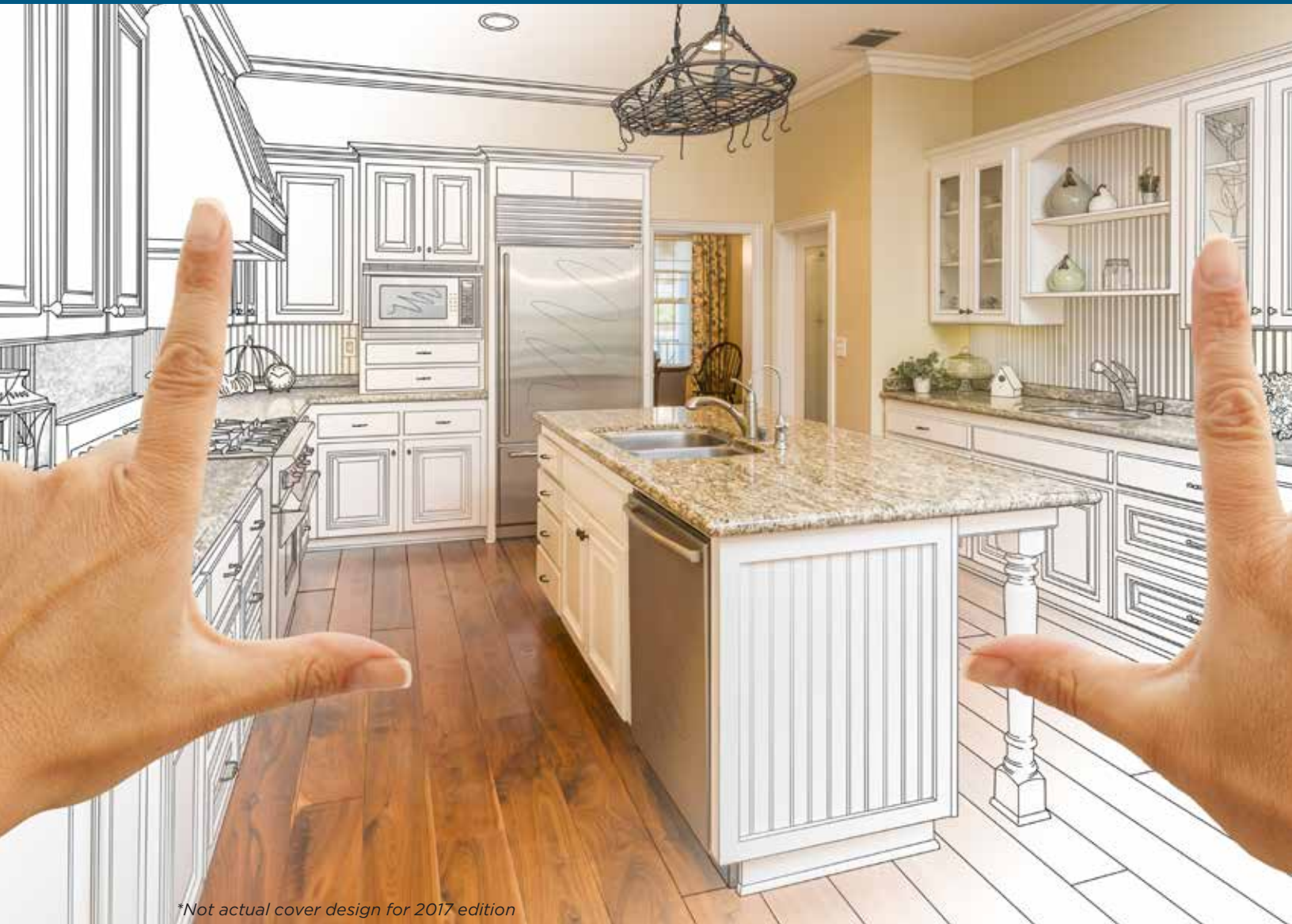


MEDIA KIT

2017 Marin Home Resource Guide

Inspiration | Expertise | Local Building Professionals



**Not actual cover design for 2017 edition*

presented by



marinbuilders.org

Inspiration, Expertise & Local Building Professionals



Rick Wells
Chief Executive Officer
Marin Builders Association

We're happy to share with you that beginning in early 2017 our signature publication is being rebranded, relaunched and expanded. *Marin Home Magazine* will evolve into the annual *Marin Home Resource Guide* - Presented by the Marin Builders Association. The premier 2017 edition will publish in the spring. Our goal is to produce a publication that provides great value for advertisers, association members and homeowners across Marin and the North Bay while calling attention to the work and mission of our association.

This new resource guide will have twice the distribution that our magazine did and is designed for use and value all year long. Plus we're adding exciting, essential content that will provide inspiration and resources for construction projects of all types.

We look forward to your partnership on this premier publication.



Marin Builders Association, 660 Las Gallinas Avenue, San Rafael, CA 94903, 415.462.1220



Target Audience & Demographics

Audience-At-a-Glance

Marin Home Resource Guide connects with Marin County residents who are well educated, affluent and successful homeowners preparing to undergo their next home improvement project. Specifically, our audience includes those who have recently acquired building permits, as well as people who have just purchased a home in the area.

CIRCULATION

20,000

Annual guaranteed Marin County rate base

CIRCULATION MIX

75%

Direct mailed to new homeowners, recent permit applicants and their surrounding neighborhoods

15%

POP: Strategic retail partners across Marin County

10%

Direct distribution to leading building industry professionals in Marin County throughout 2017

| | |
|-------------------------|---------------------------|
| Age Range | 35 to 65+ |
| HHI | \$145,000 - \$500,000+ |
| Male | 49% |
| Female | 51% |
| Home Value Range | \$600,000 to \$1,000,000+ |
| Median Home Value | \$785,100 |
| 4-Year Degree or Higher | 55% |
| Post-Graduate Degree | 30% |

DIGITAL EXPOSURE

50,000 IMPRESSIONS PER MONTH

A virtual copy will exist on the Marin Builders Association website, marinbuilders.org. It will be promoted all year long with an online banner ad campaign.

***Marin Home Resource Guide* ensures your business unmatched targeted access to key decision-makers, 20,000 Consumers and Professionals annually, including:**

- Recent building permit applicants
- New homeowners
- Leading building industry professionals

*sources: infousa.com and <http://quickfacts.census.gov>



2017 Print Rates, Editorial Departments & Print Deadlines

We're partnering with a local firm, Big Cat Advertising, to help bring the 2017 Marin Home Resource Guide to life.

For all display ad info contact:

Leonard J. Sbrocco
leonard@bigcatadvertising.com
707.364.7292

| SIZE | NON MEMBER PRICE | NON MEMBER EARLY BIRD PRICE (5% DISC.) | MEMBER PRICE (15% DISC.) | MEMBER EARLY BIRD PRICE (20% DISC.) | CORNERSTONE PRICE (ALWAYS 50% DISC.) |
|----------------------|------------------|--|--------------------------|-------------------------------------|--------------------------------------|
| SPREAD | \$8,500 | \$8,075 | \$7,255 | \$6,800 | \$4,250 |
| BACK PREMIUM | \$5,450 | \$5,178 | \$4,633 | \$4,360 | \$2,725 |
| INSIDE FRONT PREMIUM | \$5,350 | \$5,083 | \$4,548 | \$4,280 | \$2,675 |
| INSIDE BACK PREMIUM | \$5,225 | \$4,964 | \$4,441 | \$4,180 | \$2,613 |
| FULL PREMIUMS | \$5,100 | \$4,845 | \$4,335 | \$4,080 | \$2,550 |
| FULL PAGE | \$4,750 | \$4,513 | \$4,038 | \$3,800 | \$2,375 |
| 2/3 PAGE | \$3,500 | \$3,325 | \$2,975 | \$2,800 | \$1,750 |
| 1/2 PAGE | \$2,675 | \$2,541 | \$2,274 | \$2,140 | \$1,338 |
| 1/3 PAGE | \$1,825 | \$1,734 | \$1,551 | \$1,460 | \$913 |
| 1/4 PAGE | \$1,400 | \$1,330 | \$1,190 | \$1,120 | \$700 |
| PREMIUM LISTING | N/A | N/A | \$125 | \$119 | \$63 |

*NARI members qualify for Marin Builders member rate

EDITORIAL DEPARTMENTS/TOPICS*

Real Estate: Tips to increase home value and creating curb appeal

Remodeling & Renovation: Top trends and tips, do's and don'ts, easy DIY tutorials from professionals and experts, "before and after" projects

Home Ownership: The challenges and successes of home purchasing, ownership, selling and improvement

Smart Home: Latest news and developments in home automation

Maintenance: Professional advice to simplify home care

Home Security: Covering new innovations to protect your home

Commercial Improvements: How to make the most of your business resources

Community: Coverage of Marin Builders Association community outreach and partnerships

Marin Builders Member Corner: Coverage of Marin Builders programs, events, and members

Directories: Two complete Marin Builders Association Member directories, one by category and one by company name

*All content under consideration

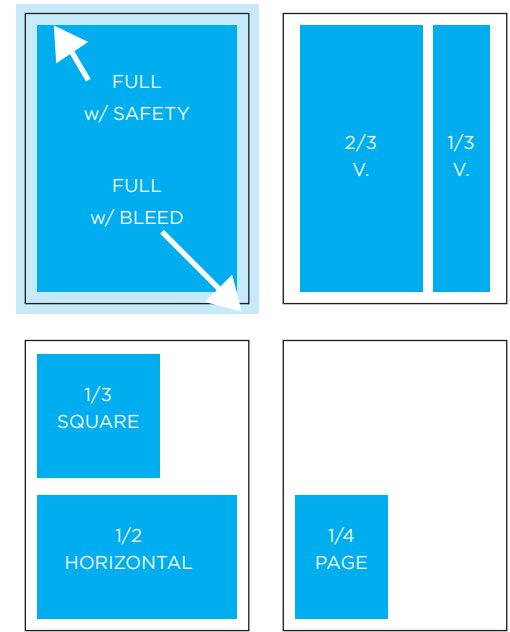
CALENDAR & PRINT DEADLINES

| ISSUE | PUBLISHED | EARLY BIRD CLOSE | AD CLOSE | MATERIALS DUE |
|-------|------------|------------------|----------|---------------|
| 2017 | APRIL 2017 | 01.20.17 | 02.17.17 | 03.03.17 |

Print Specifications & Mechanical Specifications

| TRIM | SAFETY FROM TRIM | BLEED | BINDING |
|---------------|-------------------|--------------------|---------|
| 9"w x 10.75"h | .25" on all sides | .125" on all sides | Perfect |

| UNIT | LIVE AREA | TRIM | BLEED |
|-----------------|---|---------------|---------------|
| SPREAD | Set up as a two-page facing document using sizes for the full page. | | |
| FULL PAGE | 8.5"w x 10.25"h | 9"w x 10.75"h | 9.25"w x 11"h |
| 2/3 PAGE vert. | 5.125"w x 9.625"h | N/A | N/A |
| 1/2 PAGE horiz. | 7.875"w x 4.75"h | N/A | N/A |
| 1/3 PAGE vert. | 2.5"w x 9.625"h | N/A | N/A |
| 1/3 PAGE square | 5.125"w x 4.75"h | N/A | N/A |
| 1/4 PAGE | 3.875"w x 4.75"h | N/A | N/A |



Media

All ad partner supplied creative needs to be submitted digitally to your Marin Home Resource Guide rep.

File Types Accepted

CMYK PDF/X1-A2001
InDesign, Photoshop and Illustrator.

Fonts

Include all screen and printer fonts with files. Illustrator files need fonts outlined or submitted. We do not provide fonts.

Borders

A one point black border will be added to fractional (less than full page) ads.

Document Setup Guidelines

Full page and spread ads require minimum of 1/8" bleed. Avoid stylizing fonts in design programs.

Resolution

Image files need to be at least 300 dpi at 100% print size.

Color

Files should be submitted as CMYK, not RGB or LAB. Total ink density not to exceed 280%. Without a suitable hard copy proof submitted, color matching has a margin for error.

Proofs

For the best results, supply a hard copy of a high quality, color proof for color matching. If no such proof is supplied, no guarantees can be made on the accurate reproduction of the ad file on press. No exceptions. Proofs sent from Marin Home Magazine are lo-res PDFs to be used for review for placement and copy changes only.

Reproduction Liability

Marin Home cannot assume responsibility for ad partner satisfaction if supplied materials don't comply with specs.

Filename

Use company name in your file name and please avoid spaces and non-letter characters, such as * & # ! ^ % + > < , in file names. Use hyphens (-) or underscores (_) when necessary.

Directory & Ad Creation

HIGHLIGHTED DIRECTORY LISTINGS

Stand out from the rest. A highlighted listing includes a highlighted background on your company listing in the *Marin Home Resource Guide* directory by name as well as the directory by category.*

*Not to be confused with an enhanced listing in the online directory on marinbuilders.org

| Licensed Contractors, Materials Suppliers & Associated Services | | | |
|--|---|--|--|
| ACCOUNTING Accubex Corporation 415.883.7733 X 110 accubex.com EAC 415.498.9400 eckhoff.com Maher Accountancy 415.459.1249 mahercpa.com Martin & Harris 415.454.2021 martin-harris.com Mato Account Works 415.472.3946 Standards of Excellence 415.453.6070 standardsexcellence.com ARCHITECTS & DESIGNERS Bilgari Design 415.447.3358 bilgardesign.com Brock Wagstaff Architects 415.383.2160x102 wagstaffarchitects.com Janus Design Consulting lc. 12267 415.456.1366 Ken Kay Associates lc. 2230-CA 415.956.4472 kenkays.com | Lilypal Homes 415.250.5117 lilypalhomes.com Mahoney Architects & Interiors 415.389.1058 mahoney-architects.com Michael Harlock Architect 415.924.5714 harlockarch.com Michael Rex Associates 415.331.1400 michaelrexsassociates.com Pederson Assoc. Landscape Architects 415.456.2070 pedersenassociates.com Spatial Design 415.457.3195 spatialdesign.com Sunrise Home 415.456.3939 sunrisehome.com AUDIOVISUAL & LOW VOLTAGE Audio Video Integration 415.526.0070 avimarin.com High Definition Home Inc. lc. 814767 C7 415.499.1400 highdefinitionhome.com SRS Custom Integration lc. 815490 C7 415.446.4119 srscustomintegration.com | AUTOMOBILE Cartelligent Fleet 415.331.4270 cartelligent.com/fleet Lynch & Sons 415.459.9823 RAB Motors 415.651.4424 rabmotors.com BANKS & FINANCIAL INSTITUTIONS Bank of Marin 415.485.2265 bankofmarin.com California Bank and Trust 415.324.1212 calbanktrust.com Presidio Bank 415.456.6000 presidiobank.com Redwood Credit Union 707.545.4000 redwoodcu.org Union Bank 415.446.1859 unionbank.com CABINetry Aurora Cabinets & Countertops, Inc. lc. 288206 D12,D24 415.472.4171 auroracabinets.com | California Space Organizers, Inc. lc. 860993 D34 415.454.7477 calpspaceorganizers.com Gaidmore Furniture 415.884.2939 Integral Design lc. 537763 C6 415.454.5025 integraldesignwoodwork-ing.com Kitchens by Ken Ryan 415.897.3800 kitchensbykenryan.com RC Cabinets & Closets lc. 985074 C6 707.664.1900 rccabinetsandclosets.com Steinbach Cabinet Shop lc. 694518 C6 415.453.7322 Studio Suisadero Bay Area 415.332.1745 suaidenokitchens.com The Last Inch, Inc. lc. 990565 C6 923.738.0006 thelastinch.org CONCRETE, ASPHALT, GRAVEL & SAND Able Concrete Pumping lc. 984434 D06 707.291.4334 C.I.Y. Incorporated lc. 680830 CA,JA 707.763.6981 sonomarin.com De La Montanya Trucking 707.765.0725 Deluxe Shotcrete & Concrete Construction lc. 808915 CA 707.568.1209 deluxeshotcrete.com Devincenzi Concrete Construction lc. 338998 CA 707.546.3113 Dutra 415.258.6876 dutrargroup.com Imbimbo Concrete, Inc. lc. 638907 A,C8 650.991.3384 Marin Landscape Materials 415.897.1337 cldrgravel.com Rich Readmire Concrete, Inc. 415.924.1040 Shamrock Materials, Inc. 415.455.1575 shamrockmaterials.com Van Middle & Son Concrete lc. 676584 C8 415.459.2530 vanmiddleconcrete.com |

AD CREATION

Our creative services team will help you design a professional branded ad that you will be proud to use when marketing your business. Pricing for creative services will be determined according to your specific needs. Additional reproduction rights for design and photography are negotiable. Contact your advertising account executive for more information.

For more info contact our partners at **Big Cat Advertising:**

Leonard J. Sbrocco
leonard@bigcatadvertising.com
707.364.7292

