

# Publications of the RHODE ISLAND BUILDERS ASSOCIATION

## Advertising Information and Rate Sheet 2024-2025

See the value-added discount available on next page



### The Rhode Island Builder Monthly Magazine

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

This award-winning monthly magazine has been published continuously by RIBA since 1951, and several of our advertisers have been with us for over 60 years.

The magazine also offers a **Featured Products/Services Special Section**, which provides a down-right spectacular ad venue.

There are incisive articles on industry affairs, legislation, housing issues, interviews with movers and shakers in the industry, and much more.

The magazine has a targeted circulation of 3,000, including all RIBA member companies, and public officials on all levels.

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



### The 2025 Membership Directory & Buyer's Guide

The Rhode Island Builders Association's annual *Membership Directory & Buyer's Guide* is one of 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* is distributed all year long. Advertising rates are low, with many prime positions in full color, for this year-long exposure to 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!

<b>AD RATES: 2025 DIRECTORY</b>	
<i>Ads sold to RIBA members and non-members</i>	
CENTER SPREAD – Full Color	\$2,200
INSIDE FRONT COVER – Full Color	\$1,925
INSIDE BACK COVER – Full Color	\$1,925
BACK COVER – Full Color	\$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

## HOW TO SUBMIT YOUR AD

Full instructions are on the insertion order on page 4. Please email this form to Gina Wasden at [gwasden@ribuilders.org](mailto:gwasden@ribuilders.org) or fax to 401-438-7446.

All ad artwork should be emailed in .pdf or .tiff format to [gwasden@ribuilders.org](mailto:gwasden@ribuilders.org)

Files need to be at least 300 dpi. If the file is too large for emailing, contact Gina Wasden at [gwasden@ribuilders.org](mailto:gwasden@ribuilders.org) or call 401-438-7400 x118 for instructions. Please email or call with any questions.

<b>R.I. BUILDER MAGAZINE</b>	
For FULL PAGE advertiser only, rates include an 'advertorial' in the "Featured Products/Services" special section.	
Rates are per issue. Call or email for special rates on two-page spreads.	
<b>FULL PAGE – Full Color</b>	
1-3 Insertions	\$1,210
4-11 Insertions	\$1,160
12 Insertions	\$1,130
<b>HALF PAGE – Full Color</b>	
1-3 Insertions	\$630
4-11 Insertions	\$595
12 Insertions	\$580
<b>ONE-THIRD PAGE – Full Color</b>	
1-3 Insertions	\$465
4-11 Insertions	\$425
12 Insertions	\$405
<b>ONE-QUARTER PAGE – Full Color</b>	
1-3 Insertions	\$375
4-11 Insertions	\$360
12 Insertions	\$325
<b>ONE-EIGHTH PAGE – Full Color</b>	
1-3 Insertions	\$170
4-11 Insertions	\$160
12 Insertions	\$150



The Rhode Island Builder  
*The Voice of the Residential Construction Industry in Southeastern New England for 70 Years and the Area's Only Print Venue Targeted Specifically to Contractors*  
 For Advertising Information, email [gwasden@ribuilders.org](mailto:gwasden@ribuilders.org) or call 401-438-7400.

# Discount Available

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

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## Deadlines for the Rhode Island Builder Magazine

The 1<sup>st</sup> Friday of each month before the cover date,  
unless otherwise specified.

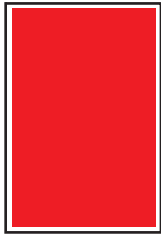
*(See page 2 of every issue for the next issue's deadline)*

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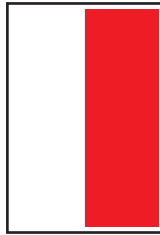
## Deadlines for the 2025 RIBA Directory TBD

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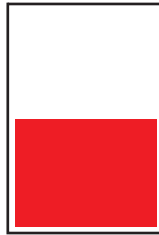
### Ad Sizes Available - RIBA Publications



FULL PAGE



HALF PAGE  
VERTICAL



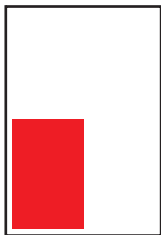
HALF PAGE  
HORIZONTAL



ONE-THIRD PAGE  
VERTICAL



ONE-THIRD PAGE  
HORIZONTAL\*



QUARTER PAGE  
VERTICAL\*



ONE-EIGHTH PAGE  
HORIZONTAL \*

Publication ad sizes available  
(in inches, width by height):

FULL PAGE: 7 7/8" x 10 7/8"

HALF PAGE HORIZONTAL: 7 7/8" x 5"

\*HALF PAGE VERTICAL: 3 7/8" x 10 7/8"

\*QUARTER PAGE VERTICAL: 3 7/8" x 5"

\*ONE-THIRD PAGE VERTICAL: 1 1/2" x 10 7/8"

ONE-THIRD PAGE HORIZONTAL: 7 7/8" x 2 1/2"

\*ONE-EIGHTH PAGE HORIZONTAL: 3 7/8" x 2 3/8"

# Advertising Insertion Order for Publications of the Rhode Island Builders Association

Email insertion order to [gwasden@ribuilders.org](mailto:gwasden@ribuilders.org), Fax to (401) 438-7446, or Mail to: Rhode Island Builders Association, Attn: Gina Wasden, 450 Veterans Memorial Parkway, #301, East Providence, RI 02914-5380.

Your Company: \_\_\_\_\_ Your Name & Title: \_\_\_\_\_

Your Mailing Address: \_\_\_\_\_

Your Telephone Number(s): \_\_\_\_\_ Your Fax number: \_\_\_\_\_

Your Email Address: \_\_\_\_\_ *Email Address for Invoicing:* \_\_\_\_\_

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 MAGAZINE:** 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 2025 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  
Half Page B/W      One-Third PAGE B/W      Full Page B/W

**NOTE: PREMIUM SPOTS IN THE DIRECTORY ARE AVAILABLE (Back Cover, Inside Covers and Center Spread) - PLEASE CONTACT GINA WASDEN at [gwasden@ribuilders.org](mailto:gwasden@ribuilders.org) or (401) 438-7400, ext. 118.**

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 Magazine, must be paid in advance. Advertisers are responsible for submitting their ads to [gwasden@ribuilders.org](mailto:gwasden@ribuilders.org) by the stated deadlines (on page 3 of this rate sheet). Advertisers are responsible for reviewing and proofing their ads. If an ad is a pickup and we have your previous ad, we will provide a PDF of the ad by email or fax to the advertiser, free of charge. If the ad requires TEXT changes, one set of changes will be provided to previous RIBA advertisers free of charge. If an ad is not a pickup, advertisers are responsible for submitting it to [gwasden@ribuilders.org](mailto:gwasden@ribuilders.org) as a high-resolution PDF or TIFF file. All revised and original ads must be proofed and approved/disapproved in writing by the advertiser by the stated deadlines. Not responding 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 Magazine, must be paid in advance. Contact Gina Wasden at [gwasden@ribuilders.org](mailto:gwasden@ribuilders.org) or (401) 438-7400, Ext. 118. Please make checks payable to The Rhode Island Builders Association and mail them to RIBA at 450 Veterans Memorial Pkwy., Building 3, East Providence, RI 02914. If you prefer to pay by credit card, please call the RIBA office: (401) 438-7400.