



## Association E-Newsletter

Uncluttered, targeted  
banner advertising

The BIA Briefing is a bi-weekly electronic newsletter featuring events, education, association & industry news, and government affairs information. **Over 400** members refer to it for event registrations and news updates every other Tuesday\*.

As an advertiser, you are the **exclusive sponsor** - your ad will appear just below the masthead, visible on most e-mail preview screens

*\*If normal publication date falls on a holiday, Briefing will go out the next day.*

### Advertising Rates & Specifications – **New lower prices for 2018!**

Ad Size	Rate: Issue	Rate: 2 Issues	Rate: 3 Issues	Rate: 4 Issues	Rate: 5 Issues	Rate: 6 Issues
1.25" high by 7" wide (or 150 px by 800 px)	<b>\$75</b>	<b>\$140</b>	<b>\$210</b>	<b>\$280</b>	<b>\$350</b>	<b>\$420</b>



## Association Newsletter

Show your support ~ Speak to your  
market ~ Strengthen your business

Lancaster Builder is published by the BIA four (4) times per year and distributed to over 500 members and community leaders. Our award-winning newsletter features tips, updates, news, articles and your business advertisement!

### Advertising Rates & Specifications

**Receive a 10% discount if you reserve by January 1, 2018 – use Promo Code: Thanks10**

Ad Size	Rate: 1 Issue	Rate: 2 Issues	Rate: 3 Issues	Rate: 4 Issues
<b>*Front Cover Sponsor</b>	<b>\$750</b>			
¼ Page (3.5" w x 4.75" h) - COLOR	\$ 215	\$ 410	\$ 580	\$ 735
½ Page (7.5" w x 4.75" h) - COLOR	\$ 405	\$ 770	\$ 1,095	\$ 1,380
Full Page (7.5" w x 10" h) - COLOR	\$ 635	\$ 1,210	\$ 1,720	\$ 2,165
¼ Page (3.5" w x 4.75" h) - B&W	\$ 175	\$ 335	\$ 475	\$ 595
½ Page (7.5" w x 4.75" h) - B&W	\$ 350	\$ 665	\$ 945	\$ 1,190
Full Page (7.5" w x 10" h) - B&W	\$ 580	\$ 1,000	\$ 1,565	\$ 1,970

*\*Your project/product featured on front cover and featured in article*

Contact the BIA office for dates and payment information: [staff@lancasterbuilders.org](mailto:staff@lancasterbuilders.org) / (717) 569-2674.