

THE SOURCE FOR MASSACHUSETTS  
BUILDING AND CONSTRUCTION  
PROFESSIONALS

# BAY STATE BUILDER



## 2011 MEDIA KIT

[WWW.SEACOASTINK.COM](http://WWW.SEACOASTINK.COM)



## BAY STATE BUILDER

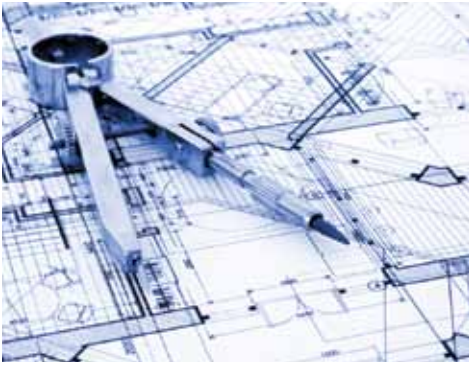
- ▷ LOCAL publication about and for the HBAM membership and industry.
- ▷ FOR BUSINESS OWNERS or C-level titles and influential key decision makers.
- ▷ FOR READERS who buy and specify.
- ▷ DELIVERS your message to the right reader every time.
- ▷ CUSTOM TRADE publication that out-performs newsstand media buys.
- ▷ TARGETED efficient media buy that will drive results to your bottom line.
- ▷ GETS RESULTS, builds brands, and creates partnerships.

The source for the building and construction professional, *BSB* magazine is the official publication for the Home Builders Association of Massachusetts in partnership with NH-based company Seacoast Ink. *BSB* is written for and by industry professionals.

*BSB* magazine provides home building professionals with relevant news and information that covers legislative issues, environmental concerns, finance, technology, business operation “best” practices, and market trends. *Bay State Builder* is published quarterly with spring, summer, fall, and winter issues, and combined with a monthly eNewsletter, keeps you in touch with *BSB* readers and construction pros.

In each issue *BSB* will bring you news and information from the leadership at the HBAM that includes:

- ▶ What is happening in the State House, what bills are important, and why?
- ▶ The latest in banking, finance, and our economy
- ▶ Sensible information and “how-tos” for growing and greening your business
- ▶ Product trends
- ▶ Industry profiles
- ▶ Sustainable land development and planning



## READER PROFILE

**80%** of *BSB* readers are the key decision makers

**64%** are president or C-level titles of their organization

**75%** own their own business

**88%** contribute to area non-profits or volunteer their time

*BSB* readers are leading industry professionals throughout the state of Massachusetts and include business owners, CEOs, CFOs, marketing professionals, leaders in real estate, residential and commercial construction, banking, building material suppliers, home design services, and housing professionals.

**99%** buy and specify

**72%** do business with a member

**93%** are located in New England

**84%** have an interest in “greening” the building landscape

## DISTRIBUTION MODEL

*BSB* will be mailed to all HBAM members and will be available at all HBAM state and local offices. Also, copies will be sent to non-member qualified building and construction professionals in the areas of banking, finance, law, sustainability, landscape, and real estate. Distribution will include member showrooms, industry events, and wholesale and retail outlets such as

lumber yards, plumbing, electrical supply, and showrooms throughout the state.

Our digital edition will be sent to more than 14,000 readers. Our monthly eNewsletter will announce each issue and keep you informed of advertising and editorial opportunities.

Roper Research reports that readers

and advertisers find that trade and/or custom publications

- Provide useful information
- Help you make better purchasing decisions
- Enhance company image
- Are reliable
- Enhance relationship building
- Are useful at work & trade shows.

*Roper Research Public Affairs Survey*



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## EDITORIAL CALENDAR 2011

### WINTER

**Cover Story / Special Report:** Energy-Efficient and Sustainable Remodel

**Focus On:** Weatherization 101

**In every issue, departments include:** Build, Remodel, Government Affairs, From the Corner Office, and The Finish Nail

**Advertising close date:** November 30, 2010

**Ad materials due:** December 8, 2010

**Mails:** January 2, 2011

### SPRING

**Cover Story / Special Report:** Building Green from the Ground Up

**Focus On:** Kitchen renovations: faucets / hardware

**In every issue, departments include:** Build, Remodel, Government Affairs, From the Corner Office, and The Finish Nail

**Advertising close date:** February 2, 2011

**Ad materials due:** February 4, 2011

**Mails:** March 3, 2011

### SUMMER

**Cover Story / Special Report:** Exteriors, Decking the Landscape

**Focus On:** Roofing: techniques, tools, and products

**In every issue, departments include:** Build, Remodel, Government Affairs, From the Corner Office, and The Finish Nail

**Advertising close date:** May 1, 2011

**Ad materials due:** May 9, 2011

**Mails:** June 1, 2011

### FALL

**Cover Story / Special Report:** Interior Remodeling

**Focus On:** Baths, plumbing and heating, and floors

**In every issue, departments include:** Build, Remodel, Government Affairs, From the Corner Office, and The Finish Nail

**Advertising close date:** July 20, 2011

**Ad materials due:** July 27, 2011

**Mails:** September 1, 2011

EDITORIAL CONTACT: KATHY POGGI, 603 772-5899, KPOGGI@SEACOASTINK.COM



## ADVERTISING RATES

Rates 4x			Premium Positioning			Back of the Book/ Marketplace		
	Open	Net		Open	Net	Open	Net	
Spread	\$3,000 <sup>00</sup>	\$2,800 <sup>00</sup>	Back Cover	\$3,000 <sup>00</sup>	\$2,550 <sup>00</sup>	Eighth page	\$400 <sup>00</sup>	\$340 <sup>00</sup>
Full page	\$2,000 <sup>00</sup>	\$1,700 <sup>00</sup>	Cover 2	\$3,000 <sup>00</sup>	\$2,550 <sup>00</sup>	<b>SPECIAL ADVERTISING SECTIONS</b>		
Half page	\$1,500 <sup>00</sup>	\$1,275 <sup>00</sup>	Cover 3	\$2,750 <sup>00</sup>	\$2,337 <sup>50</sup>	Bellybands, Polybags, Tip-ins and Pullouts ( <i>*Quotes available</i> )		
Qtr page	\$1,250 <sup>00</sup>	\$1,062 <sup>50</sup>	Opposite TOC	\$2,000 <sup>00</sup>	\$1,800 <sup>00</sup>	Artwork: \$200 <sup>00</sup>		
Eighth page	\$900 <sup>00</sup>	\$765 <sup>00</sup>	First 10 Pages	\$2,200 <sup>00</sup>	\$1,870 <sup>00</sup>			

Membership Advantages: HBAM member 10% discount

*\*Cannot be combined with any other offers*

## CONTACT INFORMATION

### Advertising Sales & Editorial Inquiries:

Kathy Poggi • 603 772-5899, 603 315-1077 • [kpoggi@seacoastink.com](mailto:kpoggi@seacoastink.com)  
52 Stevens Drive, Brentwood, NH 03833

# BAY STATE BUILDER

## DIGITAL REQUIREMENTS

### ACCEPTABLE FORMATS:

- QuarkXPress v.6.25 (or below) for Mac
- Adobe InDesign CS5 or below
- Adobe Photoshop CS5 or below (EPS/TIF/JPG) CMYK, Hi-Rez 300 dpi
- PDF Flattened, CMYK, Hi-Rez 300 dpi, exact dimension
  - Save with NO compressions
  - All fonts embedded
  - No white overprints
- Adobe Illustrator CS5 or below (EPS)

### QUARK/INDESIGN REQUIREMENTS:

- CMYK or grayscale (NO spot colors)

### PHOTOSHOP REQUIREMENTS:

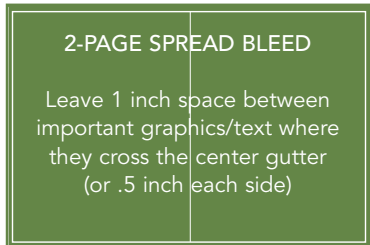
- CMYK or grayscale (not RGB) mode
- 300 dpi or greater. (Images taken from a website are 72 dpi in resolution and not acceptable for high-quality, gloss printing.)

### ILLUSTRATOR REQUIREMENTS:

- Colors CMYK (NO spot colors; NO white overprints)
- Convert all type to outline paths
- If ad is created on PC, open in Illustrator, outline the type, then save as Mac EPS.

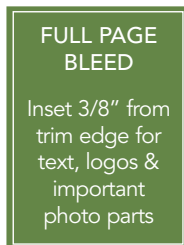
### PLEASE INCLUDE THE FOLLOWING:

Native application files need to be compressed into folders. Include all Macintosh printer & screen fonts, images, and logos. Use actual fonts. Do NOT apply "local" style attributes (bold, italic, bold italic).

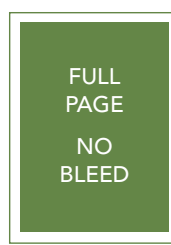


2-Page Spread

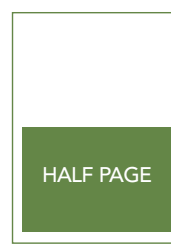
Trim Size: 16.75 w x 10.875 h  
with .125 Bleed: 17 w x 11.125 h  
No Bleed: 15.625 w x 9.944 h



Full Page Trim: 8.375 w x 10.875 h  
with .125 Bleed: 8.625 w x 11.125 h



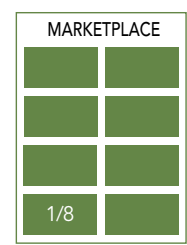
Full Page No Bleed: 7.25 w x 9.944 h



Half Page: 7.25 w x 4.813 h



1/4 Page: 3.458 w x 4.816 h



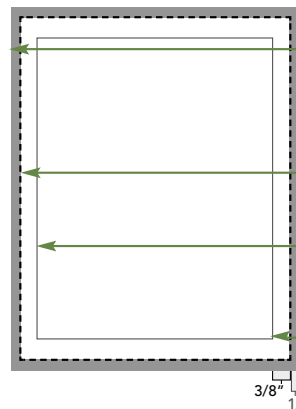
Each 1/8 horizontal 2 w x 3.5 h

### SUPPLY FILES:

- Send files larger than 5MB using [www.yousendit.com](http://www.yousendit.com)
- Email files under 5MB (JPGs, PDFs or compressed folders)
- Mail a CD - with paper proof

### SEND ADS & MATERIALS:

- Email your Sales Representative or Art Director, Randy Kerstein: [randye@seacoastink.com](mailto:randye@seacoastink.com)



### Full Page Bleed Ads

**BLEED** – Section of graphics that will be trimmed off after printing (add 1/8 or .125 to each edge of trim size)  
Bleed size: 8.625" W x 11.125" H

**TRIM** – Edge of the magazine page  
Trim size: 8.375" W x 10.875" H

**SAFETY GUIDE** – No text, logos, or important parts of photos beyond  
Safe area: 7.625" W x 10.125" H

Bleed Ads: Insert text, images & logos .375" from all sides of page trim edges.

Contact Seacoast Ink at 603 772-5899 for advertising information and assistance.

# DIGITAL MEDIA

*Bay State Builder* online media solutions offer targeted opportunities. You want to target the *BSB* audience with your message that provides solutions and/or products that service builders, remodelers, and construction professionals.

## BANNERS

<u>Leaderboard</u>		<u>Large Box</u>	<u>Outside Left</u>	<u>Skyscraper</u>	<u>Outside Right</u>
728 x 90 pixels	\$750 <sup>00</sup> (3-month flight)	250 x 322 pixels	\$500 <sup>00</sup> (3-month flight)	160 x 600 pixels	\$500 <sup>00</sup> (3-month flight)

Specs: File size <30 K, Format JPEG or GIF

## OTHER DIGITAL ADVERTISING

Let's Link RESOURCES @[www.baystatebuilder.com](http://www.baystatebuilder.com)

### Business Card, by Category

Live link to your site. \$150<sup>00</sup> annually

### Inbox Delivery

*Bay State Builder* News Sponsorships and Dedicated Email Blasts in which we supply the text and you sponsor our message. \$350<sup>00</sup>

### Dedicated Email

Your story, your images, your solutions. Our audience! \$750<sup>00</sup>

### Video

A 30-second video is hosted on [www.baystatebuilder.com](http://www.baystatebuilder.com) or is delivered to our 16,000+ *BSB* magazine readers. \$500<sup>00</sup> plus production costs.

### Digital Delivery Sponsorship

Your company name is included in the introduction to the digital delivery of *BSB*. \$500<sup>00</sup> annually