



# Indiana Builders Association

## 2017 Indiana Builder News Advertising Rates

- Indiana Builder News is the official publication of the Indiana Builders Association and is distributed bi-monthly to Indiana's builders, developers, remodelers, trade contractors and building suppliers.
- Each issue is packed with building industry information from the national, state and local levels, allowing all professionals to stay up to date on building industry happenings.
- There are 3,000+ copies published bi-monthly. Each copy is circulated to over 40,000 readers.
- Each issue is also published online at [www.BuildIndiana.org](http://www.BuildIndiana.org).

### Specifications

- 11" x 13" tabloid offset newspaper
- Advertisements can be emailed as a TIF, JPEG or PDF file
- Minimum resolution is 200 DPI

### Issues and Deadlines

Issue	Deadline
January/February	December 23
March/April	February 17
May/June	April 21
July/August	June 23
September/October	August 18
November/December	October 20

### Advertisement Sizes

#### Full Page

10 1/4" wide  
by 12 3/4" tall

#### 1/2 Page Dominant

7 3/4" wide  
by 9 1/4" tall

#### 1/2 Page Horizontal

10 1/4" wide  
by 6 1/4" tall

#### 1/2 Page Vertical

5" wide  
by 12 3/4" tall

#### 1/4 Page

5" wide  
by 6 1/4" tall

#### 1/8 Page

5" wide  
by 3" tall

	1 time per year	3 times per year	6 times per year
<b>Full Page</b>	\$1,010	\$860	\$710
<b>Half Page</b>	\$710	\$570	\$490
<b>1/4 Page</b>	\$510	\$430	\$350
<b>1/8 Page</b>	\$360	\$330	\$290

- Rates quoted are for full color advertisement placement per issue for IBA members
- Additional 40% for non-members
- Inserts - \$900 (company to provide 4,000 copies)

For more information and to secure your spot, please contact Kim Heffner at (800) 377-6334 ext. 203 or [KimH@BuildIndiana.org](mailto:KimH@BuildIndiana.org).

*Indiana Builder News is published by the Indiana Builders Association  
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