

# BUILDINGINSIDER



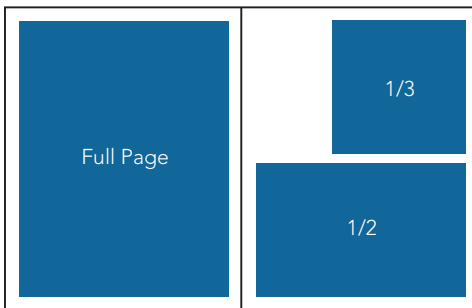
## The Premier Publication of the Central Ohio Homebuilding Industry

The BIA of Central Ohio is partnering with CityScene Media Group, publisher of the *BIA 2022 Parade of Homes Tour Guide* to produce *Building Insider*. CMG will handle advertising sales, editorial, design and delivery of the quarterly magazine set to deliver in February, May, August and November.

CMG brings more than 20 years of experience producing award-winning, consumer-engaging magazines, directories and guides in print and online. CMG is also partnering with BIA to produce the new *FOUNDATIONS Magazine*, a consumer-facing publication premiering this March and the *2023 BIA Parade of Home Tour Guide* in September.

### Annual Rates – One Buy, Four Issues

|  |         |
|--|---------|
| Full page . . . . .                                  | \$4,400 |
| Half page . . . . .                                  | \$2,400 |
| Third page . . . . .                                 | \$2,100 |
| Premium Positions<br>(BC, IFC, IBC, Page 1). . . . . | \$5,000 |



### Ad Dimensions (width x height)

|                               |                  |
|-------------------------------|------------------|
| Trim Size . . . . .           | 8-1/4" x 10-7/8" |
| Full-Page Live Area . . . . . | 7-1/4" x 9-7/8"  |
| Full-Page Bleed . . . . .     | 8-1/2" x 11-1/8" |
| 1/2 Page . . . . .            | 7-1/4" x 4-7/8"  |
| 1/3 Page . . . . .            | 4-3/4" x 4-7/8"  |

### Deadlines

| Issue       | Space Closing | Ad Materials | Mails     |
|-------------|---------------|--------------|-----------|
| March       | Feb. 15       | March 6      | March 24  |
| June        | May 1         | May 15       | June 1    |
| Late August | July 20       | August 1     | August 15 |
| November    | Oct. 6        | Oct. 20      | Nov. 10   |

Payment is due upon submission of contract.

A limited number of editorial opportunities are available for Builder and Associate profiles. Profiles are an add-on to existing advertising agreements.  
Two pages of editorial with photography. . . . . \$2,500

### Local Industry Guide

*Building Insider* is the only publication providing an in-depth guide to our regional homebuilding industry. The magazine provides news and information targeted to the wide variety of building related professions of BIA members.

### Mailed to All Builders and Associate Members!

*Building Insider* is seen by more industry professionals than ever. In addition to association members, the audience includes 500 top producing realtors in central Ohio.

\*Nearly 80% of builder members and 65% of associate members report that they read the *Building Insider*.

### Sign Up Today!

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