



2007 Advertising Rates 4 Color Rates

Size	1X	6X	12X
1/4 Page	\$950	\$795	\$645
1/3 Page	\$1,125	\$895	\$745
1/2 Page	\$1,775	\$1,195	\$995
Full Page	\$2,195	\$1,595	\$1,395
Inside Front Cover	\$2,775	\$2,195	\$1,995
Inside Back Cover	\$2,500	\$2,395	\$2,195
Back Cover	\$3,000	\$2,395	\$2,195
Business Card	\$650	\$525	\$450
Directory	N/A	\$600	\$900

Black and White Rates

Size	1X	6X	12X
1/4 Page	\$525	\$445	\$395
1/3 Page	\$825	\$645	\$595
1/2 Page	\$1,025	\$745	\$695
Full Page	\$1,375	\$1,045	\$945
Directory	N/A	\$600	\$900
No black and white ads will be accepted for covers.			

If you need an ad created, our graphic design agency can create one for you from \$150-\$225 depending upon ad size and requirements. We will give you a quote before building the ad. You will be given a proof of the ad and you will own the ad.

Insertions:

For insertion into mail polybag:
1 page: \$595
2-panel (4 pages): \$750
3-panel (6 pages): \$900

Stapled-in inserts
(sized 8.5"x11" or smaller)
4 page: \$1100
6-page: \$1280

It has been said that nothing happens until someone sells something. Advertising paves the way for salespeople by pre-selling your products and/or company. It supports or develops branding efforts that are so critical in this very competitive market given the choices homeowners have today. On-going advertising campaigns are much more effective than one-shot attempts for the following reasons:

- Keeps your message in front of potential customers with top-of-mind awareness and familiarity.
- Creates a favorable image and respect for your product and/or services.
- Keeps current customers and wins new ones.
- Promotes an image of success.
- Is more cost effective by utilizing frequency discounts thereby making advertising more affordable.
- Advertising sells, and Builders Resource Magazine is the perfect vehicle to help you make those sales.

