

Impact

Ad Rates & Specifications 2021-2022

Impact Newspaper is a Publication of the Builders Institute (BI)/Building and Realty Institute (BRI)

2021 SCHEDULE

ISSUE	AD DEADLINE
OCT/NOV	NOV 18
DEC	DEC 27

2022 SCHEDULE

ISSUE	AD DEADLINE
FEB/MAR	FEB 11
APRIL/MAY	APRIL 13
JUNE/JULY	JULY 6
AUG/SEPT	SEPT 7
OCT/NOV	NOV 10
DEC	DEC 19

How to Prepare Your Ad

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

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. (Special charges may apply at a rate of \$75 per hour)

Submit ads to

Jeff Hanley, jeff@buildersinstitute.org

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

