



# Builder

Hanley Wood

2011 Advertising Rate Card  
buildermediakit.com

BUILDER provides the business insight and information needed in today's ever-changing residential new-home market. BUILDER reaches 176,548\* of the nation's top builders each month through a combination of the printed magazine and a digital edition.

\*Source: Publisher's Own Data, June 2010

## HANLEY WOOD'S INTEGRATED MEDIA NETWORK

Hanley Wood's integrated media network provides the information and insight professionals in the residential and commercial construction industry need to remain competitive in their fields. Marketers have the ability to customize their advertising program by targeting specific market segments while using a combination of effective media types.

Five rate levels are available, in addition to an open rate. Rate levels are determined by the annual spending volume among the following Hanley Wood Business Media products:

- **PRINT:** display, classified, inserts and regional ads
- **ONLINE:** run-of-site, e-newsletters, webinars, HWTV and section sponsorships
- **EVENTS:** in-person conference events, virtual event sponsorships
- **DATA:** Specialized market data reports covering new residential construction and residential remodeling

More information can be found at [hanleywoodbusinessmedia.com](http://hanleywoodbusinessmedia.com) or by contacting your regional sales manager.

## INVESTMENT LEVELS (GROSS)

**DIAMOND** \$500,000 or more  
**SILVER** \$200,000 to \$299,999

**PLATINUM** \$400,000 to \$499,999  
**BRONZE** \$100,000 to \$199,999

**GOLD** \$300,000 to \$399,999

## RATES

### NATIONAL ADVERTISING COLOR RATES (GROSS)

SPENDING LEVEL	OPEN RATE	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
Full Page	\$17,170	\$15,965	\$14,770	\$13,565	\$12,365	\$11,160
2/3 Page	\$12,910	\$12,005	\$11,100	\$10,200	\$9,295	\$8,395
1/2 Page Island	\$12,130	\$11,280	\$10,430	\$9,590	\$8,735	\$7,890
1/2 Page	\$9,725	\$9,040	\$8,365	\$7,675	\$7,000	\$6,320
1/3 Page	\$7,305	\$6,795	\$6,280	\$5,775	\$5,265	\$4,745
1/4 Page	\$5,645	\$5,255	\$4,855	\$4,460	\$4,065	\$3,670

### COLOR

**Black & White:** Deduct 15% per page  
**2 Color Process:** Deduct 10% per page  
**PMS Color:** Add 15% per page

### COVERS (NON-CANCELABLE)

Inside Front Cover	\$28,585
Inside Back Cover	\$25,690
Back Cover	\$30,400

### PRODUCT LITERATURE (NET)

	1X	6X	12X
1/4 Page	\$4,395	\$4,310	\$3,710
1/8 Page	\$2,885	\$2,730	\$2,445

### BUYER'S GUIDE (NET)

	1X	2X	3X
6/9 Page	\$5,125		
3/9 Page	\$2,560		
2/9 Page	\$2,025		
1/9 Page	\$1,365	\$1,020	\$850

### CLASSIFIED (NET)

	1X	6X	12X
1/3 Page	\$4,745	\$4,565	\$4,400
1/6 Page	\$2,230	\$2,025	\$1,815
1/8 Page	\$1,845	\$1,670	\$1,465
1/12 Page	\$1,295	\$1,180	\$1,045
EZ Ad	\$705	\$640	\$570

### SPECIAL ADVERTISING SECTIONS

Special sections are an important tool for branding your company or introducing new products or services. Published as run-of-press or inserts, these sections are completely dedicated to delivering your company's message. Special sections can be supplied or can be developed by Hanley Wood's special project staff. Note all special advertising sections must have "Special Advertising Section" centered in 9 point Helvetica at the top of every page.

### EXTRA OPPORTUNITIES

For more information on online advertising opportunities, custom solutions, in-person events and virtual events contact your Regional Sales Manager or Jeff Calore, Publisher, 202.380.3766.

### GO-OP ADVERTISING

Special national or regional advertising programs are available to advertisers using co-op support. BUILDER, working with your distributors and/or dealers, will develop a customized co-op advertising program for you.

## BUILDER CLOSING DATES

ISSUE	CLOSING
January	December 1, 2010
February	January 3, 2011
March	February 1, 2011
April	March 1, 2011
May	April 1, 2011
June	May 2, 2011
July	June 1, 2011
August	July 1, 2011
September	August 1, 2011
October	September 1, 2011
November	October 3, 2011
December	November 1, 2011

## SPECS & MECHANICAL INFORMATION

SPACE UNIT SPECS		
NATIONAL ADVERTISING	WIDTH	DEPTH
Full Page (Trim Size)	8 1/2"	10 1/2"
Full Page (Live Area)	8"	10"
Full Page (Bleed)	8 3/4"	10 3/4"
Spread (Trim Size)	17"	10 1/2"
Spread (Live Area)	16 1/2"	10"
Spread (Bleed)	17 1/4"	10 3/4"
1/2 Page Horizontal Spread (Non Bleed)	16 1/2"	4 7/8"
1/2 Page Horizontal Spread (Trim Size)	17"	5 1/8"
1/2 Page Horizontal Spread (Live Area)	16 1/2"	4 7/8"
1/2 Page Horizontal Spread (Bleed)	17 1/4"	5 1/4"
2/3 Page Vertical (Non Bleed)	5"	10"
1/2 Page Island (Non Bleed)	4 5/8"	7"
1/2 Page Horizontal (Non Bleed)	8"	4 7/8"
1/2 Page Horizontal (Trim Size)	8 1/2"	5 1/8"
1/2 Page Horizontal (Live Area)	8"	4 7/8"
1/2 Page Horizontal (Bleed)	8 3/4"	5 1/4"
1/2 Page Vertical (Non Bleed)	3 3/4"	10"
1/3 Page Vertical (Non Bleed)	2 1/2"	10"
1/3 Page Square (Non Bleed)	4 5/8"	4 7/8"
1/4 Page Vertical (Non Bleed)	3 3/4"	4 5/8"

Safety: 1/4" from trim on all sides  
 Bleed: 1/8" to all four sides

\*As of April 2009 Issue

## AD SPECIFICATIONS

Digital materials are required and must meet SWOP standards. Please visit the Hanley Wood website at [hanleywood.com](http://hanleywood.com) for the latest specs, job settings, downloads and tips for PDF creation.

PDF/X-1 or PDF/X-1a files required. Files must be composite CMYK and have all fonts and images embedded. Any layers and transparencies should be flattened. All color management and OPI comments should not be included, and PDFs should be untrapped. PDF files must be in an Adobe Acrobat Distiller version 4.0 or higher. PDFs must be written from distilled postscript files and not directly out of the native application. PDFs that are written directly from an application rather than distilled are much more unstable and may cause unpredictable results. PDF files created for Web and FPO work are not high resolution and are not acceptable. Files can be uploaded to our secure Web portal [adexpress.hanleywood.com](http://adexpress.hanleywood.com) or submitted on CDs.

Ads must be set up for 4/C process printing. All images must be set to CMYK and at a high resolution (300 dpi for CMYK and grayscale images and 600 DPI for line art). Images should be placed at 100% to ensure better reproduction. RGB files are not acceptable. Crop and trim marks must be offset by 1/8" so that they do not extend into bleed or live area.

A high-end digital color proof is recommended to ensure critical color matching on 4/C ads. Any furnished color proof must meet SWOP standards for a color-managed and maintained calibrated proofing system and must be printed from the supplied file. A laser is required for all B/W ads. All proofs must be provided at 100%, with trim and bleed marks indicated where applicable. If a proof is not included, the ad will be run on press to SWOP printing standards. The advertiser will assume all responsibility for any variances from SWOP and ensuring that all content is correct and in place. For more information on SWOP-approved proofing systems visit [www.swop.org](http://www.swop.org).

Line screen: 133.

Total dot-density should not exceed 300% in four colors.

Two-color dot density should not exceed 180%, with one color solid. SWOP standards apply.

Hanley Wood assumes no liability for content errors or color variations between the digital file and the printed image if: (1) a high-end SWOP proof is not provided; (2) the file must be converted to CMYK; or (3) any of the published digital specifications are not met. The advertiser or authorized agency is responsible for providing materials meeting Hanley Wood specs. Hanley Wood is not responsible for making corrections to supplied materials.

Materials will be stored for 13 months and then destroyed unless otherwise advised in writing by advertiser or agency. Disks will not be returned.

## PRINTING INFORMATION

BUILDER is printed Web-offset and perfect bound. Rotation of colors: black, cyan, magenta, yellow.

## MATERIAL SHIPPING INSTRUCTIONS

**Upload display ads to our secure web portal:**  
[adexpress.hanleywood.com](http://adexpress.hanleywood.com)

Digital delivery of ad PDFs is available at [adexpress.hanleywood.com](http://adexpress.hanleywood.com). Upon submission of a PDF through this ad portal, the ad will be automatically preflighted and a confirmation of delivery will be sent to the sender and to the Hanley Wood production department. Tutorials on how to set up a proper PDF as well as how to use the ad portal are available on the site. You will be instructed on how to set up your own user name and password on the ad portal.

## ADVERTISING TERMS & CONDITIONS

These Hanley Wood Advertising Terms and Conditions ("Terms"), together with the applicable Insertion Order ("Order"), are an agreement ("Agreement") between the advertiser/agency identified on the Order ("Customer") and Hanley-Wood, LLC ("Publisher").

### 2010-2011 PAYMENT TERMS AND CONDITIONS

Payment for all space, production and position charges is due 30 days from invoice date. A 1.5% per month finance charge will be assessed on all invoices over 30 days in arrears. In addition, Customer will reimburse Publisher for the cost of any collection or legal service utilized by Publisher to collect any amounts due hereunder. Customers more than 60 days in arrears on any Publisher invoice must pay all outstanding invoices or, at Publisher's discretion, submit payment with copy before any current or future insertions will be accepted. Notwithstanding any provision in an Order or other agreement to the contrary, if Customer is an agency, both agency and principal advertiser are jointly and severally liable for all payments due hereunder. If Customer is an agency, Publisher reserves the right to notify principal advertisers regarding any overdue and unpaid invoices.

Custom Solutions products payment terms and conditions are 50% upon contract signing and 50% upon completion. Hanley Wood University payment terms are 50% upon signing and the balance upon completion, or 90 days, whichever is sooner.

All applications for credit must be submitted 45 days prior to the date of the first insertion. Credit terms are strictly enforced.

### COMMISSIONS, SHORT RATES, REBATES, AND FREQUENCY DISCOUNTS

If Customer is a recognized agency, a discount of 15% of gross billings is allowed on space, color and position, provided the insertion is paid within 60 days. After 60 days, no discount shall apply to any invoice, and the gross amount (including finance charges) shall be due and payable immediately.

Customer will be short-rated if, within a 12-month period from the date of the first insertion, Customer does not use the amount of media upon which billings have been based. Short rates will be based upon the rate earned against published rates. Rate adjustments, if any, may be made by Publisher at its sole discretion. Rebates will be earned, and applied to billings, when, in a 12-month period following the first insertion, Customer runs sufficient space/media to qualify for the lower rate.

If there is a shortfall in impressions delivered online by Publisher, such shortfall can be made up, at Customer's option, in the period following the campaign. If there is less than a 10% discrepancy between Publisher and third party ad server counts, then the campaign will be considered to have been delivered in full.

Media billed at quoted rate will earn maximum discount based upon Customer's annual total spend in print, eMedia, event sponsorship and additional products as outlined at time of contract.

### CANCELLATIONS AND REVISIONS

Except for permitted cancellations with timely notice, Customer is fully responsible for all media purchased pursuant to this Agreement.

Print: covers, preferred and special positions are non-cancelable. For all other positions, Orders may be cancelled without penalty by Customer only upon written notice received by Publisher prior to the issue advertising close date. If Customer fails to give timely notice of any permitted cancellation, then (i) cancellation is not permitted if materials have been received by Publisher, or (ii) cancellation is permitted subject to Publisher approval and Customer's payment of a \$2,000 net cancellation fee if materials have not been received by Publisher. Rate adjustments resulting from permitted cancellations, if any, will be made upon confirmation of the change in media spend. Customer is not entitled to review or revise advertisements that are received by Publisher's production department after the published close date. If new materials or material instructions are not received by the production department by the published materials deadlines, Publisher will repeat the most recent ad materials.

Online: Online space requests are not guaranteed. Firm dates and inventory assignments are based on availability at the time the order is processed by the Publisher. Final inventory assignments are available upon request. If requested online inventory is not available, the Publisher will use good faith efforts to provide reasonable alternatives, subject to the termination rights set forth in this agreement. If Publisher does not receive online advertising materials in proper format 5 business days prior to campaign start date set forth on the Order, Publisher shall have the right, but not the obligation, without relieving customer of payment obligations under this Agreement, to replace Customer's material with either (1) an ad council PSA or (2) repeat the most recent ad materials, which replacement shall be made 5 business days after the date the Customer's creative is received in proper format by Publisher (rich media ads can take longer).

At any time prior to the serving of the first impression of the online campaign, Customer may cancel with 30 days prior written notice to the Publisher, without penalty. For clarity and by way of example, if Customer cancels the campaign 15 days prior to the serving of the first impression, Customer will be responsible for the first 15 days of the campaign. Upon the serving of the first impression of the campaign, Customer may cancel the campaign for any reason, without penalty, by providing Publisher written notice of cancellation which will be effective after the later of: (i) 30 days after serving the first impression of the campaign; or (ii) 14 days after providing Publisher with such written notice.

Exceptions: (i) E-Newsletter ads cancelled or rescheduled within 10 business days of scheduled launch date incur the full charge; (ii) Broadcast e-mail orders cancelled within 3 business days of delivery date incur the full charge; if cancelled 4 to 7 business days from delivery date, orders are invoiced 50% of the total cost; (iii) Recruitment services, ads, and ad placement fees will incur the full charge upon early contract termination.

Custom Solutions and Hanley Wood University: HWTV Sponsorships, Web Seminar Sponsorships, Webcast Sponsorships, Sponsor Showcase Sponsorships and CEU/Course Sponsorships are non-cancelable upon receipt by Hanley Wood of an executed contract from Customer. Cancellation and Revision policies for Custom Solutions products not outlined above will vary based on scope of work and will be communicated at time of contract execution.

### RATE POLICY, LIABILITY LIMITATIONS, AND GENERAL PROVISIONS

By submitting an Order, Customer accepts these Terms. Orders are subject to these Terms. Publisher is not bound by any Order or other document that conflicts with these Terms or by any oral or written promises or representations made by its sales representatives, and no such promises or representations have been relied on by Customer in entering into this Agreement. Any discrepancy between the price or terms set forth on an Order and Publisher's rate schedule shall be deemed a clerical error, and Customer will be charged for all advertisements in accordance with the rate schedule then in force. Uniform rates apply to all advertisers at all times.

All advertisements are accepted and published on Customer's representation that publication of the contents has been duly authorized. Customer (jointly and severally, if the Order has been submitted by an agency) will indemnify and hold harmless Publisher, its members, officers, employees, and agents, from and against any losses resulting from claims, suits, actions, demands, judgments, or orders based on the contents of subject matter of Customer's advertisement including, without limitation, allegations that such advertisements constitute libel, violation of privacy rights, plagiarism, trademark or copyright infringement.

Publisher at its sole discretion may reject advertising for any reason including, without limitation, unsuitability for the publication. Advertising copy that may be mistaken by a reader as news or other non-advertising materials must be clearly marked "Advertisement". Publisher reserves the right to add the word "Advertisement" above or near any advertisement that in Publisher's sole judgment, too closely resembles editorial content of the publication.

Publisher shall have no liability for (i) delays in delivery and/or non-delivery of its services, including publication of advertisements, whether or not the causes of such delays or non-delivery are within or beyond the control of Publisher, (ii) errors in key numbers, the Reader Service section, advertisers' index, or any type set, (iii) any corrections or changes made to any advertiser's materials, (iv) content errors or color variations between the digital file and the printed image if: (a) a high-end SWOP proof is not provided; (b) the file must be converted to CMYK; or (c) any of the published digital specifications are not met. Conversion to Publisher's requirements will be billed at Publisher's cost.

Customer will provide Publisher access to its third-party ad server reports prior to campaign launch if Customer chooses to serve the campaign from a third-party ad server.

Except for the indemnification obligations set forth in these Terms, (i) each of Customer's and Publisher's aggregate liability under this agreement shall be limited to the amounts paid (or payable) by Customer to Publisher under the Order, and (ii) neither party shall have any liability for any special, consequential, indirect, exemplary or punitive damages, regardless of whether such party has been advised of the possibility of such damages and notwithstanding any failure of essential purpose of any limited remedy.

This Agreement is governed by the laws of the District of Columbia and any dispute arising hereunder shall be subject to the exclusive jurisdiction of the Federal and District Courts located in Washington, D.C. Customer may not assign this Agreement without Publisher's written consent.

Effective 09/01/10