

# Impact

## Ad Rates & Specifications

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

### 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](mailto:jeff@buildersinstitute.org).**

**Please call  
(914) 273-0730  
for publication  
dates.**

### 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

