

2008 advertising rates

BUILDING INDIANA

YOUR SOURCE FOR NORTHERN INDIANA'S ECONOMIC & CONSTRUCTION INDUSTRY

P.O. Box 730 • Crown Point, IN 46308

Phone: 219.226.0300

Fax: 219.226.0303

Email: andrea@buildingindiananews.com

Web: buildingindiananews.com

Reach YOUR Market Through the Power of Advertising

The diagram illustrates various advertising ad sizes and their dimensions, categorized into four groups:

- Group 1:**
 - FULL PAGE: 7 X 10
 - 2/3 VERTICAL: 4 5/8 X 10
- Group 2:**
 - 1/2 ISLAND: 4 5/8 X 7 1/2
 - 1/2 VERTICAL: 3 3/8 X 10
 - 1/2 HORIZONTAL: 7 X 4 7/8
- Group 3:**
 - 1/3 SQUARE: 4 5/8 X 4 7/8
 - 1/3 VERTICAL: 2 1/8 X 10
- Group 4:**
 - 1/4 HORIZONTAL: 4 1/2 X 3 5/8
 - 1/4 VERTICAL: 3 3/8 X 4 7/8
 - 1/6 HORIZONTAL: 4 5/8 X 2 3/8

PROFILE

As the definitive economic development and construction industry magazine in Northern Indiana, Building Indiana News is about development, innovation and leadership. Our bi-monthly publication provides Northern Indiana business leaders with relevant industry information, and fresh perspectives from industry leaders. With more than 16,000 copies circulating with the release of each issue, the magazine is quickly becoming the leading publication read by Indiana decision makers, owners, contractors and economic development firms. Every issue covers the latest projects recently completed or currently underway, spotlights on community developments, interviews with CEO's, new product solutions and more. Although the magazine has only just celebrated its first anniversary, it has already received two prestigious publication awards for excellence in content and layout.

BLACK & WHITE RATES

Ad Size/Position	1X	3X	6X	8X
Back Cover	\$2034	1932	1830	1728
Inside Front	\$1949	1851	1753	1656
Inside Back	\$1949	1851	1753	1656
Full Page	\$1695	1610	1525	1440
2/3 Page	\$1305	1240	1175	1115
Half Page Island	\$1105	1050	995	950
Half Page Vertical	\$ 990	950	900	890
Half Page Horizontal	\$ 990	950	900	890
Third Page Square	\$ 900	855	835	800
Third Page Vertical	\$ 900	855	835	800
Quarter Page Vertical	\$ 750	715	700	650
Quarter Page Horizontal	\$ 750	715	700	650
Sixth Page Horizontal	\$ 610	580	550	525
Classified	\$ 120	113	102	95

(Per column inch – minimum depth 2 column inches)

Ads submitted need to be in one of the following formats:
Illustrator eps (all text outlined), Hi-Res PDF or 300 dpi tiff file.

RATES INCLUDE

One-time ad design with contract initiation or renewal.

COLOR RATES

Color Rates:
Black & White rates plus
• Two-color = 10%
• Four-color = 20%

CONTRACT PROVISIONS

Frequency Discounts: Ads must be inserted within one year of the first insertion to earn frequency discounts. Advertisers will be short-rated, if frequency originally contracted is not achieved during a 12-month period.

Cancellation: Cancellations or changes in orders will not be accepted after closing date. Cover contracts are not cancellable.

Commission: Fifteen percent commission is granted to recognized agencies on space, color and position.