

Impact Advertisement Requirements & Specifications

Ad reservations are due two weeks prior to publication.

Artwork is due one week prior to publication.

Ads will be accepted in InDesign, Illustrator or Photoshop formats. (Please include all fonts, photos and graphics.)

Submit ads to Jeff Hanley, IMPACT Editor, jeff@buildersinstitute.org.

EPS, JPG and press-ready PDF files also acceptable. Files should be GREYSCALE, and a minimum of 300 dpi at the print size of the ad.

If you cannot provide an ad, we can help. (Design charges may apply at a rate of \$75 per hour)

PUBLICATION SCHEDULE

PUB DATE	ISSUE
2/28	JAN/FEB
4/30	MAR/APRIL
6/30	MAY/JUNE
8/30	JULY/AUG
10/25	SEPT/OCT
12/20	NOV/DEC

Net Ad Rates (per insertion)

BACK COVER	FULL PAGE	JUNIOR PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE	BUSINESS CARD
1 Issue	\$1,475	\$1,234	\$713	\$456	\$189	\$95
3 Issues	\$1,327	\$1,111	\$642	\$410	\$170	\$86
6 Issues	\$1,180	\$987	\$570	\$365	\$151	\$76

Ad Specifications

Trim 11" x 17"

Full page

10" wide x 16" high,
11.325 x 17.325 with bleed

Junior page

7.5" wide x 11" high

Half page

10" wide x 8" high

Half page vertical

5" wide x 16" high

Quarter page

5" wide x 8" high

Eighth page

5" wide x 4" high

Business card

3.5" wide x 2" high

