

# ALABAMA homebuilder



A QUARTERLY PUBLICATION OF THE HOME BUILDERS ASSOCIATION OF ALABAMA



## ABOUT ALABAMA HOMEBUILDER MAGAZINE



- Quarterly magazine of the Home Builders Association of Alabama, the 4th largest state Home Builders Association in the U.S.
- Circulation of approximately 8,700, including builders, remodelers, tradespeople, and other industry and governmental leaders throughout Alabama.
- Published on matte paper in an oversized format (9.25" x 13"), ensuring that the magazine stands out in the mail.
- Also published digitally on the Home Builders Association of Alabama website, [www.HBAA.org](http://www.HBAA.org).
- Discounts are available based on ad frequency. Ad artwork may be changed from issue to issue at no additional charge.

2017 WINNER, Association Excellence Award for BEST PUBLICATION from the National Association of Home Builders

## 2022 Editorial Calendar

<u>ISSUE</u>	<u>EDITORIAL FOCUS</u>	<u>AD CLOSE DEADLINE</u>	<u>AD MATERIALS DEADLINE</u>
April	Remodeling	February 14, 2022	February 21, 2022
June		April 11, 2022	April 18, 2022
September	Education	July 18, 2022	July 25, 2022
December		October 17, 2022	October 24, 2022

For more information about advertising or to reserve ad space, contact:

Lisa Watkins, Editor  
[lisawatkins@hbaa.org](mailto:lisawatkins@hbaa.org)  
334.834.3006 / 800.745.4222

Send ad materials by  
deadline date to:

Lisa Watkins, Editor  
*Alabama Homebuilder*  
[lisawatkins@hbaa.org](mailto:lisawatkins@hbaa.org)  
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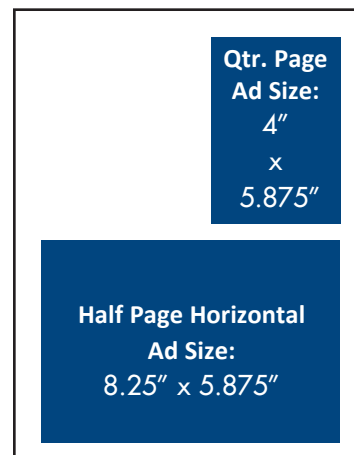
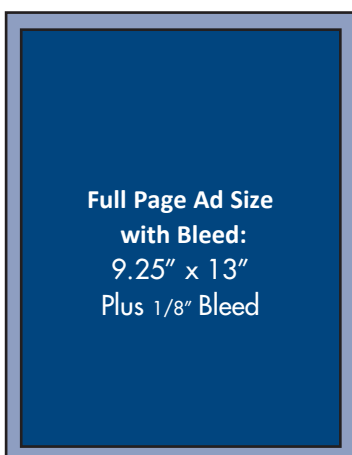


A QUARTERLY PUBLICATION OF THE HOME BUILDERS ASSOCIATION OF ALABAMA

## 2022 Advertising Rates & Specifications

**Alabama Homebuilder** is published by the Home Builders Association of Alabama (HBAA). This quarterly magazine provides news and information on the latest HBAA events, legislative matters, business practices, and building industry trends. With a circulation of nearly 10,000, **Alabama Homebuilder** is a valuable news resource for Alabama's home builders, remodelers, and thousands of other housing industry leaders throughout the state.

On the front of this sheet you will find the advertising rates. On the back you will find the mechanical specifications that you will need to help plan your ad insertion. These should be adhered to in order to present a uniform and professional appearance. Thank you for your interest, and please contact us with any questions.



### ADVERTISING RATES

Ad Size	Insertion Frequency Per Year		
	1X	2X	4X
<i>All ads are full-color</i>			
Full Page	\$1,800	\$1,700	\$1,600
1/2 Page (horizontal)	\$1,200	\$1,150	\$1,100
1/4 Page (vertical)	\$900	\$850	\$800
Back Cover	\$2,900	\$2,700	\$2,600
Inside Front Cover	\$2,700	\$2,600	\$2,500
Inside Back Cover	\$2,700	\$2,500	\$2,500

☆ Advertising rates are based on advertisers supplying artwork that conforms with specifications on the back of this sheet.

## MECHANICAL SPECIFICATIONS

- Page trim size: 9" x 13"
- Printing: offset
- Line screen: 150
- Three column page format
- Publication prints full color

## ADVERTISING SPECIFICATIONS

### Ad Layout

	<u>Ad Size (width x height)</u>
Full page Ad with Bleed:	9.25" x 13" (+.125 inch bleed)
Half Page Ad:	8.25" x 5.875"
Quarter Page Ad:	4" x 5.875"
Back Cover Full Page Ad:	9.25" x 11"
Inside Front Cover Full Page Ad:	8.75" x 13"

## ELECTRONIC REQUIREMENTS

### ■ ELECTRONIC FILES ARE REQUIRED.

#### ■ Acceptable formats include:

- **Portable document format (.pdf)** files are accepted from Adobe Acrobat and other programs which export .pdf files. *(PDF files should be saved at 2400 dpi, with downsampling to 300 dpi, embed all fonts, subset embedded fonts below 99%, CMYK)*
- **Quark Xpress** native application files. *(All placed items including clip art and photographs must be included with the Quark file. See specifications for photography files below.)*
- **Encapsulated postscript (.eps)** files are accepted from Adobe Illustrator, Adobe Pagemaker, and Adobe InDesign. *(All placed items including clip art and photographs must be included with the .eps file.)*
- **Tagged-image format (.tif)** files are accepted from Adobe Photoshop, Corel Draw, and other art programs.

**ALL PHOTOGRAPHS SHOULD BE SAVED AS .TIF FILES** Saving photographs as .eps files does not resolve resolution problems and makes the photograph more problematic. Avoid using compression features, including LZW and .jpeg. Image resolution should be calculated according to the following formula:

$$300 \times \text{Linear Scaling of Final} = \text{Image Resolution (i.e., } 300 @ 150\% = 450 \text{ d.p.i.)}$$

- Include all .eps and .tif graphics and all screen and printer fonts
- Images should be saved in C,M,Y,K color model. Printer cannot guarantee gamut of RGB to CMYK conversion.

## ADDITIONAL CHARGES

- Advertisers who are not members of the Home Builders Association of Alabama will be charged an additional \$75 per ad.
- Layout, design, typesetting: \$65/hour
- Ads that do not fit our specifications will be resized to fit and billed at a rate of \$65/hour.
- Guaranteed position: add 10% to ad rate.
- Materials supplied other than as above will be subject to setup charge of \$65/hour.
- Proofs will be furnished upon request, and in time for approval, providing deadline dates are met. Publisher assumes no liability for errors in new copy or copy changes submitted after closing date.

## FOR AD SALES, CONTACT:

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Lisa Watkins, Editor  
lisawatkins@hbaa.org  
334.834.3006 / 1.800.745.4222

## SUBMIT AD ARTWORK TO:

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