

AN OFFICIAL PUBLICATION OF THE  
Building Industry Association of Central South Carolina

# COLUMBIA HOMES



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**COLUMBIA HOMES** magazine is the premier lifestyle publication featuring all aspects of the home building industry, enabling customers of the Midlands to find ideas for home building and home improvement all in one place.

10,000 copies of **COLUMBIA HOMES** will be circulating the Midlands area, distributed at BIA members' retail showrooms, design centers, communities and sales offices, in select Free Times boxes, as well as online at [biaofcentralsc.com](http://biaofcentralsc.com).



The Spring Edition will feature recipients of the 2019 REGAL Awards.

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## SPRING 2020 ADVERTISING RATES AND INFORMATION

Members of the Building Industry Association of Central South Carolina  
receive a 10% discount off published rates.

**ADVERTISING SPACE DEADLINE: MARCH 17**

**AD CREATIVE DEADLINE: MARCH 23**

Inside Front Cover	\$2,750	Back Cover	\$3,300
Premium Page 3	\$3,300	Center Spread	\$4,400
Premium Page 5	\$2,750	Full Page	\$1,650
Inside Back Cover	\$2,750	Half Page	\$985

**AD RATES DO NOT INCLUDE PRODUCTION.** Advertisers are to supply digital file or contact Building Industry Association — \$150 (includes 2 proofs).

### AD SIZES

**HALF PAGE** 7.375" x 4.9"

**FULL PAGE** Bleed 8.625 x 11.125"

Safe area 7.625" x 10.125"

Trim 8.375 x 10.875"



### PRODUCTION NOTES

All ads must be PDF format, CMYK,  
300 dpi, all text converted to outlines.

Submit camera-ready ads to  
[awilliams@columbiabuilders.com](mailto:awilliams@columbiabuilders.com).

Questions? Call 803.256.6238.

# COLUMBIA HOMES

## SPRING 2020 ADVERTISING CONTRACT

AD CREATIVE DUE MARCH 23, 2020

### THE FOLLOWING IS A BINDING LEGAL CONTRACT

The following advertiser ("Advertiser") agrees to advertise in Volume 1 of Columbia Homes for the foregoing advertising rates. Building Industry Association of Central South Carolina ("Publisher") may not raise the advertising rates for the Advertiser, and Advertiser may not cancel this agreement during the agreed upon period. The Advertiser may make payment via check or credit card and accompany this contract or Publisher shall invoice the Advertiser upon signed agreement, and Advertiser must pay the advertising rate agreed upon in full by Advertiser upon receipt of such invoice, and prior to publishing of magazine.

Advertiser Name \_\_\_\_\_

Billing Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Advertiser Contact Name \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

### ADVERTISER POSITION

<i>PREMIUM POSITION</i>	BIA MEMBER RATE	NON-MEMBER RATE
<input type="checkbox"/> Inside Front Cover	\$2,500	\$2,750
<input type="checkbox"/> Page 3	\$3,000	\$3,300
<input type="checkbox"/> Page 5	\$2,500	\$2,750
<input type="checkbox"/> Center Spread	\$4,000	\$4,400
<input type="checkbox"/> Inside Back Cover	\$2,500	\$2,700
<input type="checkbox"/> Back Cover	\$3,000	\$3,300
<input type="checkbox"/> Full Page	\$1500	\$1,650
<input type="checkbox"/> Half Page	\$895	\$985
<input type="checkbox"/> Double Truck	\$4,000	\$4,400

### ADDITIONAL TERMS

This agreement is subject to the following additional terms:  
A 3% convenience fee will be added to all credit card payments.  
Make checks payable to BIA of Central SC.

### TERMS AND CONDITIONS

1. Sending an order to Publisher shall constitute acceptance of all the rates and conditions under which advertising is being sold at the time of the order sent.
2. All advertising space rates are based on receipt of an exact size digital file. Advertising space rates shall apply from the most recent effective advertising rate card.
3. Publisher shall not be responsible for the production of advertising materials that are not supplied as an exact size digital file.
4. Publisher will not pay advertising commissions to third parties or outside agencies. Such commissions are a matter between Advertiser and its agency, if applicable.
5. In the event of an error caused by Publisher in any advertisement, Publisher shall not be responsible for any refund in excess of the cost of the advertisement in which the error appears.
6. Publisher shall not be liable for failure to print, publish, or distribute all or any portion of an issue in which an advertisement accepted by the Publisher is to appear if such failure is caused by circumstances beyond the control of the Publisher including, without limitation, acts of God, fires, war, strikes, lockouts, accidents, terrorism, posted delays, forces majeure, inability to obtain paper stock, and acts of government.
7. Publisher shall have absolute discretion to position an advertisement, except where Advertiser makes a written request for a specific preferred position and such position is paid for in advance by Advertiser and is acknowledged in writing by Publisher.
8. All advertisement content is subject to Publisher's approval in Publisher's absolute discretion. Publisher reserves the right to reject or cancel any advertisement or insertion order at any time.
9. No cancellations for advertising spaces, ad changes or downgrading of color or ad size will be accepted (either in writing or verbally) after Publisher's space closing date.
10. All advertisements shall be accepted and published by Publisher on the representation that Advertiser (and/ or, to the extent applicable, Advertiser's Advertising Agency) is properly authorized to publish the entire contents and subject matter thereof. Advertiser agrees to and does assume responsibility for its respective acts or omissions which may give rise to any claim arising out of this Agreement, subject to the limitations set forth in Section 33-56-180 and/ or Section 15-78-120 of the South Carolina Code. Publisher reserves the right to levy an additional charge for an advertisement containing difficult composition.
11. Publisher assumes no liability hereunder except for refund of amounts paid if for any reason it becomes necessary to omit an advertisement.
12. Advertisers shall be presumed to have (a) read and understood this contract and (b) agreed to its conditions.

### ADVERTISER SIGNATURE SIGNIFIES ACCEPTANCE OF TERMS AND CONDITIONS AS STATED ABOVE.

Signature \_\_\_\_\_

Date \_\_\_\_\_