



HOME GUIDE RATE SHEET

THE PBBA IS PROUD TO CONTINUE WITH OUR SUCCESS OF LAST YEAR'S HOME GUIDE WITH THREE ISSUES OF THE HOME GUIDE IN 2018. LIKE IN THE PAST, ALL PUBLICATIONS WILL BE FULL COLOR WITH A CIRCULATION OF 33,000 COPIES.

SINGLE HOME GUIDE RATE		NON-MEMBER RATE	
MEMBER DISCOUNT		NON-MEMBER RATE	
FULL PAGE	\$1500.00	FULL PAGE	\$2000.00
1/2 PAGE	\$900.00	1/2 PAGE	\$1400.00
DIRECTORY BOARDER	\$900.00	1/4 PAGE	\$1100.00
1/4 PAGE	\$600.00	1/8 PAGE	\$850.00
1/8 PAGE	\$350.00		
BUILDER BOARDER*	\$3000.00		
OUTSIDE BACK	\$3500.00		
TWO PAGE SPREAD	\$3500.00		
FRONT COVER	\$3500.00		

HOME GUIDE PACKAGE RATE			
MEMBER DISCOUNT		NON-MEMBER RATE	
FULL PAGE	\$3600.00	FULL PAGE	\$4100.00
1/2 PAGE	\$2250.00	1/2 PAGE	\$2750.00
DIRECTORY BOARDER	\$2250.00	1/4 PAGE	\$2075.00
1/4 PAGE	\$1575.00	1/8 PAGE	\$1400.00
1/8 PAGE	\$900.00		
OUTSIDE BACK	\$9000.00		
TWO PAGE SPREAD	\$9000.00		
FRONT COVER	\$9000.00		

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ALL AD COPY MUST BE SUBMITTED CAMERA READY, AD DIMENSIONS PROVIDED ON FOLLOWING PAGE.

* FALL ISSUE ONLY

SIGN ME UP:

COMPANY NAME		CONTACT		
ADDRESS		CITY	STATE	ZIP
EMAIL		PHONE NUMBER		
AD SIZE		<input type="checkbox"/> SPRING <input type="checkbox"/> SUMMER	<input type="checkbox"/> FALL <input type="checkbox"/> ALL THREE, PLEASE!	<input type="checkbox"/> <input type="checkbox"/>

AD SIZE SPECIFICATIONS

SPACE UNIT	BLEED SIZE	PAGE TRIM SIZE	PAGE LIVE AREA
FULL PAGE	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"
1/2 PAGE HORIZONTAL			7.875" x 5"
1/2 PAGE VERTICAL			3.75" x 10.375"
1/4 PAGE			3.75" x 5"
1/8 PAGE			3.75" x 2.3125"
OUTSIDE BACK	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"
CENTER SPREAD	17.25" x 11.125"	8.375" x 10.875"	7.875" x 10.375"
FRONT COVER	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"
BUILDER BOARDER	2.18" x 11.125"	1.925" x 10.875"	1.90" x 10.375"
DIRECTORY BOARDER	1.903" x 10.3875"	1.535" x 9.8375"	1.285" x 9.58"

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MATERIALS MUST BE PROVIDED DIGITALLY AS PDF FILES SAVED AS PRESS READY OR PDF/X-1a FORMAT. ENSURE THAT ALL IMAGES ARE A MINIMUM OF 240 ppi AT 100% OF FINAL PLACEMENT SIZE. CONVERT ALL SPOT/SPECIAL COLORS TO FOUR-COLOR PROCESS. PUBLISHER RESERVES THE RIGHT TO RETURN FOR REVISION ANY MATERIALS THAT DO NOT MEET REQUIREMENTS.

