

## 2018 *Blueprint* Ad Rates

The *Blueprint* is an indispensable tool for members and other community leaders to stay updated on major issues in the building industry of central South Carolina. Our builder members include small, medium and large volume home builders, remodelers, developers and commercial builders. Associate members are professionals and trades people who work with and support the industry including subcontractors, building material suppliers, real estate professionals, bankers, attorneys and many others.

**Reach over 1,000 local readers every two months in print and on-line.**

Every issue is printed in full color on high quality paper and mailed to our latest membership database of members and subscribers. We also link to a digital version of each issue on our website and social media platforms. Plus, each advertiser will enjoy a heightened web presence with enhanced listings on the association website free with their paid advertising commitment.

**Relevant and Targeted**

CONSUMERS    CONSIDER  
MAGAZINE    ADVERTISING  
MORE RELEVANT THAN  
ADVERTISING IN OTHER  
MEDIA.

Position/Size	One Issue	Four Issues	Size	Bleed
<b>Back Cover</b>	\$1,299	\$999/ea.	7" x 10"	8.625" x 11.125"
<b>Inside Front/Inside Back</b>	\$1,099	\$849/ea.	7" x 10"	8.625" x 11.125"
<b>Page 1 – facing IFC</b>	\$899	\$749/ea.	7" x 10"	8.625" x 11.125"
<b>Full Page</b>	\$799	\$649/ea.	7" x 10"	8.625" x 11.125"
<b>Half Page</b>	\$499	\$399/ea.	7" x 4.875"	8'625" x 5.562"
<b>Quarter Page</b>	\$299	\$249/ea.	3.437" x 4.875"	N/A

### Issue Calendar

	March	May	August	November
<u>Editorial Date:</u>	Feb. 7, 2018	April 4	July 3	Oct. 3
<u>Art/Ad Date:</u>	Feb. 9, 2018	April 6	July 6	Oct. 5

Send your ad by the Art/Ad Date noted for inclusion in that issue via e-mail to [bin@columbiabuilders.com](mailto:bin@columbiabuilders.com).

**We would like to advertise in the *Blueprint*!**

Company: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Position:

Frequency:

Back Cover     Inside Front     Inside Back     Page 1     Once: \_\_\_\_\_     Four Issues  
 Full Page     Half Page     Quarter Page     Once: \_\_\_\_\_     Four Issues

Send this completed form to Bin Wilcenski at [bin@columbiabuilders.com](mailto:bin@columbiabuilders.com) or fax (803) 779-0635  
Call (803) 256-6238 with any questions or special instructions.