INDICATES THAT THIS SIZE IS AVAILABLE IN THE R.I. BUILDER REPORT ONLY

Sizes available (in inches, width by height):

FULL PAGE: 7⁷/₈" x 10¹/₈"

HALF PAGE HORIZONTAL: 7⁷/₈" x 5"

***HALF PAGE VERTICAL: 3⁷/₈" x 10¹/₈"**

***QUARTER PAGE VERTICAL: 3⁷/₈" x 5"**

***ONE-THIRD PAGE VERTICAL: 1¹/₂" x 10¹/₈"**

ONE-THIRD PAGE HORIZONTAL: 7⁷/₈" x 2¹/₂"

***ONE-EIGHTH PAGE HORIZONTAL: 3⁷/₈" x 2³/₈"**

Advertising Insertion Order for Publications of the Rhode Island Builders Association

Fax insertion order to (401) 356-0913, E-mail to builder@newriverpress.com or mail to: New River Press, 645 Fairmount St., Woonsocket, RI 02895-4012. For more information, visit www.newriverpress.com/ribaads/ or call New River Press at (401) 250-5760, Ext. 1.

Your Company: _____ Your Name & Title: _____

Your Mailing Address: _____

Your Telephone Number(s): _____ Your Fax number: _____

Your E-mail Address: _____ Are you a member of The Rhode Island Builders Association? YES NO

Your R.I. Contractor Registration Number (if applicable): By law, this number must be in your ad if you are a residential contractor or subcontractor. _____

Advertising in both The R.I. Builder Report and the RIBA Directory will give you a 5% overall discount.

FOR THE R.I. BUILDER REPORT: What size advertisement do you want? (please circle): Full Page Half Page Horizontal

Half Page Vertical One-Third Page Horizontal One-Third Page Vertical One-Quarter Page One-Eighth Page

MY AD WILL BE FULL COLOR B&W

How many insertions? _____ MONTHS _____ OPEN ENDED

FOR THE R.I. BUILDER REPORT FEATURED PRODUCTS/SERVICES SPECIAL SECTION (FULL COLOR ADS ONLY):

This is a monthly pull-out section in the magazine. You are welcome to place separate ads in both it and the magazine itself.

What size advertisement do you want? (please circle): Full Page Half Page Horizontal Half Page Vertical

Ads in this section must be full color, and they include a brief article on your featured product or service at no extra charge.

How many insertions? _____ MONTHS _____ OPEN ENDED

FOR THE RIBA MEMBERSHIP DIRECTORY & BUYER'S GUIDE: What size advertisement do you want? (please circle):

Full Page Full Color Half Page Full Color Full Page 1-Color Full Page B/W Half Page B/W One-Third PAGE B/W

NOTE: PREMIUM SPOTS IN THE DIRECTORY ARE AVAILABLE (Back Cover, Inside Covers and Center Spread) - PLEASE CONTACT NEW RIVER PRESS at builder@newriverpress.com or (401) 250-5760, ext. 1.

Do you want to use the same ad you ran in last year's Directory? YES NO, I WILL PROVIDE A NEW AD

ADVERTISING POLICY: All insertions in the RIBA Membership Directory & Buyer's Guide, and all first insertions for runs in The Rhode Island Builder Report, must be paid in advance. Advertisers are responsible for submitting their ads via builder@newriverpress.com by the stated deadlines. Advertisers are responsible for reviewing and proofing their own ads. If an ad is a pickup, New River Press will provide a copy of the previous year's ad by e-mail or fax to the advertiser free of charge. If the ad requires changes, one set of changes will be provided by New River Press to previous RIBA advertisers free of charge. Subsequent changes will incur an extra charge, depending on the amount of work involved. If an ad is not a pickup, advertisers are responsible for submitting them via builder@newriverpress.com as high-resolution PDF or TIFF files. New River Press offers original ad design and layout services at an extra charge. New River Press will offer telephone consultation on RIBA ads at any time at no charge. All revised and original ads must be proofed and approved/disapproved in writing (on the form provided with the proof) by the advertiser by the stated deadlines. Not returning the form by the stated deadlines will constitute an approval. The advertiser acknowledges sole responsibility for the content of all ads and any claims or representations made therein.

I certify that I am ordering the above advertising, and that I have read and accepted the accompanying "Advertising Policy."

PLEASE SIGN HERE _____ Your Purchase Order Number: _____

You may pay for your ad by check or credit card. All insertions in the RIBA Membership Directory & Buyer's Guide, and all first insertions for runs in The Rhode Island Builder Report, must be paid in advance. See www.newriverpress.com/ribaads for rates, or contact New River Press at builder@newriverpress.com or (401) 250-5760, Ext. 1.

Please make checks payable to The Rhode Island Builders Association and mail to RIBA at 450 Veterans Memorial Pkwy., Building 3, East Providence, RI 02914. If you prefer to pay by credit card, please call Tara DeMelo at the RIBA office: (401) 438-7400 and she will take your information over the telephone.