

C O L O R A D O
BUILDER

Digital and Print Marketing Opportunities

Who we are:

Colorado Builder is the only B2B, multimedia platform designed to promote products and services to construction and trade professionals statewide, including home builders, remodelers, engineers, architects, designers, landscape architects, and outdoor living professionals.



Who we reach:

Colorado Builder reaches over 8,000 targeted home building industry professionals, who are decision makers and purchasing managers.

Our digital and print marketing solutions

Web & Email Marketing

Engage our targeted audience to reach Colorado Builder professionals through our digital partner program, a-la-carte web/email advertising, welcome ads and dedicated email messages. Stay in front of customers and leads and promote your products and services.

Content Marketing

Leverage our content expertise, market knowledge and brand trust to create compelling articles to educate Colorado Builder professionals and develop leads. Use our platform to distribute your existing content and get a stronger ROI from your current investment.

Print Advertising


Engage our targeted audience to reach Colorado Builder professionals through our print display ads. Promote your brand prominently through one of our premium positions, high-impact advertising options, or advertorial content.

Dedicated email


Send a dedicated message to Colorado Builder professionals. These messages command high levels of engagement and leverage our brand relationship with readers.

How it works:

- We send a dedicated email with your message to over 8,000 targeted home building industry decision makers and purchasing managers.
- Use our proven email template designed to maximize deliverability, impact and response.
- Alternatively, provide your HTML and we will integrate it with our header/footer to leverage our brand trust.
- We keep our list clean and remove unresponsive addresses.
- \$600 per email sent to 8,000 home-building professionals.

[View Our Catalog](#)

Wholesale Cabinets Ready and Shipped in 5-7 Days



Highland Cabinetry Colorado is a National wholesale cabinet supplier providing high quality, affordable, ALL WOOD cabinet solutions to the trade.

- High quality craftsmanship
- Immediate availability
- Great price
- 4.8/5 Stars on 100+ Google reviews
- One (1) week delivery time frame, stocked locally

Our cabinets look and function exactly like custom cabinetry, including high-end soft close as a standard feature. Nationwide shipping/services available.

Builder Discounts Starting at 70%!

[FREE QUOTE](#)

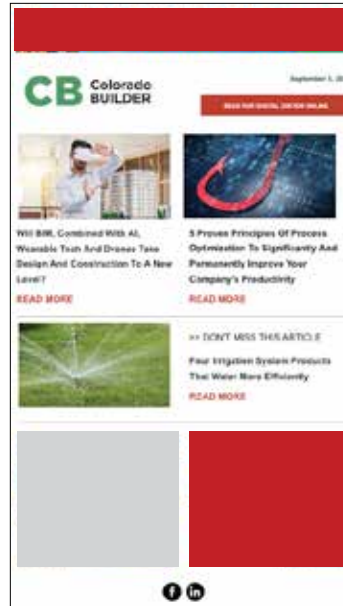
A-la-carte email/web advertising

Want to reach Colorado Builder professionals with digital advertising, but have a tight budget? Our a-la-carte email / web advertising helps get your message to our audience.

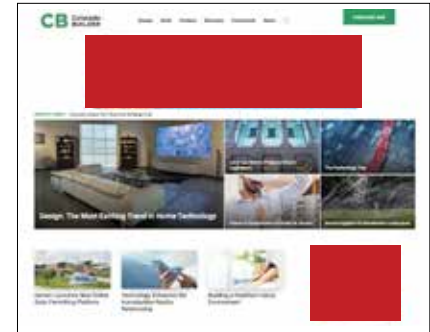
How it works:

- 728 x 90 leaderboard on our website and in our weekly email newsletter (see figure 1). Only one position available per month.
No rotation. Cost: \$600
- 300 x 250 ad on our website and in our weekly email newsletter (see figure 2). Only one position available per month for web and email.
No rotation. Cost: \$550

1



2

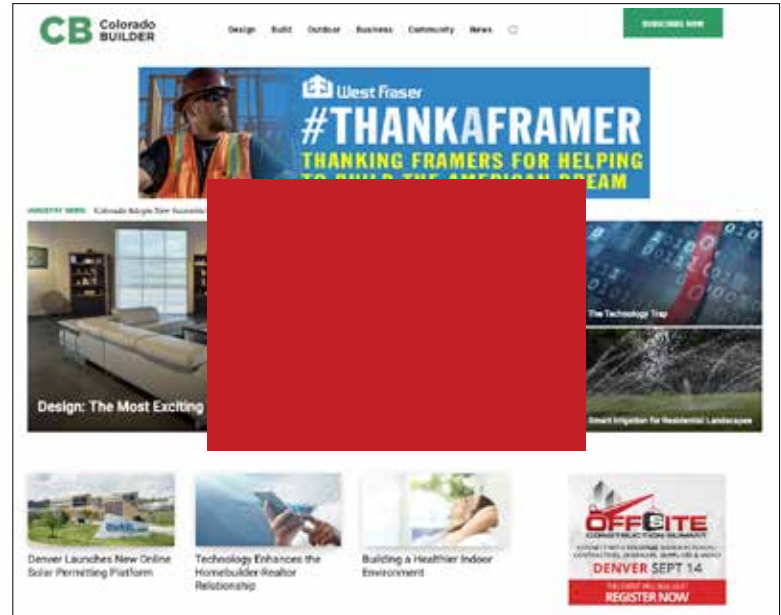


Welcome interstitial ad

Get 100% attention with the welcome interstitial ad on the Colorado Builder website. Excellent for new announcements, strong branding messages, or generating response.

How it works:

- The welcome interstitial appears whenever a visitor first comes to the Colorado Builder website
- The ad appears once per day per visitor
- The visitor may click to skip the ad and the ad will automatically go away after 10 seconds
- Ultra-large creative size: 640 x 480 (mobile: 300 x 250)
- Exclusive – only one advertiser at a time
- 1 month: \$1,100



Content marketing

Showcase your market leadership with branded content on the Colorado Builder website.

How it works:

- Give us your content (text, images, charts, videos, links) and we'll publish it on the Colorado Builder website
- Your content will be featured on our home page and promoted to our social media followers and email newsletter subscribers
- Your post lives indefinitely on our site giving you residual value and links to your site to help your SEO
- \$750 per post, maximum two branded posts per week
- Need help creating content? Contact us... we can help!



Print advertising

Engage our targeted audience to reach Colorado Builder professionals through print display ads. Command attention through one of our premium positions, high-impact advertising options, or advertorial content.

| Issue | Ad close | Ad materials due | Mail date |
|--------|--------------|------------------|--------------|
| Winter | Dec 8, 2023 | Dec 15, 2023 | Jan 19, 2024 |
| Spring | Mar 15, 2024 | Mar 22, 2024 | Apr 19, 2024 |
| Summer | Jun 28, 2024 | Jul 5, 2024 | Aug 2, 2024 |
| Fall | Sep 13, 2024 | Sep 20, 2024 | Oct 18, 2024 |

Each issue is mailed four weeks after the ad material due date.

How it works:

Give us your display ad and we'll publish it quarterly, with editorial adjacency, within our print magazine and digital edition:

- \$3,300 (2-page spread)
- \$1,925 (full page)
- \$1,625 (2/3 V)
- \$1,320 (1/2 H)
- \$1,210 (1/3 V)

Get noticed first through one of our premium positions:

- \$2,300 inside front cover
- \$2,250 page 1 (across from inside front cover)
- \$2,200 table of contents
- \$2,000 inside back cover
- \$2,300 back cover

SOLD

SOLD



Total spend discount

Total spend discounting benefits you, as the advertiser.

How it works:

- To calculate total spend, combine cost of all digital and print ad placements on insertion order
- Look at chart and match tier level to total spend
- Apply discount to total spend based on tier level
- Cancellations will require back-billing
- Enjoy your overall cost savings and reward benefits

| Tier level | Total spend | Discount |
|------------|-------------|----------|
| | \$0-5k | 0% |
| Bronze | \$5-10K | 10% |
| Silver | \$10-15k | 15% |
| Gold | \$15-25k | 20% |
| Platinum | \$25k+ | 25% |