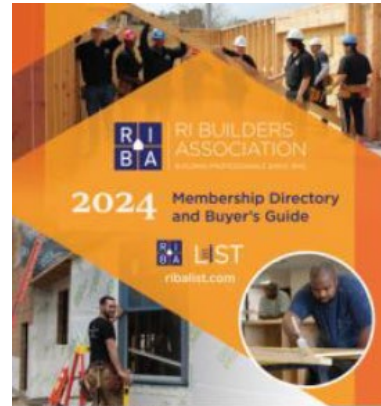


Publications of the RHODE ISLAND BUILDERS ASSOCIATION

Advertising Information and Rate Sheet 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, with several advertisers with us for over 60 years.

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

There are incisive articles on industry affairs, legislation, housing issues, 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 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 material 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!

Discount Available

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

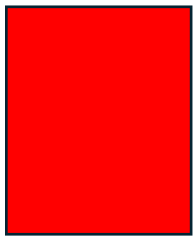
Deadlines for the Rhode Island Builder Magazine

The last Friday of each month, 2 months before the cover date,
unless otherwise specified.

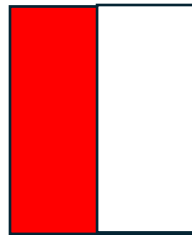
(See page 2 of every issue for the next issue's deadline)

Deadline for the 2025 Directory is 11/15/2024

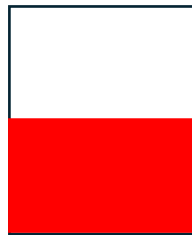
Ad Sizes Available – RIBA Publications



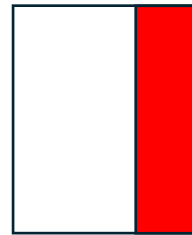
FULL PAGE



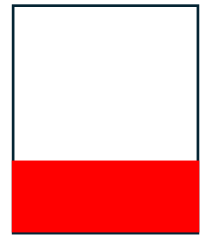
HALF PAGE
VERTICAL



HALF PAGE
HORIZONTAL



ONE-THIRD
PAGE VERTICAL



ONE-THIRD
PAGE
HORIZONTAL

PUBLICATION AD SIZES AVAILABLE

(IN INCHES, WIDTH BY HEIGHT):

FULL PAGE: 7 7/8 x 10 1/8"

HALF PAGE VERTICAL: 3 7/8 x 10 1/8"

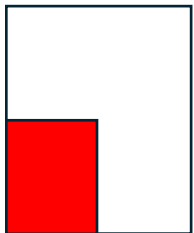
HALF PAGE HORIZONTAL: 7 7/8 x 5"

THIRD PAGE VERTICAL: 1 1/2 x 10 1/8"

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

QUARTER PAGE VERTICAL: 3 7/8 x 5"

EIGHTH PAGE HORIZONTAL: 3 7/8 x 2 3/8"



QUARTER PAGE
VERTICAL



ONE-EIGHTH
PAGE
HORIZONTAL

AD RATES: 2025 DIRECTORY

Ads sold to RIBA members & non-members

CENTER SPREAD – Full Color	\$2,200
INSIDE FRONT COVER – Full Color	\$1,925
INSIDE BACK COVER – Full Color	\$1,925
BACK COVER – Full Cover	\$2,200
FULL PAGE – Glossy, Full Color	\$1,650
FULL PAGE – Glossy, Black + 1 Color	\$825
FULL PAGE – Black & White	\$550
HALF PAGE – Full Color	\$1,155
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 gwasden@ribuilders.org or fax to **401-438-7446**.

All ad artwork should be emailed in .pdf or .tiff format to gwasden@ribuilders.org.

Files need to be at least 300 dpi. If the file is too large for emailing, please use Dropbox or contact Gina Wasden at gwasden@ribuilders.org / **401-438-7400 x118** for instructions. Email or call with any questions.

RI BUILDER MAGAZINE

Rates are per issue. Call or email for special rates on two-page spreads.

FULL PAGE – Full Color	
1-3 Insertions	\$1,210
4-11 Insertions	\$1,160
12 Insertions	\$1,130
HALF PAGE – Full Color	
1-3 Insertions	\$630
4-11 Insertions	\$595
12 Insertions	\$580
ONE-THIRD PAGE – Full Color	
1-3 Insertions	\$465
4-11 Insertions	\$425
12 Insertions	\$405
ONE-QUARTER PAGE – Full Color	
1-3 Insertions	\$375
4-11 Insertions	\$360
12 Insertions	\$325
ONE-EIGHTH PAGE – Full Color	
1-3 Insertions	\$170
4-11 Insertions	\$160
12 Insertions	\$150



The Rhode Island Builder

The Voice of the Residential Construction Industry in Southeaster NE for 70 Years and the Area's Only Print Venue Targeted Specifically to Contractors

For Advertising Information, email gwasden@ribuilders.org or call 401-438-7400

Advertising Insertion Order for Publications of the Rhode Island Builders Association

Email insertion order to gwasden@ribuilders.org , Fax to (401) 438-7446, or Mail to:

Rhode Island Builders Association, Attn: Gina Wasden, 450 Veterans Memorial Pkwy, #301, E. Providence, RI 02914

Your Company: _____ Your Name & Title: _____

Mailing Address: _____

Telephone Number(s): _____ Fax: _____

Email Address: _____ *Invoicing Email (if different):* _____

Are you a member of the Rhode Island Builders Association? YES NO

Your RI 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 RI Builder Report and the RIBA Directory will give you a 5% overall discount.

RI BUILDER MAGAZINE AD ORDER - Please indicate the size, color and number of insertions below.

Full Page _____ Half Page Horizontal _____ Half Page Vertical _____ Quarter Page Vertical _____

One-third Page Horizontal _____ One-third Page Vertical _____ One-eighth Page Horizontal _____

Full Color _____ Black & White _____

Number of Insertions _____ (Months)

2025 MEMBER DIRECTORY & BUYER'S GUIDE – Please indicate your ad selection below.

Full Page, Color _____ Full Page, B/W _____ Full Page, B/W + 1 Color _____

Half Page, Color _____ Half Page, B/W _____ One-third Page, B/W _____

Do you want to run the same ad used in last year's Directory? Yes No, I will provide a new file

NOTE: PREMIUM SPOTS IN THE DIRECTORY ARE AVAILABLE (BACK COVER, INSIDE COVERS AND CENTER SPREAD) – Please contact Gina Wasden at gwasden@ribuilders.org or 401-438-7400x118.

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 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 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.

By typing my name below, I certify I am authorized to place the above advertising order, and that I have read and accepted the accompanying "Advertising Policy".

Signature: _____ Your Purchase Order # _____

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 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.