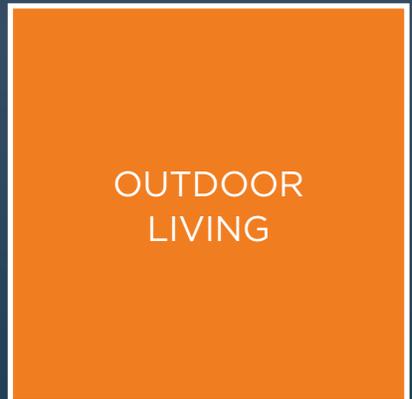
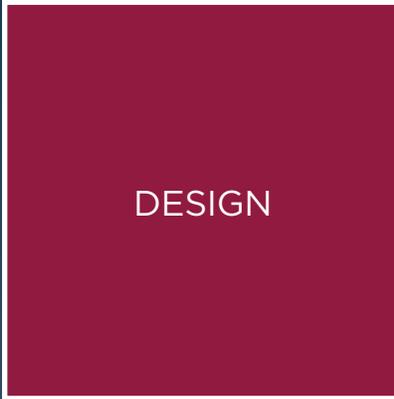


COLORADO BUILDER

2020 MEDIA PLANNER



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 B2B 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, hard-scape and landscape professionals, developers, engineers, architects, designers, remodelers, suppliers and contractors.

The purchasing power of our readers: *Colorado Builder* is a publication that is distributed to over 4,000 targeted industry professionals who are top-level decision makers and purchase products such as:



APPLIANCES

BATH | KITCHEN

Cabinets | Hardware
Countertops
Design
Faucets | Shower heads
Showers | Sinks
Toilets | Tubs

BUILDER SERVICES

Appraisal | Inspections
Architecture | Design | Engineering
Cleaning | Damage control
Drug testing
Dust control
Erosion control
Financial
Insurance | Warranty
Interior design
Land planning
Legal
Marketing | Communications
Mortgage | Title companies
Photography
Portable storage
Portable toilets
Real Estate
Scaffolding
Software | Technology
Staffing
Surveys | Mapping
Waste collection | Removal

BUILDING PRODUCTS

Architectural timber | Trusses

Barriers
Brick | Stone
Cable railing
Closets | Storage
Concrete | Masonry
Decking
Digital measuring tools
Drywall
Electrical | Generators
Engineered wood products
Fences | Gates
Fireplaces
Insulation
Lighting
Lumber
Molding | Millwork
Paint
Plumbing
Roofing | Gutters
Sealants | Caulking
Siding
Skylights
Solar panels
Stairs | Railings
Steel
Stucco
Water heaters
Water treatment systems
Waterproofing
Wells
Window wells

DOORS | WINDOWS

Doors | Hardware
Garage doors | Openers
Glass

Locks
Shutters | Blinds
Skylights
Window tinting

EQUIPMENT

Heavy equipment
Power equipment
Trailers
Vehicles

FLOOR COVERINGS

OUTDOOR LIVING

Artificial Grass | Turf | Sport Courts
Fire Pits | Fans | Patio Heaters
Gazebos | Pergolas | Awnings
Irrigation | Drainage
Landscape architecture | Design | Living spaces
Landscaping materials | Supplies
Landscape maintenance
Nurseries | Garden centers | Growers
Outdoor lighting | Sound
Pools | Spas
Shed | Storage
Sod | Grass seed
Snow and ice management
Water features

SMART HOME TECH

Home technology
Elevators | Lifts
Fire sprinkler systems

Colorado Builder Product Channels

Colorado Builder Print Publication

- Distributed quarterly, *Colorado Builder* reaches over 4,000 home builders, hardscape and landscape professionals, developers, engineers, architects, designers, 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.

Why do you read Colorado Builder?

"I read *Colorado Builder* magazine because it is relevant, timely and innovative journalism that focuses on issues that matter to the Building Industry. It is also full of people I know, have met or want to meet, so that keeps it fun and entertaining! I adore the magazine staff and am excited to see how this magazine continues to impact the industry as more and more people join their readership!"

— Sarah McDaniel, Business Development,
BAC Appliance Center, a Ferguson Enterprise

"*Colorado Builder* is such a pleasant surprise when it arrives. Each issue has an unexpected treasure about new thinking in the building world. Further, the range of useful articles makes the magazine truly valuable. And, on top of all that, the weekly emails are worthwhile reads."

— Scott Gilbert, President, Habitat for Humanity -
Roaring Fork Chapter

"As a retired commercial and residential architect, I like to keep informed on new technology, techniques and products. The passive construction, air- and water-tight technology in Colorado has piqued my interest. *Colorado Builder* is a great resource for me."

— Christie Carl, AIA, Broomfield, CO

The reason that I read *Colorado Builder* is to keep up to date on the new building trends and practices that affect our industry! *Colorado Builder* does an excellent job in identifying and recognizing these new products and practices!

— Keith Simpson, General Manager,
R/W Specialties

Colorado Builder is widely read and well received by anyone in the building and construction industry. The name says it all - *Colorado Builder's* content is local and is always on topic to what is important within our industry.

— Brian Workman, President, Blind Corners & Curves, Inc.,
Construction Resource Group (CRG), Board Member

Colorado Builder Editorial Planner

Spring 2020	
Main focus	Affordable Housing
On topic	Affordable housing represents a challenge across the state, but builders are struggling with shrinking margins. What can they do to be part of the solution, without operating at a loss?
Additional content	Community land trusts
Product/equipment focus	Smart home tech
Summer 2020	
Main focus	Safety
On topic	How safe is your worksite? We'll talk to safety experts about the biggest risks on construction sites and how to take them head on.
Additional content	55+/Active adult communities
Product/equipment focus	Equipment
Fall 2020	
Main focus	Construction Economy
On topic	We'll examine the factors affecting builders' bottom lines: materials costs, labor shortages, housing prices, interest rates.
Additional content	Construction defect liability for architects, engineers
Product/equipment focus	Software
Winter 2020	
Main focus	Energy Efficiency
On topic	From net zero and passive houses to LED lights and efficient windows, builders can put up greener homes in big and small ways.
Additional content	Code updates
Product/equipment focus	Efficient building materials

Colorado Builder Print Publication Columns and Departments



- Affordable Housing** - Challenges and ideas to increasing affordable and attainable housing
- Giving Back** - Sharing stories about the good works builders do outside their businesses
- Green Builder** - Sustainability and environmentally conscious building trends and products
- In the Dirt** - Tips and strategies for outdoor living projects
- Inside Real Estate** - A look at what's happening in real estate and what it means for builders
- Labor & Litigation** - Latest news on legislation and regulations that could affect builders in Colorado
- News** - State and national news, company announcements and market/industry updates
- Now Trending** - New trends in design or consumer behavior
- Product Spotlight** - A look at new or popular products in the market
- Safe Site** - Best practices for protecting workers and businesses
- Tax Talk** - Tips to help builders and contractors comply with tax obligations
- 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
- The Data Miner** - Expert advice on builders' financial management, including accounting, tax planning, valuation and more
- The Social Capitalist** - Strategies for leveraging relationships to provide value to clients and build more profitable businesses

Colorado Builder Advertising Opportunities and Rates

Colorado Builder: Print Ad rates (net rates)

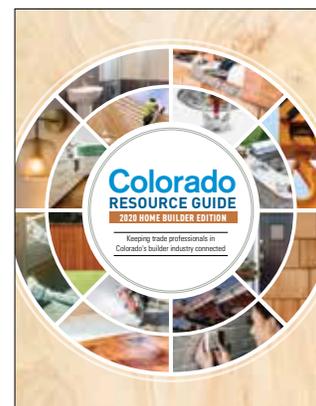
4-Color Process	1x	2x	4x
2-Page Spread	\$3,990	\$3,570	\$3,150 per issue
Full Page	\$2,205	\$1,995	\$1,785 per issue
2/3 Page	\$1,785	\$1,575	\$1,365 per issue
1/2 Page	\$1,365	\$1,260	\$1,105 per issue
1/3 Page	\$1,260	\$1,155	\$1,025 per issue
1/4 Page	\$1,210	\$1,025	\$915 per issue

Premium Positions	4x
Outside Back Cover	\$2,520 per issue
Inside Front Cover	\$2,205 per issue
Inside Back Cover	\$2,100 per issue
Page 1 (Across from IFC)	\$2,100 per issue
Page 2 or 3	\$2,100 per issue
TOC Position	\$1,995 per issue
Editor's Leter	\$1,890 per issue

**All premium positions require a 4x buy*

Colorado Resource Guide: Home Builders Edition

Annual Directory	1x
2-Page Spread	\$3,360
Full Page Tab	\$2,625
Full Page	\$1,995
1/2 Page	\$1,470
1/4 Page	\$1,045
Outside Back Cover	\$3,150
Inside Front Cover	\$2,730
Inside Back Cover	\$2,730
Page 1 (Across from IFC)	\$2,415
Page 2, or 3	\$2,205
TOC Position	\$2,205
Highlighted Listing	\$425



**Purchase of any size display ad includes 1 complimentary highlighted listing*

2020 Print Issue Dates

Issue	Ad Close	Ad Materials Due	Mail Date
Spring 2020	February 7, 2020	February 14, 2020	March 17, 2020
Summer 2020	May 1, 2020	May 8, 2020	June 16, 2020
Fall 2020	August 7, 2020	August 14, 2020	September 22, 2020
Winter 2020	October 16, 2020	October 23, 2020	December 2, 2020
Annual Directory 2021	November 13, 2020	November 20, 2020	January 22, 2021

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.....

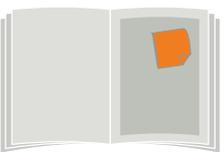


3-Page Cover Gatefold

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

Colorado Builder Online Advertising

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



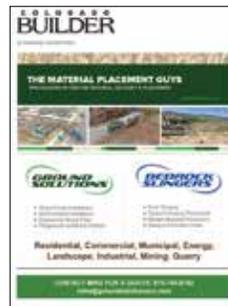
Saturday Shortlist eBlast

Banner Placement Net Rate
728x90 Upper Banner. \$800 monthly (4 deployments)
728x90 Lower Banner. \$700 monthly (4 deployments)



Midweek Break eBlast

Banner Placement Net Rate
728x90 Upper Banner. \$800 monthly (4 deployments)
728x90 Lower Banner. \$700 monthly (4 deployments)



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

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

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

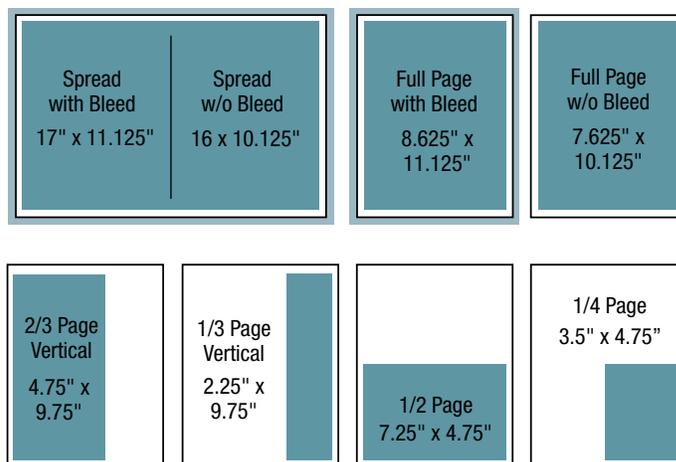
- Ads under 10 MB in size after compression can be provided as an attachment via email to ahamm@associationmediapartners.com.
- Ads larger than 10 MB in size after compression can be transmitted via a free transfer site.
Email ahamm@associationmediapartners.com for instructions.

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

2020 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 or 303.502.2523.

Advertising information

For additional advertising information, please contact Jody Fong at jfong@associationmediapartners.com or 303.710.2656.

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 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 or 303.502.2523.

Jody Fong, Client Partner

Jody Fong is the Client Partner at *Colorado Builder*. Jody collaborates with brands and agencies to create media solutions designed to meet our advertiser's marketing objectives. Her extensive experience across the media landscape in print, digital, mobile, and social enables Jody to understand the client's needs and provide tailored, results-oriented marketing solutions. Jody previously worked at USA TODAY and weather.com., and she can be reached at jfong@associationmediapartners.com or 303-710-2656.

COLORADO
BUILDER

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