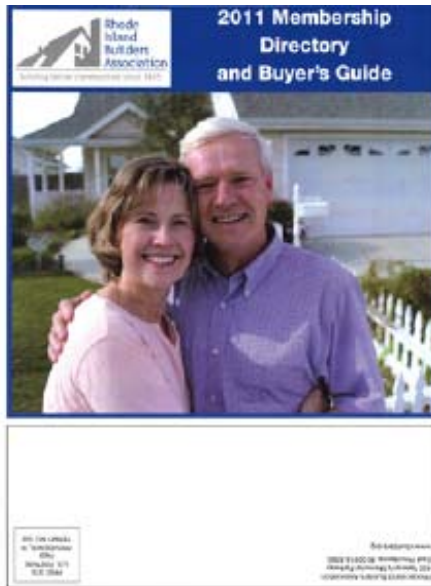


# Publications of the RHODE ISLAND BUILDERS ASSOCIATION

## Advertising Information and Rate Sheet



### The 2012 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 distributed at the annual RIBA Home Show at the Rhode Island Convention Center each spring, 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 many 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: 2012 DIRECTORY

*Ads sold to RIBA members only*

CENTER SPREAD - Full Color	<b>SOLD</b> \$2,200
INSIDE FRONT COVER - Full Color	<b>SOLD</b> \$1,925
INSIDE BACK COVER - Full Color	\$1,925
BACK COVER - Full Color	<b>SOLD</b> \$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 AD RATES PER ISSUE

*Non-members of RIBA please add 25% to all charges.*

<b>FULL PAGE - Black &amp; White</b>	
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
<b>HALF PAGE - Black &amp; White</b>	
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
<b>ONE-THIRD PAGE - Black &amp; White</b>	
1-3 Insertions	\$365
4-11 Insertions	\$325
12 Insertions	\$305
Full Color per Insertion	add \$100
<b>ONE-QUARTER PAGE - Black &amp; White</b>	
1-3 Insertions	\$300
4-11 Insertions	\$285
12 Insertions	\$250
Full Color per Insertion	add \$75
<b>ONE-EIGHTH PAGE - Black &amp; White</b>	
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

## DIRECTORY DEADLINES

*Directory advertising is open to RIBA members only.*

Deadline for FREE full-color ad drawing: **October 14, 2011**

Deadline for premium position placement: **October 14, 2011**

**DEADLINE FOR ALL ADS:  
November 1, 2011**

**OTHER DEADLINES  
FOR COMBO ADVERTISING  
PACKAGE INVOLVING BOTH  
PUBLICATIONS:  
November 1, 2011**

**FOR THE R.I. BUILDER REPORT  
ONLY:  
The 8th of each month prior to  
the cover date.**

*(Example: June 8th for the July issue)*

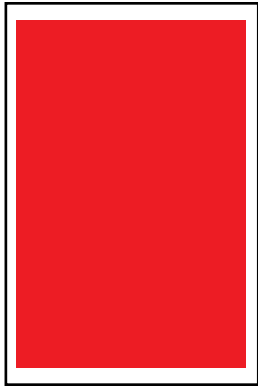
## HOW TO SUBMIT YOUR AD

All ads should be e-mailed in .pdf (Adobe Acrobat) or .tiff format to [builder@newriverpress.com](mailto:builder@newriverpress.com).

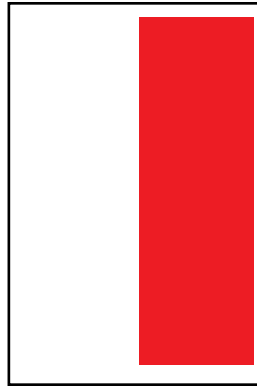
Files should be at least 300 dpi.

If the file is too large for e-mailing, contact [builder@newriverpress.com](mailto:builder@newriverpress.com) or call (401) 250-5760 (Ext. 1) for instructions.

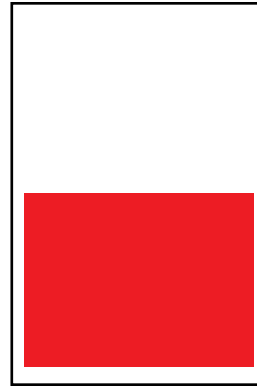
For more information, e-mail managing editor Paul F. Eno at [builder@newriverpress.com](mailto:builder@newriverpress.com) or call (401) 250-5760 (Ext. 1).



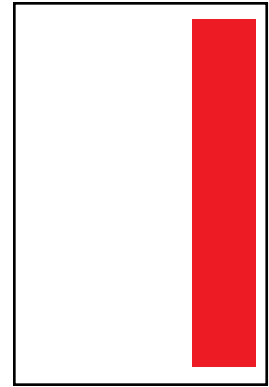
**FULL PAGE**



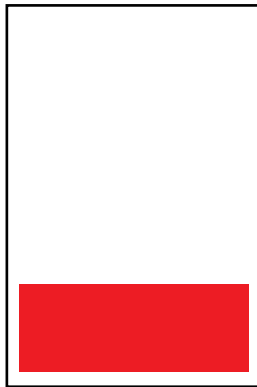
**HALF PAGE  
VERTICAL\***



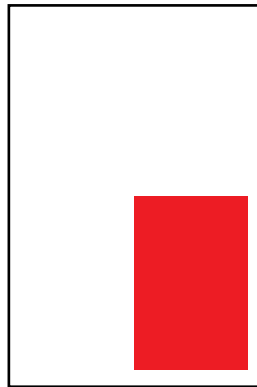
**HALF PAGE  
HORIZONTAL**



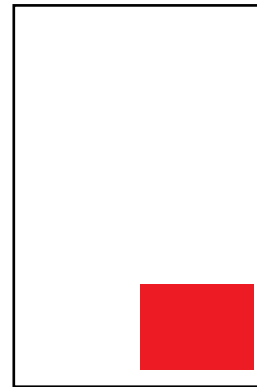
**ONE-THIRD PAGE  
VERTICAL\***



**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: 7<sup>7</sup>/<sub>8</sub>" x 10<sup>1</sup>/<sub>8</sub>"**

**HALF PAGE HORIZONTAL: 7<sup>7</sup>/<sub>8</sub>" x 5"**

**\*HALF PAGE VERTICAL: 3<sup>7</sup>/<sub>8</sub>" x 10<sup>1</sup>/<sub>8</sub>"**

**\*QUARTER PAGE VERTICAL: 3<sup>7</sup>/<sub>8</sub>" x 5"**

**\*ONE-THIRD PAGE VERTICAL: 1<sup>1</sup>/<sub>2</sub>" x 10<sup>1</sup>/<sub>8</sub>"**

**ONE-THIRD PAGE HORIZONTAL: 7<sup>7</sup>/<sub>8</sub>" x 2<sup>1</sup>/<sub>2</sub>"**

**\*ONE-EIGHTH PAGE HORIZONTAL: 3<sup>7</sup>/<sub>8</sub>" x 2<sup>3</sup>/<sub>8</sub>"**

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

Fax insertion order to (401) 356-0913, E-mail to [builder@newriverpress.com](mailto:builder@newriverpress.com) or mail to: New River Press, 645 Fairmount St., Woonsocket, RI 02895-4012. For more information, visit [www.newriverpress.com/ribaads/](http://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. \_\_\_\_\_

Which of the two RIBA publications are you advertising in? (Advertising in both give you a 5% overall discount.)

The R.I. Builder Report \_\_\_\_\_ The RIBA Directory & Buyer's Guide \_\_\_\_\_

## FOR THE R.I. BUILDER REPORT:

What size advertisement do you want?

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

How many insertions? \_\_\_\_\_ MONTHS \_\_\_\_\_ OPEN ENDED

## FOR THE RIBA MEMBERSHIP DIRECTORY & BUYER'S GUIDE:

What size advertisement do you want?

Full Page Glossy - 4-Color      Full Page Glossy - 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](mailto:builder@newriverpress.com) or (401) 250-5760.**

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

**NOTE: If your previous ad is not of sufficient technical quality to reprint, you will be asked to provide a new one.**

*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](mailto: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](mailto: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/](http://www.newriverpress.com/ribaads/) for rates, or contact New River Press at [builder@newriverpress.com](mailto: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 fill out and fax or mail the form at [www.newriverpress.com/ribaads/creditcard](http://www.newriverpress.com/ribaads/creditcard). Or you may convey your credit card information by telephone by calling Victor Dosoito at the RIBA office: (401) 438-7400.