



## TREASURE COAST BUILDERS ASSOCIATION BUILDER NEWS RATE SHEET

772-464-8222 772-336-8222 772-562-8222 863-467-2007  
FAX: 772-461-4054

Display Advertising – Member Rates

February 1, 2008

<b>Ad Rate Per Publication</b>	<b>12 X</b>	<b>6 X</b>	<b>3 X</b>	<b>1 X</b>
<b>(Width x Height in inches)</b>				
<b>Full Page (9.5 X 15.5 )</b>	<b>\$ 650</b>	<b>\$ 675</b>	<b>\$ 750</b>	<b>\$ 825</b>
<b>Half Page (9.5 X 7.5)</b>	<b>\$ 400</b>	<b>\$ 425</b>	<b>\$ 450</b>	<b>\$ 475</b>
<b>Quarter Page (4.5 X 7.5)</b>	<b>\$ 275</b>	<b>\$ 300</b>	<b>\$ 325</b>	<b>\$ 375</b>
<b>Eighth Page (4.5 X 3.5)</b>	<b>\$ 175</b>	<b>\$ 200</b>	<b>\$ 225</b>	<b>\$ 275</b>
<b>Business Card</b>	<b>\$ 125</b>	<b>\$ 130</b>	<b>\$ 145</b>	<b>\$ 155</b>

OUTSIDE BACK COVER (HALF PAGE COLOR) \$1,200

**NON TCBA** members add an **ADDITIONAL 20%** to the above rates.

Premium Positions: Premium Positions are available for an additional 20% over contract rate. Page 3, double truck & inside back cover are premium pages.

Special Services: Art, photography, copy writing and typesetting are available. Prices vary per service.

Deadlines: Reservations for advertising space in each publication is the 1<sup>st</sup> of each month. Artwork is due in the TCBA office by the 15<sup>th</sup> of the month. Preferred formats are PDF, JPEG or TIFF files via e-mail.

Copy Regulations: The acceptance of all advertising is subject to the approval of the Publisher. Builder News and/or its designated representatives shall be under no liability by reason of any error for which it may be responsible beyond the liability of the actual space occupied by the item or service in which the error occurred. No advertising may be cancelled after the deadline printed in the Builder News monthly mailing. Any changes in copy will require contacting the TCBA office.

**BUILDER NEWS**  
**ADVERTISING CONTRACT**

This is a advertising contract between the Treasure Coast Builders Association, (Publisher), publisher of the Builder News, newspaper and the advertiser named below (Advertiser), under which the Publisher agrees to sell to the Advertiser and the Advertiser agrees to purchase from the Publisher advertising space to be used in the newspaper within the time duration, (Contract Period), and at the frequency and at the minimum size required below at a rate provided from the Publisher's current rate sheet.

Type of Advertisement: \_\_\_\_\_

Contract Commencement Date: \_\_\_\_\_ # of Insertions: \_\_\_\_\_

Size / Dimensions: \_\_\_\_\_

Frequency: \_\_\_\_\_

Rate: \_\_\_\_\_

ACCEPTED:  
The Treasure Coast Builders Association  
6560 S. Federal Highway  
Port St. Lucie, FL 34952

ACCEPTED:  
Printed Advertiser's Firm Name

\_\_\_\_\_

\_\_\_\_\_  
Account Executive

\_\_\_\_\_  
D/B/A of Advertiser (if any)

\_\_\_\_\_  
Office Approval

\_\_\_\_\_  
Advertiser's Address

\_\_\_\_\_  
Contact phone #

By: \_\_\_\_\_  
Person Authorized to Sign

\_\_\_\_\_  
Printed Name of Authorized to Sign

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date