

# BUILDING

The Official Publication of the Home  
Builders Association of Greater Chicago

## AMERICA'S DREAM

### 2008 editorial calendar

Month	Special Features	Deadline
January	HBAGC Welcomes Its New Leadership Take Advantage of Your Membership	12/5/07
February	Midwest Builders Show® & Conference	1/4/08
March	Interior and Architectural Design Trends	2/5/08
April	Green Building / Sustainable Design	3/5/08
May	Marketing Outside the Box	4/4/08
June	Innovative Products	5/5/08
July	Custom Home Building Trends	6/5/08
August	Urban Development Issue	7/7/08
September	Kitchen and Bath Remodeling Associate Appreciation Month	8/5/08
October	Economic Forecasting and Financing Trends	9/5/08
November	Our Members Care: a look into HomeAid Chicago and our other members' philanthropies	10/6/08
December	Education: Getting the most out of your business through NAHB designation programs	11/5/08

- Articles are due by 5 p.m. on the 5th of every month prior to the month of publication (i.e. September's article due August 5th.) *Building America's Dream* is on a tight deadline schedule, and your cooperation in submitting articles in a timely fashion is greatly appreciated.
- Industry-relevant educational informational editorial may be submitted (300 - 700 words). Contributing editors can include their name, title and company under the headline and phone number at the end of the article. The staff of *Building America's Dream* reserves the right to edit for content and length.
- Artwork and photographs may be included, but must be in 300 dpi JPEG, EPS, or TIF formats in order to be published.
- Summaries for proposed articles should be sent to the editor a week prior to the regular content submission deadline. Summaries can be **emailed** to info@hbagc.com, **mailed** to 1841 W. Army Trail Road, Addison IL 60101, or **faxed** to (630) 627-7580. Email is preferred.



For editorial questions, contact Lisa Henning at (630) 627-7575, ext. 206  
For advertising questions, contact Maribeth Hearn at (815) 806-8005

1841 W. Army Trail Road, Addison, IL 60101 • Phone: (630) 627-7575 Fax: (630) 627-7580

see reverse side for advertising rates and information

# 2008 advertising info & rates

Actual size of Building America's Dream: 8-3/4 x 11-3/4

	1x*	3x*	6x*	12x*		1x*	3x*	6x*	12x*
Full Page 8w x 11h	\$1,545	\$1,314	\$1,236	\$1,090	1/3 Page (Vertical) 2.5w x 10h	\$ 515	\$ 438	\$ 415	\$ 335
2/3 Page 5.25w x 10h	\$1,020	\$ 867	\$ 816	\$ 720	1/4 Page 5.25w x 3h	\$ 376	\$ 319	\$ 300	\$ 245
1/2 Page 8w x 5h	\$ 772	\$ 655	\$ 615	\$ 545	The <b>BOX Ad</b> Special 5.25w x 5h	n/a	n/a	n/a	\$ 366
1/3 Page (Horizontal) 8w x 3h	\$ 515	\$ 438	\$ 415	\$ 335	Business Card 3.5w x 2h	n/a	n/a	\$ 175**	\$ 142**

\* prices are quoted per issue

\*\* no agency commission offered

**Classified Ads:**  
(1 column wide)  
\$55 per vertical inch

**Upgrades:**

- Inside front cover, inside back cover, back cover and center spread require an **additional fee of 10%** of the ad price.
- Color on a premium page is an **additional \$510 per ad**.
- 2-color ads on any page must be in black and Pantone 328 (SPOT COLOR) only for an **additional \$250 per ad**.

**CIRCULATION:** Building America's Dream reaches over 2,200 housing industry professionals.

**DEADLINES:** Space reservations due by the 5th of month prior to issue date. Materials due by the 10th of month prior to issue date. Issue is mailed on or before the 1st of the month, presorted bulk mail.

**AGENCIES:** Recognized agencies will be compensated at 15%. Gross rates are listed.

**ALL ADVERTISERS:** Pre-payment is required for the first month for any new advertiser.

**CANCELLATION:** The cancellation of ads results in a \$250 administrative fee plus 50% of the cost of the remainder of ads left in the contract.

**MECHANICALS:** The publication's image area is 8" x 11", in three-column format (2-1/2" column width). Printing is offset on 60 lb. matte stock.

**DESIGN & TYPESETTING:** Available for an additional fee.

**AD SUBMISSION:** Preferred advertising material: Electronic. **All Black & White and Full-color (cmyk) Ads:** PDF files distilled for press optimization. **All fonts must be embedded.** Also accepted: **Mac PageMaker 7** (including all fonts and graphic files). **EPS** (all type converted to outline before submitting, and include any graphic files), **TIF**, or **JPEG** formats. Adobe Illustrator files accepted with all fonts in ad changed to outline first. **All Spot Color Ads (Pantone 328 and black):** Must be **Adobe Illustrator** files with all fonts in ad changed to outline first. **All ads submitted must be exactly to size according to specifications (see above ad dimensions).** If submitting ads by mail, a hard copy printout and clearly labeled CD must be included. If emailing your electronic files, please submit to: **info@hbagc.com** with reference to: B.A.D. / (month of insertion). The staff of Building America's Dream and the Home Builders Association of Greater Chicago are not responsible for the output of any ads not submitted as described above.

WE RESERVE THE RIGHT TO REFUSE ANY ADVERTISING.

I'm ready to take advantage of advertising opportunities in *Building America's Dream*—SIGN ME UP!

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ Phone ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Ad size:**  Full page  2/3 page  1/2 page  1/3 page (horiz)  1/3 page (vert)  1/4 page  Box ad  
 Business card size  Classified ad **# of runs:**  1x  3x  6x  12x

**Please circle all months that apply:** JAN • FEB • MAR • APR • MAY • JUN • JUL • AUG • SEP • OCT • NOV • DEC

**Payment Method:**  Check enclosed for \$ \_\_\_\_\_  Charge my credit card (circle one): VISA MC AMEX

Name as Appears on Card \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

I understand the cancellation policy and the mechanical requirements. I understand that HBAGC will run the ad on file at the time an issue goes to print (unless I have submitted a new ad), and if I fail to submit an ad by the deadline stated in this brochure (and no ad is on file with HBAGC), my ad space may be sold to another advertiser. I accept the policies and requirements of *Building America's Dream* as outlined in this brochure.

Signature: \_\_\_\_\_

must be signed to be accepted



**RSVP to:** HBAGC, c/o Maribeth Hearn, 1841 W. Army Trail Road, Addison, IL 60101  
 For questions, call (815) 806-8005 • Fax forms to: (815) 806-8771