

The publication for today's building industry leaders



HOUSTON Builder

The Official Magazine of the Greater Houston Builders Association

2012 MEDIA PLANNING GUIDE



Building a **GREATER** Houston

Advertising Contact:

Brittany Feldmann, Publisher
(832) 215-7232
bfeldmann@ghba.org

www.ghba.org

HOUSTON Builder

Official Magazine of the Greater Houston Builders Association

Who Reads Houston Builder?

Your message in Houston Builder magazine reaches top business executives, industry leaders and elected officials at the national, state and local levels of government.

- RESIDENTIAL BUILDERS
- COMMERCIAL BUILDERS
- REMODELERS
- ARCHITECTS
- DESIGNERS
- DEVELOPERS
- TRADE CONTRACTORS
- FINANCIAL INSTITUTIONS
- PURCHASING AGENTS

Houston Builder magazine gives you exposure to the decision makers in this multi-billion dollar industry. These individuals control enormous purchasing power.

Our Awards

- 2005 ASSOCIATION EXCELLENCE AWARD FOR "BEST COMMUNICATION TO MEMBERS"
- 2005 APEX AWARD FOR PUBLICATION EXCELLENCE
- 2006 APEX AWARD FOR PUBLICATION EXCELLENCE



It's never been so easy to **BUILD your IMAGE.**

Each month, more than 3,500 Houston-area homebuilding professionals turn to *Houston Builder* magazine and the HB digital edition (www.ghba.org/houstonbuildermagazine) for the information they need to operate their businesses. Reach your target audience by advertising in one of the leading homebuilding publications in Texas. *Houston Builder* is the official magazine of the Greater Houston Builders Association, one of the largest local homebuilding associations in the nation. Since 1941, our members have built the homes of millions of families. Our readers need to know about your products and learn about your services. If you want to do business with leading Houston-area homebuilders, there is no better way to reach top building and remodeling professionals than advertising in *Houston Builder*.

About our magazine



Houston Builder is a full color, glossy stock magazine published by the Greater Houston Builders Association. In addition, the association has released a new online digital edition, available at: www.ghba.org/houstonbuildermagazine.

Each issue contains information our readers need, including issues, event calendars, industry trends and more. Premium positions and editorial adjacencies are available.

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*** NOTE: Rates quoted below are NET and not subject to agency discount. Ad production and design costs are not included in following rates. Rates include free position in the online digital edition with hyperlink.**

DISPLAY ADVERTISING

GHBA Member Rates (Four color, no charge for bleed)

Frequency	1x	4-7x	8-11x	12-15x	15-20x
Four Pg. Spread . . .	\$3,750 . . .	3,375 . . .	3,175 . . .	3,099 . . .	2,999 . . .
Two Pg. Spread . . .	2,299 . . .	2,110 . . .	2,015 . . .	1,965 . . .	1,919 . . .
Full Pg.	1,175 . . .	1,075 . . .	1,025 . . .	1,005 . . .	980 . . .
2/3 Pg.	985 . . .	899 . . .	865 . . .	845 . . .	825 . . .
1/2 Pg.	799 . . .	739 . . .	709 . . .	695 . . .	679 . . .
1/3 Pg.	629 . . .	585 . . .	565 . . .	555 . . .	545 . . .
1/4 Pg.	599 . . .	559 . . .	539 . . .	529 . . .	519 . . .
1/6 Pg.	499 . . .	469 . . .	455 . . .	445 . . .	439 . . .

Non-Member Rates (Four color, no charge for bleed)

Frequency	1x	4-7x	8-11x	12-15x	15-20x
Four Pg. Spread . . .	\$4,220 . . .	3,780 . . .	3,570 . . .	3,360 . . .	3,150 . . .
Two Pg. Spread . . .	2,550 . . .	2,315 . . .	2,199 . . .	2,109 . . .	1,999 . . .
Full Pg.	1,565 . . .	1,429 . . .	1,359 . . .	1,299 . . .	1,209 . . .
2/3 Pg.	1,299 . . .	1,199 . . .	1,135 . . .	1,079 . . .	999 . . .
1/2 Pg.	1,050 . . .	965 . . .	925 . . .	879 . . .	799 . . .
1/3 Pg.	899 . . .	839 . . .	809 . . .	779 . . .	725 . . .
1/4 Pg.	859 . . .	799 . . .	775 . . .	750 . . .	699 . . .
1/6 Pg.	719 . . .	675 . . .	650 . . .	635 . . .	599 . . .

Cover and Premium Positions (Full page, four-color only)

1st Cover (inside front)	20% premium
2nd Cover (inside back)	15% premium
3rd Cover (back)	25% premium
Opp. Table of Contents (p 5)	10% premium
Opp. President's Msg (p 7)	10% premium

CLASSIFIEDS (Pre-payment required)

Rates shown are member / non-member prices.

1/2 Pg. - \$199 / \$275	1/3 Pg. - \$169 / \$235
1/4 Pg. - \$149 / \$209	1/6 Pg. - \$116 / \$165
1/9 Pg. - \$69 / \$99	1/12 Pg. - \$45 / \$65

BUSINESS CARD DIRECTORY

Designed to allow advertisers with a limited budget to get their name and number in front of customers. Run your current business card or we can typeset an ad for you at no additional charge!

	1x	12x
GHBA Members	\$119/mth.	\$99/mth
Non-members	\$150/mth	\$125/mth

INSERTS & OUTSERTS

Inserts are folded and stitched into the center of the magazine. Submissions are preprinted by the advertiser and delivered directly to the printer. Only two inserts per issue. Contracted on a first-come, first-serve basis.

Tabbed Postcard	\$350/member	\$550/non-member
One Page	\$450/member	\$650/non-member
4-Page Booklet	\$650/member	\$900/non-member

Outserts are inserted loose into the plastic bag in which the magazine is mailed. Outserts must be provided by the advertiser and delivered directly to the printer.

Postcard	\$550/member	\$750/non-member
Single (2 surfaces)	\$750/member	\$950/non-member
Double (4 surfaces)	\$950/member	\$1,200/non-member

Read HB Online!

[www.ghba.org/
houstonbuildermagazine](http://www.ghba.org/houstonbuildermagazine)

NEW FOR 2012!

Special Advertising Sections

Looking for more than just an ad? Make a bigger splash with a personalized advertorial section. One, two and four page sections available.

Design services available for an additional fee.

Advertorial sections limited to two issues per company, per calendar year.

	1 PG	2 PGS	4 PGS
GHBA Members	\$1,275 . . .	\$2,299 . . .	\$3,499 . . .
Non-members	\$1,750 . . .	\$2,775 . . .	\$3,999 . . .

* NOTES: Publisher reserves the right to approve all submitted materials. All advertorial submissions must include "Special Advertising Section" logo at the top center or bottom center of each page. Logo provided by Houston Builder staff.

Interested in an opportunity not listed here? Call (832) 215-7232 to discuss other options to make your ad stand out!

MECHANICAL REQUIREMENTS:

Printed: Sheet-fed offset, saddle-stitched

Format: 3 columns (2.3" wide or 14 picas)

Trim Size: 8.5" x 11" **Bleed:** 1/8" outside final trim

Live Area: 1/8" inside final trim

SUBMISSION REQUIREMENTS:

All ads must be supplied in digital format (no films please). Supported formats include InDesign, Quark, TIF, EPS and PDF. Please include all fonts and supporting graphic files used in the document. Color artwork should be in CMYK format. Images should be 300 dpi or higher. Conversions will be billed to advertiser at publisher's cost. Media preferred via email.

DEADLINES:

Space Deadline: First of the month preceding publication, i.e. August 1 for September issue.

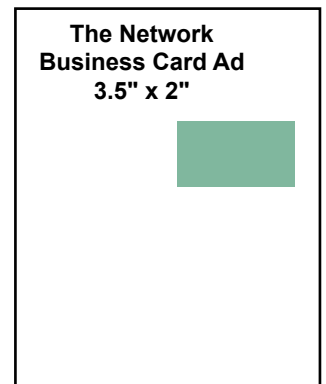
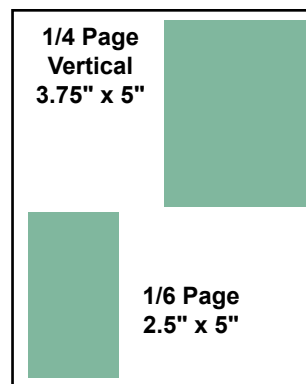
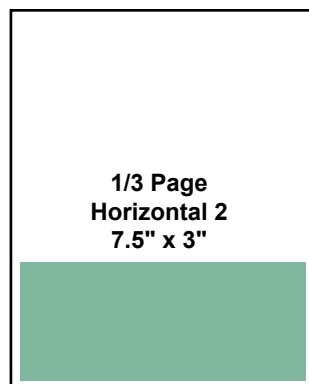
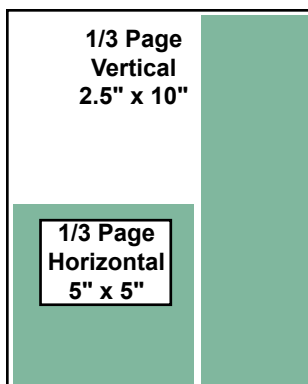
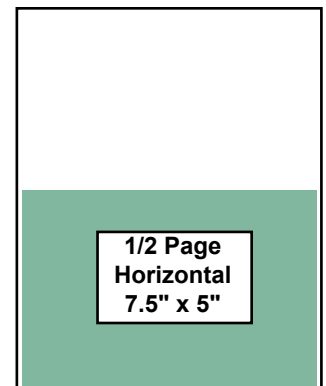
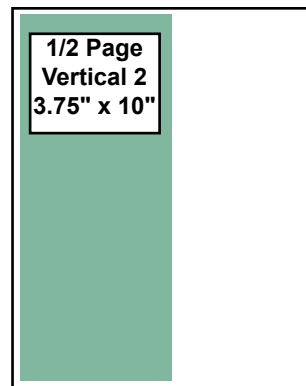
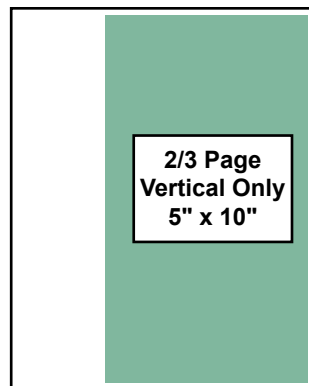
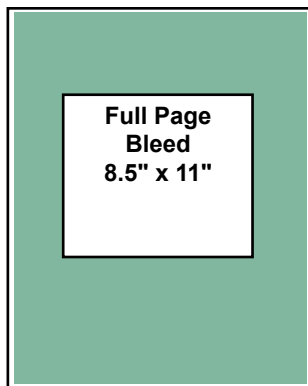
Materials Deadline: 15th of each month. If new copy or printed material is not provided by closing deadline, publisher reserves the right to repeat latest ad from a previous issue.

Ad Delivery: All advertising materials should be sent to:

Housinguide, c/o Brittany Feldmann, 211 E. Ohio St., Ste. 516, Chicago, IL 60611 or bfeldmann@ghba.org. Office (832) 215-7232; Fax (815) 572-0775

AD DIMENSIONS:

	Width	Height
Full Page	8.5"	11"
2/3 Vt.	5"	10"
1/2 Hz.	7.5"	5"
1/2 Vt.	3.75"	10"
1/3 Hz.	5"	5"
1/3 Hz. 2	7.5"	3"
1/3 Vt.	2.5"	10"
1/4 Vt.	3.75"	5"
1/6 Vt.	2.5"	5"
1/9 Vt.	2.3"	4"
1/12	2.3"	2.3"
Bus. Card	3.5"	2"



Payment Information: Non-members and first time advertisers must pay in full for first ad at signing of contract with balance due upon receipt of tearsheets. Checks should be made payable to Housinguide, Inc.

Frequency Discounts will be determined by the number of issues contracted for. More than one insertion in one issue is not counted toward frequency discounts. To qualify for the 12x rate, insertions must run in 12 consecutive issues. All other frequency discounts must run within one calendar year from date contract was signed. Rates are guaranteed for all space contracted within a 12-month period. Orders containing incorrect rates or conditions will be inserted and charged for in compliance with rates and conditions shown in this rate card.

Short Rate: Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, the advertiser chooses not to use space upon which the rate has been based. Unfulfilled contracts or contracts cancelled by the advertiser prior to completion will be short-rated at the lowest earned rate. Cancellations must be in writing and submitted before closing date(s). Preferred positions (advertorial, cover positions and center spreads) require an additional 30 days written notice prior to closing date. In the event of cancellation, rates will be adjusted to actual number of insertions.

Agency Discounts: Rates listed are net figures and will be invoiced accordingly. According to policy of the association, in cases where an agency fails to remit payment within 30 days, an invoice will be mailed directly to the client. In the event of nonpayment, publisher reserves the right to hold the advertiser and/or its agency liable for monies due to the publisher.

Space Deadline: First of the month preceding publication, i.e. August 1 for September issue.

Materials Deadline: 10th of each month. If new copy or material is not provided by closing, publisher reserves the right to repeat latest ad from a previous issue.

Retention of materials: Advertising negatives will be retained up to one year following their use. Publisher will use reasonable precaution to protect all printing materials, but will not be liable for loss or damage. Such materials will be destroyed unless advertiser requests its return within one year of published date.

Contract Regulations: The rate card is an integral part of all Housinguide, Inc. advertising contracts. The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card.

- Verbal agreements are not recognized.
- All advertising is subject to publisher's approval. Publisher reserves the right to reject advertising which it feels is not in keeping with the publication's standards.
- No cancellations or changes in orders will be accepted after closing dates.
- The positioning of advertisements is at the direction of the publisher except where specific positions incurring a premium are agreed by contract.
- Publisher reserves the right to alter any printing materials received at variance with mechanical requirements. Such alterations will be billed at actual cost to the advertiser. Publisher reserves the right to trim, reset or change materials to standard sizes.
- All advertisements are accepted and published by the publisher on the representation of the agency and the advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.



Reach more than **3,500**
qualified decision makers
who need your products and services
by advertising in Houston Builder.

EDITORIAL SUBMISSION GUIDELINES

Deadlines: Articles are due by 5 p.m. on the first business day of the month prior to the intended issue; i.e. Wednesday, June 1 for the July 2011. Holidays are not counted as a business day. Extensions/ special considerations are granted on a per-case basis, and must be arranged prior to the due date and approved by the publisher. The magazine is on a very strict timetable. Your cooperation with submitting things on time is greatly appreciated.

Submission Contacts: Submissions may be emailed, faxed or mailed to the Houston Builder offices. Email is the preferred method. Send to: Houston Builder Magazine, 1521 N Campbell Ave #B, Chicago, IL 60622. Phone: (832) 215-7232 Fax: (815) 572-0775 Email: bfeldmann@ghba.org

Artwork: Please include captions. Artwork may be emailed as a 300-dpi resolution JPG, GIF, TIF or EPS file with the corresponding submission. Photos may be mailed with the corresponding submission to the Houston Builder office as specified above. Artwork must relate to the accompanying submission. Inclusion of artwork is at the discretion of the publisher. Editor reserves the right to add art as necessary.

Councils and Divisions: A full page in Houston Builder Magazine is reserved each month for every GHBA council and division. To guide you in preparing your articles, please use the following word count limits:

Full page, text only: 800 words Text and one photo: 500 words Text and two photos: 400 words

Articles that exceed these specified word counts will be edited, as needed. If an article falls short of the required word count, extra space on the page will be considered 'open space' to be used as needed by the publisher.

Guest Editorials: Industry-relevant guest editorials are accepted. Subject matters should be presented in advance to the publisher. Summaries may be emailed to bfeldmann@ghba.org. Content length and use of photography is left to the discretion of the publisher. The submission deadlines for guest editorial summaries are one week prior to the content submission deadlines for each month's issue, i.e. May 25 for the July 2011 issue.





2012 EDITORIAL PLAN

NOTE: To assure timely editorial coverage that meets industry and reader needs, HOUSTON BUILDER reserves the right to change issue and/or article topics at any time.

IN EVERY ISSUE

Government Affairs - Legislative updates on issues affecting the building industry

People & Projects - Highlights the accomplishments of local members and the latest projects to hit the streets of Houston.

New Members & Member Services - 100 words free editorial for new members

Employment Law - Helpful tips to protect your company from costly litigation

Realtor® Corner - Exploring the relationship between builders, Realtors and buyers.

Tech Tip - Keeps builders and remodelers up-to-date on the latest in home technology, with handy installation tips and safeguards

Legal Line - In an increasingly litigious society, builders must be aware of new laws and regulations affecting their businesses

Council Information - Features news and issues pertinent to each industry council, including the Sales & Marketing Council, Remodelers Council, Custom Builders Council, Associate Council, the Bay Area Builders Association and the Montgomery County Builders & Developers Division.

Events Calendar - Detailed list of GHBA's educational seminars, networking events, expos, trade shows, committee & council meetings, etc.

Charity News: Stay up-to-the-minute on GHBA's charitable efforts, including HomeAid Houston, the Benefit Homes Project, and the Bay Area Support Our Troops/Operation Finally Home mission.

Other monthly columns: Education, Builder Bookstore

ISSUE	COVER TOPICS	BONUS DISTRIBUTION	MARKETING OPPORTUNITIES, EXTRA VALUES	EDITORIAL & AD SPACE	ARTWORK DEADLINE
JAN	Year in Review/New Faces of GHBA: Introducing new council presidents and GHBA's incoming board of directors. App-Tastic: Killer apps to aid your construction business.	Forecast Luncheon Westin Galleria 1,000+ attendees	CHARITY ISSUE Is your company giving back? We want to highlight our members' good deeds. Submit your story/photos for inclusion in this special New Year/holiday issue.	12/1/10	12/15/10
FEB	State of the Industry: A glimpse into the 2012 housing market including starts, materials prices, job market, home values, etc. Education: Build your business, professionalism with GHBA's continuing education program. Designation courses are discounted in February.	Texas Home & Garden Show Reliant Center Million Dollar Circle Awards		1/2/11	1/16/11
MAR	Awards: Announcing Builder, Developer, Remodeler, Associate of the Year			2/1/11	2/15/11
APR	Million \$ Circle Award Winners Announced Spring Selling Season: Marketing your homes for maximum sales success	Houston Home Show R Brown Convention Center	GREEN ISSUE Are you a green builder? Do you offer a unique green product? Send us your story!	3/1/11	3/15/11
MAY	National Remodeling Month: Trends such as home offices, aging-in-place, increased focus on the kitchen and more Pre-Show Issue: A glimpse into the newest products and services to be displayed at GHBA's annual New Home & Remodeling Show (NHRS).	GHBA Membership Drive	NHRS PRE-SHOW ISSUE Let the builders know where to find you at the show! NHRS exhibitors get a 15% discount on all display ads.	4/2/11	4/16/11



2012

EDITORIAL PLAN CONTINUED

JUN	<p>Landscape Challenge: Innovation in design</p> <p>Green Building & Energy: Today's energy-efficient home, environmentally-friendly products, participating builders, GHBA's new guidelines, and more.</p>	<p>New Home & Remodeling Show June 11-12, Reliant Ctr 8,000+ attendees</p> <p>Mid-Year Forecast Luncheon 1,000+ attendees</p>		5/1/11	5/15/11
JUL	<p>Newest & Best at NHRS : Did you miss the New Home & Remodeling Show? Take a look at what more than 250 exhibitors have in store to help builders stay at the cutting edge of building technology.</p>		<p>NHRS POST-SHOW ISSUE Get added exposure for your booth. NHRS exhibitors get a 15% discount on all display ads.</p>	6/1/11	6/15/11
AUG	<p>Tomorrow's Home: Tech-savvy homes, surveillance innovations, universal design, decorating trends and more</p> <p>Selling in a Difficult Market: Give your sales force a renewed vigor and kick off the year right with these helpful new home sales tips.</p>	<p>Parade of Homes City-wide, 250+ homes, 1,000+ attendees</p>	<p>ASSOCIATE APPRECIATION MONTH Associate members may submit up to 100 words of advertorial for print.</p>	7/2/11	7/16/11
SEP	<p>Finding Financing: Negotiating the best financing options, and exploring alternative financing methods that could save you thousands.</p> <p>Kitchen & Bath Issue: What buyers really want</p>	<p>Political Luncheon 500+ attendees</p> <p>Houston's Best Awards 800+ attendees</p>		8/1/11	8/15/11
OCT	<p>Houston's Best: Highlights the Sales & Marketing professionals honored with this prestigious annual award</p> <p>Election Issue: GHBA's political action committee endorses candidates for the upcoming election.</p>	<p>Houston Home & Garden Market</p>	<p>HOUSTON'S BEST ISSUE Houston's Best winners revealed in additional 8-page spread. Issue has extended shelf life and extra distribution.</p>	9/3/11	9/17/11
NOV	<p>Education: Build your business, professionalism with GHBA's continuing education program. Designation courses are discounted in November.</p> <p>Housing Trends: What's new / what buyers want.</p> <p>A Healthy Building Climate: A perspective on housing and growth in Houston. Notes from the GHBA Political Luncheon, held in October 2010.</p>	<p>GHBA Product Expo Sam Houston Race Park 500+ attendees</p> <p>BBQ & Wild Game Cookoff</p> <p>BABA Casino Night</p>	<p>EXPO ISSUE (PRE-SHOW) Product Expo exhibitors receive 15% discount on all display ads.</p>	10/1/11	10/15/11
DEC	<p>Lending a Helping Hand: GHBA members are known for their generosity and community spirit. Issue highlights community projects taken on by the various association councils and committees. Projects include BABA Support Our Troops, Benefit Homes, and HomeAid Houston.</p> <p>Montgomery County Forecast: The homebuilding future of the fastest growing county in the U.S.</p> <p>Election Wrap-up: Government Affairs review of election results and their impact on homebuilding.</p>	<p>Adopt-a-Family Event December 2-3</p> <p>RMC Installation Dinner</p>	<p>EXPO ISSUE (POST-SHOW) 2011 Product Expo exhibitors receive 15% discount on all display ads.</p>	11/1/11	11/15/11

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About our magazine



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