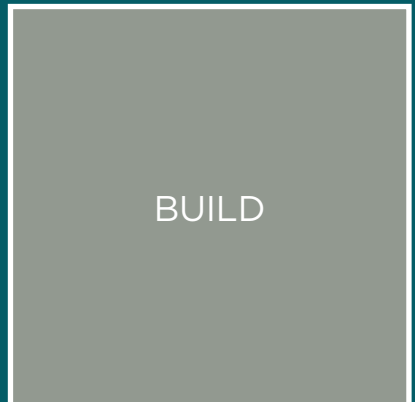
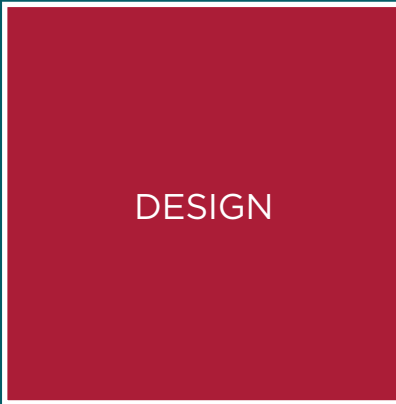


# COLORADO BUILDER

## 2019 MEDIA KIT



### OUR MISSION

*Colorado Builder* is exclusively dedicated to providing Colorado's construction and trade professionals within the home building industry with educational content and resources to help them grow their businesses and serve their communities.

# Colorado Builder - Built with Value!

**Who we are:** *Colorado Builder* is the only business-to-business publication designed to inspire, educate and promote products to professionals serving the home building industry.

**Who we reach:** *Colorado Builder* reaches the entire home building industry in the state of Colorado. This includes home builders, developers, remodelers, suppliers and contractors.

**The purchase power of our readers:** *Colorado Builder* is a publication that is distributed to over 3,200 targeted industry professionals who are top-level decision makers and purchase products such as:



## APPLIANCES

### BATH | KITCHEN

Cabinets | Hardware  
Countertops  
Design  
Faucets | Shower heads  
Outdoor kitchens  
Showers | Sinks  
Tile | Stone  
Toilets | Tubs

### BUILDER SERVICES

Advertising | Marketing  
Appraisal | Inspections  
Architecture | Design | Engineering  
Drug testing  
Erosion control  
Financial  
Heavy Equipment | Excavation  
Insurance | Warranty  
Interior design  
Legal  
Mortgage | Title companies  
Real Estate  
Scaffolding  
Software | Technology  
Staffing

Vehicles  
Waste collection | Removal

### BUILDING PRODUCTS

Architectural timber | Trusses  
Barriers  
Brick | Stone  
Cable railing  
Closets | Storage  
Concrete | Masonry  
Decking  
Drywall  
Electrical | Generators  
Engineered wood products  
Fences | Gates  
Fireplaces  
Hardware  
Insulation  
Landscape materials  
Lighting  
Lumber  
Molding | Millwork  
Paint  
Plumbing  
Pools | Spas  
Roofing | Gutters  
Sealants | Caulking  
Siding

Solar panels  
Stairs | Handrails  
Steel  
Stucco  
Wells  
Window wells

### DOORS | WINDOWS

Awnings  
Doors | Hardware  
Garage doors | Openers  
Locks  
Shutters | Blinds  
Skylights  
Window tinting  
Glass

### FLOOR COVERINGS

### HVAC

### HOME TECHNOLOGY

A/V Systems | Home theater  
Elevators | Lifts  
Fire sprinkler systems  
Home automation  
Security

## RETURN OF INVESTMENT

*Colorado Builder* has an efficient ROI for advertisers with a less than 60 cent investment per qualified targeted buyer.

## Colorado Builder Product Channels

### Colorado Builder Print Publication

- Distributed quarterly, *Colorado Builder* reaches over 3,200 home builders, developers, remodelers, suppliers and contractors, active in Colorado's home building industry.
- With use of heavier paper stock and top-notch design, *Colorado Builder* has re-engaged the home builder professional through sought-after educational content, and columns written by local industry experts.
- 100% of our print audience are top-level home building professionals who have specify/purchase authority.



### Why print media is an important part of your marketing effort

- *Print is tangible* - Magazines require "real estate." Magazines have a presence in offices or homes for months or even years after they are received. A magazine placed on the corner of a desk is likely to be picked up by multiple readers.
- *Print enhances your brand* - Magazines allow you to bring the aesthetic qualities of font, colors, images and texture that helps to enhance brand recognition.
- *Print helps reach your target market* - With a niche market that appeals to a specific readership, you're able to strategically place your brand in the right place at the right time, in front of exactly the right audience. Longstanding, frequent readership helps reinforce the advertiser's message, lending to additional credibility for the branded product.
- *Print is engaging* - When a customer or prospect reads our magazine, they are more engaged for a longer period of time. Studies have found on average:
  - Professionals spend 43 minutes reading a magazine
  - Readers spend more time reviewing print media than digital
  - Print media evokes higher emotional reactions
  - Studies shows physically touching media led to readers having a greater desire for the product, and resulted in a higher value attached to the product seen in print
  - After seven days, readers were able to recall and remember printed media more effectively than the digital counterparts



### Colorado Builder Online

Colorado's home building community is quickly turning to coloradobuildermag.com for their fix of home building news and information!

### Colorado Builder Content Channels and Topics

#### Design

- Kitchen and Bath
- Outdoor Living
- Remodel
- Universal Design

#### Build

- Green Building
- Materials
- Technology
- Tools and Equipment
- Utilities

#### Business Management

- Business Development
- Capital and Finance
- Industry and Economy
- Insurance and Risk Management
- Labor and Safety
- Legislation and Regulation

#### Community and Philanthropy

- Charities and Foundations
- Community Outreach
- Infrastructure and Development

**"A great resource for both builders and suppliers in Colorado!"**

- Pete Schiffers,  
Field Marketing Manager,  
Norbord, Inc.

**"Great reads inside!"**

- Mike Davidson, Vice President,  
Sales & Marketing at  
Wonderland Homes

**"Great article in Colorado Builder about how small builder's green ideals and philosophies set themselves apart from the rest. A HUGE thank you to Amy for recognizing the so called 'little guy' in this massive market!"**

- JD Brown, Owner,  
Brown Contracting & Remodel

# Colorado Builder Editorial Planner

Spring 2019	
Main focus	Technology
On topic	What are the biggest advancements in contech? We'll check in with the providers that are disrupting the industry to learn more about what advancements in technology mean for home builders.
Additional content	Modular building and prefabrication
Product/equipment focus	Jobsite tech
Summer 2019	
Main focus	State of the industry
On topic	What do Colorado's changing communities mean for builders and their customers? We'll examine how growth is impacting our state, and look at the challenges that come with it.
Additional content	Legislative update
Product/equipment focus	Doors and windows
Fall 2019	
Main focus	Labor
On topic	Why do skilled trades still struggle to attract workers? What are your peers doing to solve labor challenges and get projects done? And most importantly, where is the next generation of skilled labor going to come from?
Additional content	Safety and risk management
Product/equipment focus	PPE
Winter 2019	
Main focus	Business development
On topic	What are you doing now to build up your business for next year? We'll explore best practices for growing and protecting your firm.
Additional content	Tax planning
Product/equipment focus	Kitchen and bath

## Colorado Builder Print Publication Columns and Departments



**News** - State and national news, company announcements and market/industry updates

**Tech Tools** - Latest advances in construction technology, including autonomous vehicles, survey drones, software and other tools that help builders in their business and at the jobsite

**Product Spotlight** - A look at new or popular products in the market

**Labor & Litigation** - Latest news on legislation and regulations that could affect builders in Colorado

**Green Builder** - Sustainability and environmentally conscious building trends and products

**Inside Real Estate** - A look at what's happening in real estate and what it means for builders

**Risk & Warranty** - Trends and best practices in insurance, risk management and builder warranties

**Finance** - Expert advice on builders' financial management, including accounting, tax planning, valuation and more

**Giving Back** - Sharing stories about the good works builders do outside their businesses

## Colorado Builder Advertising Opportunities and Rates

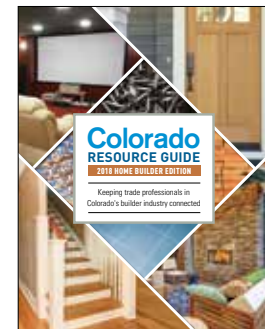
### Colorado Builder: Print Ad rates (net rates)

4-Color Process	1x	2x	4x
2-Page Spread	\$3,800	\$3,400	\$3,000 per issue
Full Page	\$2,100	\$1,900	\$1,700 per issue
2/3 Page	\$1,700	\$1,500	\$1,300 per issue
1/2 Page	\$1,300	\$1,200	\$1,050 per issue
1/3 Page	\$1,200	\$1,100	\$975 per issue
1/4 Page	\$1,150	\$975	\$870 per issue

Premium Positions	1x	2x	4x
Outside Back Cover	\$2,800	\$2,600	\$2,400 per issue
Inside Front Cover	\$2,500	\$2,300	\$2,100 per issue
Inside Back Cover	\$2,400	\$2,200	\$2,000 per issue
Page 2 or 3	\$2,400	\$2,200	\$2,000 per issue
TOC Position	\$2,300	\$2,100	\$1,900 per issue
Guaranteed first 20 Pages	\$2,200	\$2,000	\$1,800 per issue

### Colorado Resource Guide: Home Builders Edition

Annual Directory	1x	2x
2-Page Spread	\$3,200	\$2,880
Full Page Tab	\$2,500	\$2,250
Full Page	\$1,900	\$1,710
1/2 Page	\$1,400	\$1,260
1/4 Page	\$995	\$895
Inside Front Cover	\$2,500	\$2,250
Inside Back Cover	\$2,500	\$2,250
Back Cover	\$3,000	\$2,700
Page 1, 2, or 3	\$2,100	\$1,890
TOC Position	\$2,100	\$1,890
Highlighted Listing	\$400	\$380



### 2019 Print Issue Dates

Issue	Ad Close	Ad Materials Due	Mail Date
Spring 2019	Feb 8, 2019	Feb 15, 2019	Mar 19, 2019
Summer 2019	May 3, 2019	May 10, 2019	Jun 12, 2019
Fall 2019	Aug 9, 2019	Aug 16, 2019	Sep 17, 2019
Winter 2019	Nov 1, 2019	Nov 8, 2019	Dec 11, 2019
2019 Annual Directory	Nov 2, 2018	Nov 9, 2018	Jan 4, 2019
2020 Annual Directory	Nov 6, 2019	Nov 13, 2019	Jan 3, 2020

# Colorado Builder Thought Leadership

## Thought Leadership - Print

### Native Print Article

Supply an educational native article related to the home building industry, to run as a full-page, or a 2-page spread in *Colorado Builder* print editions. This article must be tagged as sponsored content. You will receive final approval on the article after layout, and on any graphics used for the article.

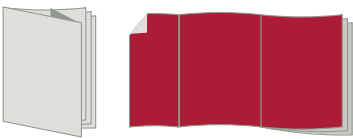
**Investment:** 1 page: \$1,800      2-page spread: \$3,200



### Heavy Card Stock Insert

Do you have a tool that can be shared in meetings? Bring attention immediately to this product with a heavier insert that will get noticed. This option provides you with 2 pages of high gloss, heavy stock paper, front and back to promote your product. Add in a perforation, so that it can be removed and continuously used.

**Investment:** \$2,500

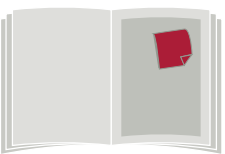


### 3-Page Cover Gatefold

The most dominant of all positions in the print edition of *Colorado Builder*. This position gives you the inside front cover that opens up to

your messaging from the cover, and then 2 pages more on the inside, for a total of 3 pages off the cover. This gives you complete dominance the moment the building professional turns the first cover page. You have a powerful opportunity for maximum exposure, impact and messaging to our home building audience with 3 full-pages to tell your story in a most dramatic format.

**Investment:** \$2,900



### Post-It Notes

The Post-It notes command attention! Attach a Post-It note to your full page display advertisement, or for additional impact, place it directly on the front cover while referencing what page your ad is

on inside *Colorado Builder*. **Investment:** \$1,300

*Cost to produce Post-It notes not included in price.*



### Bellyband

Direct readers right to your ad inside *Colorado Builder* with a printed paper band that wraps around the outside of the magazine. As they must be removed prior to opening the magazine, bellybands draw an extreme amount of attention.

**Investment:** \$2,800

## Thought Leadership - Digital

### Native Digital Article

You provide an article for the *Colorado Builder* website. This article is published with 3 different links to your website, landing page or white paper, and it will appear with other featured content in our rotating carousel on the *Colorado Builder* home page for 3 days. Your article will sit on the *Colorado Builder* home page for an additional 5 days and then will reside under the appropriate content channel indefinitely for future searches.

**Investment:** \$1,200 per post

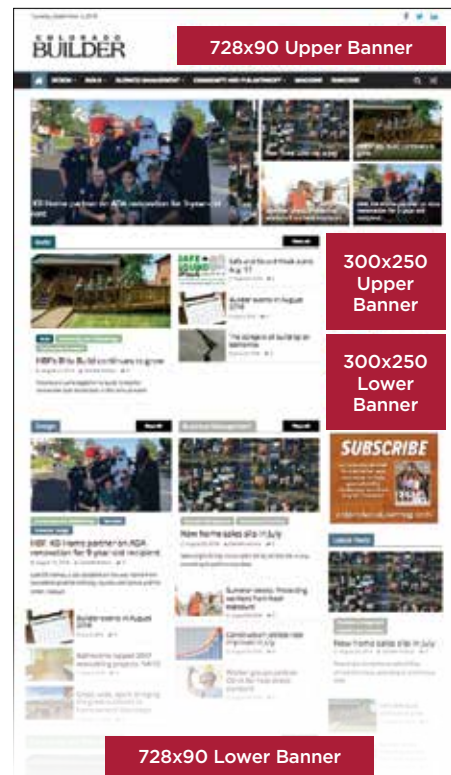
### Colorado Builder Custom eBlast

*Colorado Builder* designs a custom eBlast that allows you complete ownership. You provide all creative elements to us for deployment with no other advertising message but yours.

**Investment:** \$700 per deployment

### Colorado Builder Online Advertising

Banner Placement	Net Rate
728x90 Upper Banner	\$500 monthly
300x250 Upper Banner	\$600 monthly
300x250 Lower Banner	\$550 monthly
728x90 Lower Banner	\$450 monthly



# Print Specs

## Print Ad Specs

Materials not submitted in an acceptable format or received after the due date might be subject to production fees and/or late fees. If you need an advertisement created, our in-house agency can develop and design an advertisement. Design fees: \$150 for a 2/3 vertical ad or larger; \$100 for a 1/2 page ad; \$75 for a 1/3 page or smaller.

## Size

If your document is not built to the correct size, the final output might not be what you expect. With spreads, we do not guarantee perfect alignment of type or graphics across the gutter.

## Live Area

Information placed less than 0.375" from trim edge risks being cut off and displaying incorrectly.

## Preferred Format:

Adobe PDFX1A with fonts, images (CMYK at 300 dpi) embedded with bleed if applicable.

## Acceptable File Formats include:

- Adobe Illustrator - CMYK, fonts converted to outlines, images embedded
- Adobe Photoshop - CMYK @ 300 dpi, flattened TIFF or EPS
- Adobe InDesign - fonts, images (CMYK @ 300 dpi)
- Any ads created on a PC platform must be processed into a PDFX1A prior to submission.

## Fonts

Send both screen and printer fonts for the ad. No PC fonts. Please use Postscript fonts and avoid TrueType fonts.

## Images

Include all of the images used in the ad. All images placed in documents must either be TIFF or EPS file formats. Color images placed in the ad must be CMYK. Any RGB images will be converted; allow for color variation in conversion.

## Material Submissions

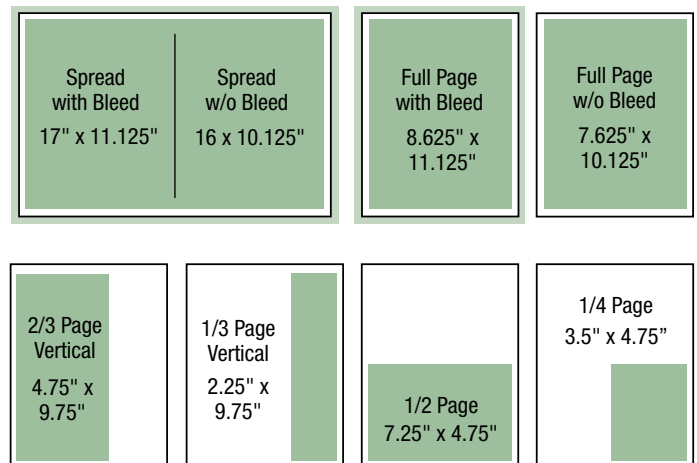
- Ads under 10 MB in size after compression can be provided as an attachment via email to [bwoody@associationmediapartners.com](mailto:bwoody@associationmediapartners.com).
- Ads larger than 10 MB in size after compression can be transmitted via a free transfer site.  
Email [bwoody@associationmediapartners.com](mailto:bwoody@associationmediapartners.com) for instructions.

## Miscellaneous

Colorado Builder and Colorado Resource Guide are not responsible for errors or color discrepancies on ads not accompanied by a color proof. The publisher and printer will not be responsible for matching color when a SWOP certified color proof is not submitted with ad materials.

## Magazine trim size: 8.375" x 10.875"

**Note:** A full-page ad is built to the document size of 8.375" x 10.875", with a 0.125" bleed pulled past this document size on all four sides. Live copy must be kept 0.375" away from this document size of 8.375" x 10.875".



## Digital Ad Specs

### Leaderboard:

728x90 pixels: 35K max file size

Medium rectangle: 300x250 pixels: 35K max file size

### File Formats

- FLASH (.swf)
- GIF (static or animated)
- JPG
- HTML

### Rich Media File Requirements

- Initial file size must not exceed 35K
- Animation length: 30 seconds max
- Looping: Max of three loops (animation must stop after the third loop)
- Frame rate must be no more than 18 fps

# COLORADO BUILDER

## 2019 MEDIA KIT

### **Editorial Submissions/Guidelines**

To contribute editorial ideas and submissions, send the topic, a brief synopsis, how it specifically affects the Colorado home building industry and contact information to [dandrus@associationmediapartners.com](mailto:dandrus@associationmediapartners.com) or 303.502.2523.

### **Advertising information**

For additional advertising information, please contact Brandon Woody at [bwoody@associationmediapartners.com](mailto:bwoody@associationmediapartners.com) or 303.502.2516.

## Contact Us:

### **Amy Hamm, Publisher**

Amy Hamm is the publisher of *Colorado Builder*, the only business-to-business publication designed to inspire, educate and promote products to professionals serving the home building industry. Amy has over 25 years of experience in the media industry, in both consumer and B2B for many industries including homes & lifestyles, finance, construction, landscape, and design. She can be reached at [ahamm@associationmediapartners.com](mailto:ahamm@associationmediapartners.com) or 303.502.2520.

### **Danielle Andrus, Managing Editor**

Danielle Andrus is the managing editor of *Colorado Builder*, and is a professional journalist with over a decade of experience in the trade press. She is an experienced reporter and editor, and is committed to serving readers' needs. She has covered such diverse industries as finance, technology and landscaping. She can be reached at [dandrus@associationmediapartners.com](mailto:dandrus@associationmediapartners.com) or 303.502.2523.

### **Brandon Woody, Director of Sales**

Brandon Woody is the director of sales for *Colorado Builder*, and has been a sales executive for more than eight years with direct experience in automation software, B2B publications, international marketing and education. Brandon is known for his professional presentation and personable nature. Also being very active, Brandon is an avid hiker, climber and skier. He can be reached at [bwoody@associationmediapartners.com](mailto:bwoody@associationmediapartners.com) or 303.502.2516.

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