

BUILDING FLORIDA

communicating and promoting Florida's professional construction communities

ADVERTISING OPPORTUNITIES

Building Florida magazine serves as a forum to communicate and promote Florida's professional construction communities to become the largest construction market in the nation.

Our readership is involved in producing trillions of dollars of construction annually.

Effectively reach construction professionals from the four major construction associations in Florida – including AGC, ABC, FHBA and BOAF. Reach nearly 40 subchapters with one ad, for one price.

Strengthen relations with the decision makers who purchase your products and services and symbolize your support for the industry's magazine.

AUDIENCE

We send our magazine to more than **20,000** professionals representing all levels of management and specialties throughout Florida. Our readers are those managers and owners who either purchase or provide construction services. This includes but is not limited to, developers, facility planners and owners, architects, engineers, general contractors, specialty contractors and project managers.

EDITORIAL FOCUS

Building Florida will profile companies and individuals that have performed significant roles in the construction community. Every edition will cover topics, trends, and events pertaining to the industry. For a complete editorial calendar, please ask your representative.

PUBLISHER

Martonick Publications, Inc publishes **Building Florida** four times a year. For more information you may contact our advertising staff toll free at 866-387-0967.



Martonick Publications, Inc.

PO BOX 244322

Boynton Beach, FL 33424

Toll Free Phone: 866-387-0967

Toll Free Fax: 866-458-6557

Contact: **Maria Martonick**

maria@martonickpublications.com

www.martonickpublications.com

BUILDING IN FLORIDA

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BLACK & WHITE SPACE RATES

Full Page	\$2299.50
2/3 Page	\$2099.50
1/2 Page	\$1099.50
1/3 Page	\$899.50
1/4 Page	\$509.50
1/6 Page	\$329.50
1/8 Page	\$299.50

Online link included in 1/2 page or larger. 1/3 page and smaller add \$99 for online link. Advertisers are allowed two proofs.

All following proofs will incur a \$25 fee.

ADVERTISING DISCOUNTS

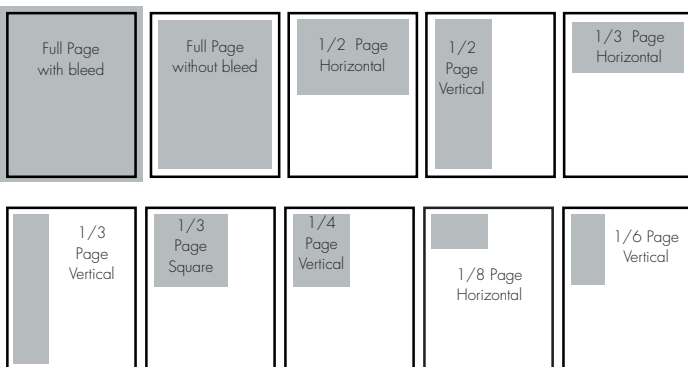
Multi insertion discount 10%

PREMIUM POSITION RATES

Inside Front Cover	\$2699.50
Inside Back Cover	\$2499.50
Outside Back Cover	\$3099.50
Island	\$100.00

DIMENSIONS

Full Page with bleed	8 5/8 X 11 1/8
Full Page no bleed	7 1/8 X 9 7/8
1/2 Horizontal	7 1/8 X 4 3/4
1/2 Vertical	3 1/2 X 9 7/8
1/3 Horizontal	7 1/8 X 3 1/8
1/3 Vertical	2 1/4 X 9 7/8
1/3 Square	4 3/4 X 4 3/4
1/4 Vertical	3 1/2 X 4 3/4
1/6 Vertical	2 1/4 X 4 3/4
1/8 Horizontal	3 1/2 X 2 1/4
Trim Size	8 3/8 X 10 7/8
Line Screen	150



COLOR RATES

Four Color Process	\$550.00
1/2 Page and smaller Full Color	\$350.00

ELECTRONIC FILE GUIDELINES

Preferred format:

High-resolution, press-optimized PDF:

*Embed all fonts & graphics. Include all printers marks.

Other acceptable format:

Collected PC InDesign CS Files (CS or earlier):

*All Postscript and/or OpenType fonts must be enclosed, no TrueType fonts accepted

*High-resolution 300 dpi images at 100% size, no local rotation or flipping in InDesign

Photoshop TIFF, EPS or JPG:

*Raster images only - must be 300dpi at 100% size

*Due to jpeg compression settings, we cannot guarantee quality jpeg reproduction

Illustrator File Formats:

*Vector images only, all fonts converted to paths/outlines

Electronic files can be emailed to:

artwork@martonickpublications.com

DEADLINES/CANCELLATIONS

The Publisher will repeat the advertiser's most recent ad if new material has not been received by the closing date.

No extensions, cancellations or changes in space reservations will be accepted after the closing date.



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ADVERTISING AGREEMENT

ADVERTISER INFORMATION

Date: _____

Contact: _____

Company: _____

Address: _____

Town/City: _____

State/Zip Code: _____

Phone Number: _____

Fax Number: _____

RATE INFORMATION

Ad Rate: _____

Color Rate: _____

Cost per Edition: _____

I have indicated below the number of editions in which my advertisement is to appear.

Summer 2008

Fall 2008

Winter 2008

Spring 2009

**You will be billed separately for each edition.*

APPROVAL

I agree this constitutes the acknowledgement of my order.

Please Return via Toll Free Fax: 866-458-6557

Name (Please Print): _____

Signature: _____

PO/IO (If Applicable): _____

INSERTION DETAILS

2 Page Spread

Full Page

1/2 Page

1/3 Page

1/4 Page

1/6 Page

1/8 Page

Other _____

Covers and Placements

Inside Front

Inside Back

Outside Back

Island

Other _____

Ad Shape

Horizontal

Vertical

Ad Color

Black & White

Full Color

One Spot Color (CMYK Build)

Artwork

To be Built

To be Supplied

Renewal

Renewal with Changes

***Submit artwork, logos, and other documents**

to the address provided below or e-mail to artwork@martonickpublications.com



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