



2022 BUILDER BRIEF AD RATES & SPECIFICATIONS

Builder Brief is the official publication of the Greater San Antonio Builders Association supporting the homebuilding and construction industry in the greater San Antonio market and surrounding communities. The monthly publication is mailed to 1,200 members to include builders, remodelers, land developers, associate members, vendors, suppliers, industry professionals and government officials. Value Added: Digital edition is emailed to 2,000+ industry professionals and community leaders.

MEMBER RATES

Ad Size	1X	4X	6X	12X
2-Page Spread	\$1,100	\$1,045	\$990	\$935
Full Page	\$650	\$625	\$600	\$575
1/2 Page	\$400	\$375	\$350	\$325
1/3 Page	\$300	\$275	\$250	\$225
1/4 Page	\$275	\$250	\$225	\$200

NON-MEMBER RATES

Ad Size	1X	4X	6X	12X
2-Page Spread	\$1,250	\$1,187	\$1,125	\$1,062
Full Page	\$800	\$775	\$750	\$725
1/2 Page	\$550	\$525	\$500	\$475
1/3 Page	\$425	\$400	\$375	\$350
1/4 Page	\$375	\$350	\$325	\$300

AD DESIGN	Full Page	\$150
	1/2 Page	\$125

If you are interested in 2022 cover rates, contact **Haley King**

Inside Front Cover
Inside Back Cover
Back Cover (mailing label)

Preferred Positions – Guaranteed positions available for a 15% premium of space charge on an issue-by-issue basis and 10% premium on a contract basis. Preferred positions are on a space available basis.

BUILDER BRIEF AD DEAD-LINES

Magazine	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Deadline	Dec 10	Jan 14	Feb 14	Mar 14	Apr 15	May 13	Jun 12	Jul 14	Aug 15	Sep 16	Oct 14	Nov 14

EMAIL SIGNED CONTRACT

FOR MORE DETAILS

Haley King or Kristi Sutterfield

hking@sabuilders.com or ksutterfield@sabuilders.com 210-696.3800



BUILDER BRIEF AD SIZES

- 2-Page Spread:** Trim Size: 17"W x 11"H
Bleed Size: 17.25 (17 1/4) x 11.25 (11 1/4)
- Full Page:** Trim Size: 8 1/2" (8.5)W x 11"H
Bleed Size: 8 3/4 (8.75) x 11 1/4 (11.25)
- 1/2 Page:** Horizontal: 7 1/2" (7.5)W x 5"H
Vertical: 3 5/8" (3.625)W x 10 1/4"H (10.25)
- 1/3 Page:** Horizontal: 5.25" (5 1/4)W x 4"H
Vertical: 3 5/8" (3.625)W x 5 1/4"H (5.25)
- 1/4 Page:** 3 5/8" (3.625)W x 5"H

AD REQUIREMENTS

Basic Requirements - A press-ready PDF, EPS with all text outlined or a flattened TIFF. All ads must be high resolution, at least 300 dpi and the CMYK color or Grayscale. No RGB, LAB or embedded color profiles.

All 2-Page Spread and Full Page ads must be set up with bleeds, even if they do not bleed.

InDesign - Save and provide files as PDF for press.

PhotoShop - Images must be CMYK, at least 300 dpi. TIFF is the preferred file format and it must be flattened.

Illustrator - Fonts must be in converted to outlines. Files must be saved as a PDF for press or EPS.

Printing - For any questions regarding technical specifications or production, please contact communications@sabuilders.com.



2022 BUILDER BRIEF ADVERTISING CONTRACT

MEMBER RATES

Ad Size	1X	4X	6X	12X	TOTAL
2-Page Spread	☐ \$1,100	☐ \$1,045	☐ \$990	☐ \$935	
Full Page	☐ \$650	☐ \$625	☐ \$600	☐ \$575	
1/2 Page	☐ \$400	☐ \$375	☐ \$350	☐ \$325	
1/3 Page	☐ \$300	☐ \$275	☐ \$250	☐ \$225	
1/4 Page	☐ \$275	☐ \$250	☐ \$225	☐ \$200	
TOTAL					

NON-MEMBER RATES

Ad Size	1X	4X	6X	12X	TOTAL
2-Page Spread	☐ \$1,250	☐ \$1,187	☐ \$1,125	☐ \$1,062	
Full Page	☐ \$800	☐ \$775	☐ \$750	☐ \$725	
1/2 Page	☐ \$550	☐ \$525	☐ \$500	☐ \$475	
1/3 Page	☐ \$425	☐ \$400	☐ \$375	☐ \$350	
1/4 Page	☐ \$375	☐ \$350	☐ \$325	☐ \$300	
TOTAL					

STARTING MONTH OF AD PLACEMENT

☐ January ☐ February ☐ March ☐ April ☐ May ☐ June
☐ July ☐ August ☐ September ☐ October ☐ November ☐ December

ADVERTISING AGENCY / GRAPHIC ARTIST CONTACT INFO

Name
Phone
Email

Authorized by

Date

EMAIL SIGNED CONTRACT

FOR MORE DETAILS

Graphic Design

communications@sabuilders.com

Haley King - Editor

hking@sabuilders.com

210-696-3800

ADVERTISER CONTACT INFO

Name
Title
Company
Address

City
State Zip
Biz Phone Cell Phone
Email

PAYMENT INFORMATION

☐ AmEx ☐ Discover ☐ MC ☐ VISA
☐ Check (Payable to GSABA) ☐ Send us an Invoice

Total Advertising Cost \$

Credit Card #

Expiration Date

Name on Card

Billing Address

City

State Zip

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Inside Front Cover
Inside Back Cover
Back Cover (mailing label)

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