

2011 Advertising Rates for *The Builder*

A publication of AGC-NM Building Branch

About *The Builder*: Established in 1984, this quarterly publication is the official printed newsletter of AGC-NM Building Branch. By advertising in *The Builder* you can promote your business to all chapter members, NM state legislators, and other leaders and decision-makers in the NM construction profession and business community. A new benefit in 2011 for all advertisers in *The Builder* will be a listing on our website with a link to your website.

Display Advertising: You can provide camera-ready or electronic files. If you plan to use electronic files, please specify what format they will be sent in. A charge of \$50/hour for AGC members, \$75/hour for non-members, will be billed for additional ad production and/or conversion costs, if applicable. If camera-ready art is used, there will be a production charge to convert to an electronic file.

Information can be sent in the following versions: pdf, jpg, tiff, eps, ai, psd or indesign (CS3 or earlier). If you are using word or publisher, there will be a minimum 1-hour charge for conversion. All ads are in black and white, however, red (pantone 485) is available.

<u>Ad Rates:</u>	Single Issue		Annual Issue	
	<u>Member</u>	<u>Non-Member</u>	<u>Member</u>	<u>Non-Member</u>
Full Page	\$1350	\$1800	\$5200	\$7000
Half Page	\$ 675	\$ 900	\$2500	\$3400
1/3 Page	\$ 450	\$ 600	\$1600	\$2200
1/4 Page	\$ 350	\$ 450	\$1200	\$1600

Business Card Ads:

Member: \$500/year + tax

Non-Members \$650/year + tax

Please provide business card in electronic format. If you need assistance, we can help.

Professional Directory Listing:

Member: \$300/year + tax

Non-Members: \$450/year + tax

This directory is available for professional firms - attorneys, accountants, insurance representatives, professional engineers, architects, third party administrators and other companies affiliated with the construction industry.