

Building Insight 2018 Advertising Rates & Terms

Why Building Insight?

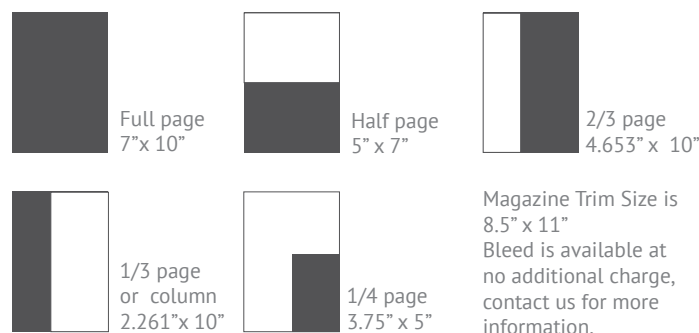
Building Insight, the Building Industry Association of Washington's (BIAW) 16-page monthly magazine, is sent to BIAW members, legislators, state officials, policy groups, local and state media and other various building industry-related affiliates.

Our member circulation is nearly 8,000 including individuals and companies, legislators, policy leaders and other subscribers. BIAW is the largest trade association in Washington state and the third largest state association affiliated with the National Association of Home Builders.

BIAW's influence spans throughout the building industry and is focused primarily on residential construction. As the "voice of the housing industry," BIAW is strategically located in Olympia, Washington's capital, and is dedicated to ensuring and enhancing the vitality of the building industry.

Ad Size & Rates (per issue)	1x	3x	6x	11x
Inside Front or Inside Back Cover Color, 7" x 10"	\$1,625	\$1,450	\$1,350	\$1,240
Outside Back Cover Color, 3.75" x 4.5"	1000	875	775	650
Full Page Color, 7" x 10"	1475	1100	925	825
2/3 Page Color, 4.653" x 10"	1,250	925	825	700
Half Page Color, 5" x 7"	925	825	725	600
1/3 Page or Column Color, 2.261" x 10"	775	625	550	500
1/4 Page Color, 3.75" x 5"	600	500	375	275

Ad Space Sizes Available



Production Specifications

Publication Trim Size

Magazine trims to 8-1/2" x 11"

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Available at no additional charge; please contact us for more information.

Preferred Ad Format

- Camera ready
- High resolution pdf or jpg (300 dpi)
- CMYK

Acceptable Format

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop

Ads may be emailed to jenniferh@biaw.com.

Terms & Conditions

Discounts

BIAW members receive a 15 percent discount on advertising rates.

Publication Date

Building Insight is published once a month (except a combination issue of November and December) and is mailed at the beginning of the month.

Deadlines

The deadline to reserve ad space is the first business day of the month in which you'd like to publish and art submission deadlines are the 10th. (For example, the deadline for reserving ad space in the January issue is December 1 and the deadline to submit art is December 10th).

Payment and Submission

Ads can be paid by check, (payable to BIAW for full contract value in advance of placement), Visa, MasterCard, AmEx, or Discover, by the 10th of each month. For inquiries or to reserve space in *Building Insight*, contact BIAW Public Relations and Communications Director Jennifer Hayes at (360) 352-7800, ext. 152 or at jenniferh@biaw.com.

Cancellations

Must be in writing prior to art submission deadline (10th of every month).

