

# CONSTRUCTION MAGAZINE MONTHLY



**HOUSTON** BUILD EXPO BUYER'S GUIDE  
JUNE 26-27, 2024  
NRG PARK CENTER (HALL E1/E3)

## ADVERTISING & SHOW SPONSOR MEDIA KIT

The power of a visual presence **BEFORE, DURING, AND AFTER** the Build Expo Show



**Amy Shoulders**

National and Regional Ad Sales Exec

877-219-3976

amy@constructionmonthly.com

# MISSION STATEMENT

**Construction Monthly** is a national publication reaching regional markets and bringing together building and construction professionals. We hold ourselves to the highest standards when we say we truly care about the companies that comprise the industry.

**Build Expo USA** has created advertising packages that include advertising in the digital and the print version of the Construction Monthly Magazine Houston Build Expo Buyer's Guide, web advertising on the Houston Build Expo homepage, and additional exposure on-site at the show.

Ultimately these packages are designed to drive more traffic to your booth and provide maximum exposure, before, during and after the show.

Our readers and attendees come from industry segments like architecture, engineering, commercial building, development, facility management, residential building, general contracting, government agencies, municipalities, property managers, remodelers, real estate professionals, and more.

**CONSTRUCTION MONTHLY HOUSTON REACHES OVER 36,000 CONSTRUCTION INDUSTRY PROFESSIONALS IN THE HOUSTON AREA.**



proud member:  
**AIA Austin**  
Allied Member



# WHY ADVERTISE



## THE POWER OF A HUGE MARKETING CAMPAIGN IN THE OFFICIAL SHOW MAGAZINE.

Stand out at Build Expo when you advertise in Construction Monthly Houston Build Expo Buyer's Guide. Let your buyers know you will be in the show before they arrive, direct them to your booth during the show, and make sure they remember you after the event.

- Save money by using the show guide as your flyer. Many attendees throw flyers away but keep the show magazine as a reference until the next Build Expo event. Stay in their minds by having an ad!
- Decision-makers who attend the Houston Build Expo use the guide to plan their visit.
- Show guides are mailed to pre-registered attendees before the show. This is your chance to generate sales before, during, and after the event.
- Frequency - you are in the **show magazine three times:** your ad, your company name with booth# on the exhibitor list, and your resource listing. We give your company exposure via email, website, and direct mail.
- As soon as the guide is ready for publication, it is uploaded to both the Construction Monthly Website and the Build Expo Website, which gives you online exposure before the show. In addition, a link to the show guide is used in our e-blast reminders to pre-registered and potential attendees. They see your ad all the way up to the show.

# READERSHIP & CIRCULATION

**STAND OUT AT BUILD EXPO WHEN YOU ADVERTISE IN CONSTRUCTION MONTHLY HOUSTON BUILD EXPO BUYER'S GUIDE. LETS MAKE SURE THEY REMEMBER YOU AFTER THE EVENT.**

## DIGITAL FLIPBOOK UPLOADED MONTHLY

- Digital delivery on the first day of every month for 10 months, including click through tracking, embedded links and files+videos when included
- E-mail blast of the digital flipbook to construction monthly recipients and Houston construction industry professionals
- Opt-In subscriptions on the constructionmonthly.com and buildexpousa.com websites

## SOCIAL MEDIA

- Interactive, easy, and a personal way to reach out to our current subscribers that also gives them a quick and fun way to share

## DIGITAL POSTCARD

- Used to promote the latest edition of the magazine, it is sent to nationally opt-in digital subscribers and Houston construction industry professionals

There are endless possibilities with Construction Monthly...browse the online articles or subscribe to the monthly magazine for updates, current events, trends, and tips on industry best practices.

**OVER 300,000+ NATIONAL RECIPIENTS**

**OVER 36,000+ HOUSTON POTENTIAL BUYERS**

## SPECIAL SHOW PUBLICATIONS

- For our regional shows, a special print magazine is available for free to all the exhibitors and attendees of the Build Expo tradeshow, making Construction Monthly the official directory of the expo tradeshow.



# DEMOGRAPHICS

Reach over 36,000 of the top construction industry decision makers in the Houston area with our digital publication! Construction Monthly reaches a huge cross-section of the highest-ranking construction industry companies in the greater Houston area. We deliver on an average 12,000-13,000 printed copies of our full color magazine via direct-mail to the pre-registered, past attendees and association members.

The publication is FREE to targeted buyers, and with so much useful information it is sure to stay in front of them!



- **General Contractors**
- **Architects**
- **Home Builders**
- **Subcontractors**  
HVAC, Plumbing, Electrical, Roofing, Painting, Electrical
- **Commercial Builder**
- **Designers**
- **Developers**
- **Engineers**
- **Municipalities**
- **Commercial Property Management**
- **Facility Managers**

We deliver cutting-edge information that our readers need to succeed in a highly competitive industry.

Topics covered include:	Architecture + Design	Insurance + Risk	Bidding and
General Contracting	Residential Construction	Green Building	Quoting
Tract Home Building	Commercial	Wellness + Safety	and more!
Custom Home Building	Construction	Business Development	
Remodeling	Finance + Economics	Technology in Building	
Spec Writing	Government Policy	Permitting	

We look forward to working with you and demonstrating how **OUR AUDIENCE IS YOUR TARGET MARKET!**

## OUR READERS INCLUDE MEMBERS OF THE FOLLOWING ASSOCIATIONS:



# SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
<b>COST</b>	\$6,000	\$3,000	\$2,000	\$1,000
<b>AD IN THE CONSTRUCTION MONTHLY MAGAZINE DIGITAL &amp; PRINT</b> sent to all pre-registered attendees, past attendees, and association members, posted online, available for all attendees & exhibitors at the show	Receive a <b>DOUBLETRUCK AD</b> (two-page spread) in Construction Monthly Magazine	Receive a <b>FULL PAGE AD</b> in Construction Monthly Magazine	Receive a <b>HALF PAGE AD</b> in Construction Monthly Magazine	Receive a <b>QUARTER PAGE AD</b> in Construction Monthly Magazine
<b>COMPANY LOGO FEATURED ON SHOW SPONSORS PAGE OF WEBSITE</b>	<b>COMPANY LOGO FEATURED ON WEBSITE</b> Show Sponsors page of buildexpousa.com	<b>COMPANY LOGO FEATURED ON WEBSITE</b> Show Sponsors page of buildexpousa.com	<b>COMPANY LOGO FEATURED ON WEBSITE</b> Show Sponsors page of buildexpousa.com	<b>COMPANY LOGO FEATURED ON WEBSITE</b> Show Sponsors page of buildexpousa.com
<b>COMPANY LOGO FEATURED ON ATTENDEE MARKETING MATERIAL</b>	<b>COMPANY LOGO</b> featured on the top of the attendee invitation & post registration email sent to all potential attendees and pre-registered attendees	<b>FRONT COVER &amp; SPONSORS PAGE</b> of the magazine.	<b>FRONT COVER &amp; SPONSORS PAGE</b> of the magazine.	<b>FRONT COVER &amp; SPONSORS PAGE</b> of the magazine.
<b>LOGO FEATURED ON THE COVER OF THE MAGAZINE</b>	<b>COMPANY LOGO</b> on the front cover of the Construction Monthly Magazine	<b>COMPANY LOGO</b> on the front cover of the Construction Monthly Magazine	<b>COMPANY LOGO</b> on the front cover of the Construction Monthly Magazine	<b>COMPANY LOGO</b> on the front cover of the Construction Monthly Magazine
<b>LOGO ON KEYNOTE SIGNAGE</b>	<b>KEYNOTE SPONSOR</b> (Company logo and booth number placed on Keynote Speaker Signage)	<b>KEYNOTE SPONSOR</b> (Company logo and booth number placed on Keynote Speaker Signage)		
<b>CUSTOM INVITATION FOR YOU TO SEND TO YOUR CUSTOMERS</b>	<b>CUSTOM INVITATION</b> created for you to send to your customers inviting them to see you at the show	<b>CUSTOM INVITATION</b> created for you to send to your customers inviting them to see you at the show	<b>CUSTOM INVITATION</b> created for you to send to your customers inviting them to see you at the show	<b>CUSTOM INVITATION</b> created for you to send to your customers inviting them to see you at the show
<b>WEB ADVERTISING</b>	Web Advertising on all participating city Build Expo web pages	Web Advertising on the Home page slider, registration page slider and registration Still Ad	Web Advertising on the registration Page Silder and Still Ad	Web Advertising on the registration Page Silder and Still Ad
<b>CUSTOM EMAIL PROMOTION TO PRE-REGISTERED ATTENDEES</b>	2 pre show - 1 post show	2 pre show	1 pre show	
<b>SHOW SPONSORS EMAIL</b>	<b>YOUR AD</b> is at the top of the sponsors email	<b>YOUR AD</b> is in the middle of show sponsors email	<b>YOUR AD</b> is at mid-center of show sponsors email	<b>YOUR AD</b> is included on the show sponsors email
<b>FLYER OR BROCHURE AT REGISTRATION COUNTER</b>	Place a <b>FLYER OR BROCHURE</b> at the registration desk	Place a <b>FLYER OR BROCHURE</b> at the registration desk		
<b>KEYNOTE BANNER</b>	<b>4X6 BANNER</b> hung in the Keynote area	<b>4X4 BANNER</b> hung in the Keynote area	<b>4X2 BANNER</b> hung in the Keynote area	
<b>FREE STANDING BANNER</b>	2 Exclusive 6.5 ft Freestanding pop-up banner(size 78"x 33")	1 Exclusive 6.5 ft Freestanding pop-up banner(size 78"x 33")		
<b>DIRECTIONAL SIGNS</b>	<b>COMPANY LOGO</b> on all directional signs	<b>COMPANY LOGO</b> on all directional signs	<b>COMPANY LOGO</b> on all directional signs	
<b>BACKDROP BANNER</b>	<b>8X8 BANNER</b> Banner Backdrop	<b>4X6 BANNER</b> Banner Backdrop		
<b>SEMINAR SPONSOR SIGN</b>	<b>COMPANY LOGO</b> on ALL seminar speaker signs	<b>COMPANY LOGO</b> on 4 seminar speaker signs	<b>COMPANY LOGO</b> on 2 seminar speaker signs	
<b>SHOW SPONSORS SIGN</b>	<b>LOGO &amp; BOOTH NUMBER</b> on show sponsors sign at show entrance	<b>LOGO &amp; BOOTH NUMBER</b> on show sponsors sign at show entrance	<b>LOGO &amp; BOOTH NUMBER</b> on show sponsors sign at show entrance	<b>LOGO &amp; BOOTH NUMBER</b> on show sponsors sign at show entrance
<b>SOCIAL MEDIA POSTS</b>	Weekly Social Media Posts	Bi Weekly Social Media Posts	5 Social Media Posts	3 Social Media Posts

# PLATINUM | CALL FOR PRICING



- Company logo on four (4) directional signs
- Company logo placed on a sign visible by all attendees at the registration area in front of the show entrance.

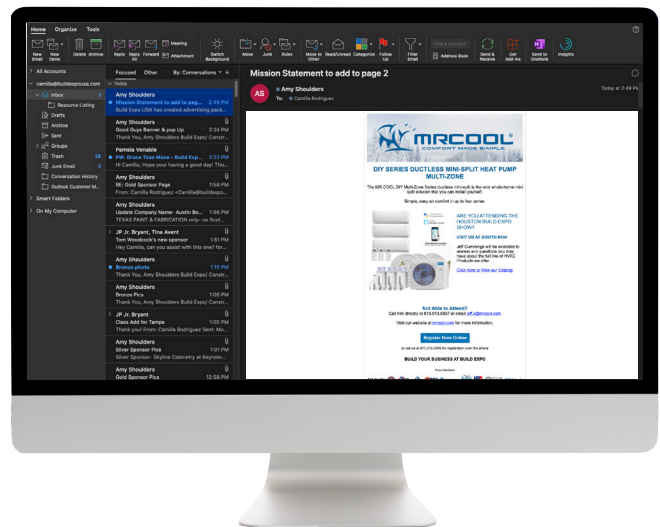
- DoubleTruck Ad in the digital & print version of Construction Monthly Magazine-Houston Build Expo Buyer's Guide.



- Company logo featured on the front cover & sponsor page of the magazine.



- Web ad on all participating city Build Expo web pages.
- A 8x8 backdrop banner for your booth.
- One (1) 4x6 ft banner hung in the Keynote area.
- Two (2) Exclusive 6.5 ft freestanding banner.
- Keynote Sponsor (Company name & logo placed on Keynote speaker signage).



- Three (3) custom email promotions\* sent to pre-registered attendees. 2 Pre show - 1 post show

\* All promotional content is due 30 days before the show

# GOLD | \$3,000

Upgrade Your Outdoor Living Space... Continued

**Functional Features**  
Entertainment decks, there are some options for upgrading your backyard space that are as practical as they are enjoyable. For example, adding covered walkways lends both aesthetic appeal and a clear path for traveling from one section of the yard to the next. This is especially advantageous for high-traffic areas, where frequent trips might otherwise damage the lawn. The material can be either complementary or match the surface of a finished patio space, particularly if you choose an option like stone or granite.

Other functional features you might consider include pergolas, which can provide shade on a cool day, and lush vegetation, which can contribute both character and shade to the space. If you live in an especially warm region, installing a cooling mist system can extend the usability of your area well into summer.

When it comes to customizing your space, particularly if it's smaller, you can get creative with clever multi-purpose features like benches with built-in planters and tables with hidden drink wells for tending beverages.

Find more ideas for upgrading your outdoor space or RemodelingHouston@gmail.com

#14794 Source: National Association of the Remodeling Industry

**Linron Company**  
Linron Company strives to provide the highest quality commercial flooring installation solutions, from slab floor to ICC. No matter what your flooring needs are, we will provide 24-hour a day, 7 day a week service and customer service. Regardless of the project, we specialize in customer satisfaction. It's more than just a warranty, it's a promise.

**SERVICES**  
• Strategic pricing nationwide  
• Single point of contact for all of your floor covering needs  
• Specialized technical expertise  
• Logistics management  
• Moisture mitigation - We offer floor treatment systems to handle multiple moisture related issues  
• Solutions to solve slab floor issues  
• Take-off estimating services  
• Professional installation on time that meets your schedule  
• Installation services 24 hours a day, 7 days a week  
• Over 500 teams covering the US and Europe

**Full-Depth Vinyl Composite Tile Selection**

Available To: Architects, Owners & Users  
Residential: Architects, Commercial Clients, Remodeling Contractors  
Public: Architects, Engineers, Contractors, General Contractors, Specialty Contractors

866.4LINRON (546766) | LINRON.COM

- Company logo on four (4) directional signs
- Company logo placed on a sign visible by all attendees at the registration area in front of the show entrance.

- Full Page Ad in the digital & print version of Construction Monthly Magazine-Houston Build Expo Buyer's Guide.



Epoxy Chip System, Epoxy Metallic System, Luxury Vinyl Tile, Vinyl Composite Tile, Polished Concrete, and Decorative Overlay

# LINRON COMPANY

Commercial Flooring

www.linron.com

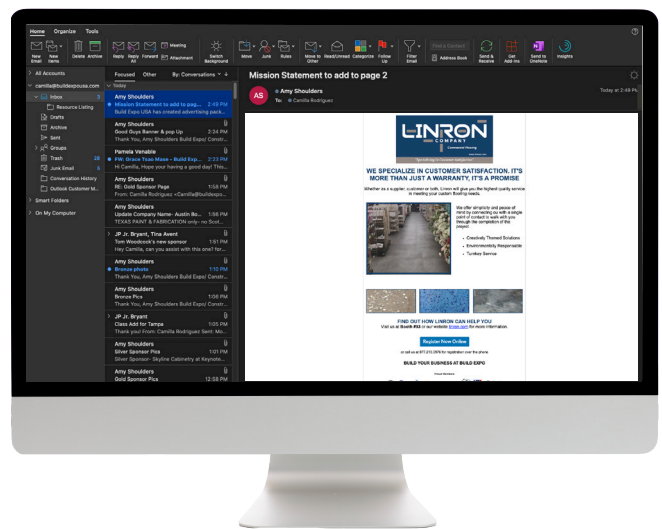
"Specializing In Customer Satisfaction"

Single Point of Contact . Professional Installation . Full Turn Key Service

866.4LINRON (546766) ■ LINRON.COM ■ BOOTH #93

- Company logo featured on the front cover & sponsor page of the magazine.

- Web ad on Houston Build Expo homepage, registration page slider and registration still ad.
- A 4x6 backdrop banner for your booth.
- One (1) 4x4 ft banner hung in the Keynote area.
- Exclusive 6.5 ft freestanding banner.
- Keynote Sponsor (Company name & logo placed on Keynote speaker signage).

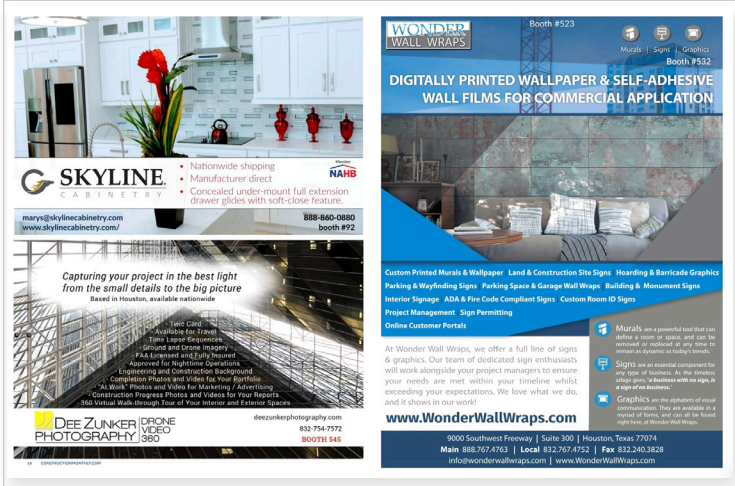


- Two (2) email promotions\* sent to pre-registered attendees. 2 Pre show

\* All promotional content is due 30 days before the show



# SILVER | \$2,000

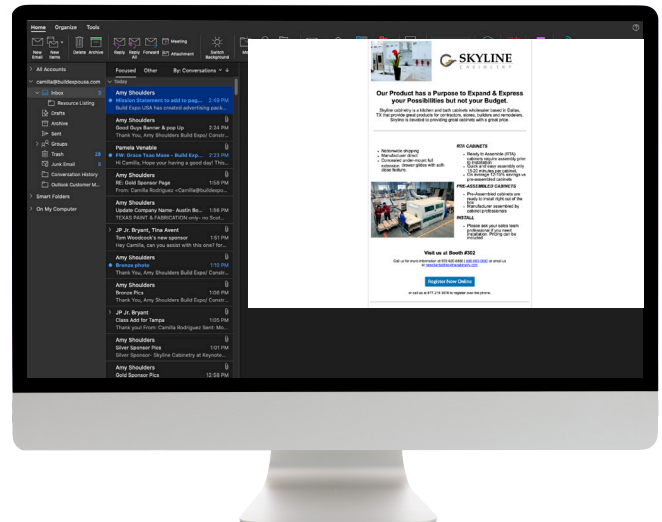


- Company logo on two (2) seminar signs.
- Company logo placed on a sign visible by all attendees at the registration area in front of the show entrance.



- Half Page Ad in the digital & print version of Construction Monthly Magazine Houston Build Expo Buyer's Guide.

- Company logo featured on the front cover & sponsor page of the magazine.



- Web ad on registration page slider and registration still ad.
- A 4x2 ft banner hung in the Keynote area.

- One (1) custom email promotion\* announcing your company at the show

\* All promotional content is due 30 days before the show

# BRONZE | \$1,000

**TREX-ALCOM BOOTH # 533**  
2D/3D Mapping  
Surveying  
Roof Inspections  
**TREX AERIAL IMAGES**  
4K Video  
20 Megapixel Images  
360 Degree Images  
Call us at 832-625-0913  
www.trexair.com  
MULTIPLE DISCOUNT OPTIONS  
LEO/VETERAN OWNED & OPERATED

**MOEN**  
Specializing in:  
New Construction  
Residential  
Service  
Remodels  
Underground Utilities  
www.jdearwaterworks.com  
832-230-4282

**JD EARL WATERWORKS**  
BOOTH #416

**SAVE the DATE**  
September 18-19, 2019 San Diego Build Expo  
October 23-24, 2019 Tampa Build Expo  
January 15-16, 2020 Austin Build Expo  
February 26-27, 2020 Los Angeles Build Expo  
March 17-18, 2020 Dallas Build Expo  
July 15-16, 2020 Atlanta Build Expo  
August 12-13, 2020 Houston Build Expo

**Social without the stress.**  
Dedicated Social Media Team  
Localized Social Ad Campaigns  
Professional Photography  
Professional Review Responses  
Branded Social Page Optimization  
Custom Social Posts  
(844) 870-8894  
info@godaddy.com  
main@socialhub.com  
booth #104  
GoDaddy Social

- Web ad on registration page slider and registration still ad.
- Company logo placed on a sign visible by all attendees at the registration area in front of the show entrance.

**CONSTRUCTION MONTHLY HOUSTON**  
LARGEST BUILDING & CONSTRUCTION TRADE SHOW IN TEXAS  
BUYERS GUIDE 2023  
HOUSTON BUILD EXPO  
SAVE TIME, MAKE MONEY & BUILD YOUR BUSINESS  
JUNE 28-29 HIRG PARK CENTER  
BUILD WITH NEW TECH  
OVER 200 EXHIBITORS PAGE 24  
1,000'S OF INNOVATIVE PRODUCTS & SERVICES PAGE 43  
NETWORK WITH 1,000'S OF INDUSTRY PROS PAGE 46  
877-219-3976  
BUILDDEXPOUSA.COM  
FREE TO ATTEND  
SCAN TO REGISTER

**THANK YOU TO THE HOUSTON BUILD expo 2023 SPONSORS**

**PLATINUM**  
GURULI WINDOW REPRESENTATION Booth #515

**GOLD**  
BODYARMOR FLASH IV Booth #415  
dannah Booth #415  
Geo-Soil Stabilizers Booth #415

**SILVER**  
NATIONAL PAUL JACKSON Booth #517  
READING Booth #501

**BRONZE**  
FRENCH Booth #416  
FOAM Booth #422  
VERBATON Booth #426

- Quarter Page Ad in the digital & print version of Construction Monthly Magazine Houston Build Expo Buyer's Guide.

**BUILD expo**  
BUILD BUSINESS WITH BUILD EXPO

**HOUSTON BUILD expo**

**GOLD SPONSORS**

ALPHA & OMEGA EQUIPMENT SALES & RENTAL Booth #461  
BODYARMOR FLASH IV Booth #141  
dannah Booth #445  
Geo-Soil Stabilizers Booth #301  
LINRON Booth #93  
MASON'S MILL & LUMBER CO. Booth #533  
Pella Booth #201  
SPACEMANAGER Booth #625  
TILE CENTER Booth #626  
Universal Injections Booth #509  
Supreme Service Booth #167  
WASTE CONNECTIONS OF TEXAS Booth #320

*Thank You* to the Houston Build Expo Sponsors

**CONSTRUCTION MONTHLY**

WWW.BUILDEXPOUSA.COM | WWW.CONSTRUCTIONMONTHLY.COM

- Company logo featured on the front cover & sponsor page of the magazine.

**Reading Construction**  
BUILT TO THE TOUGHEST STANDARDS: YOURS.  
HOUSTON BUILD EXPO  
JUNE 28TH & 29TH, 2023 HIRG PARK CENTER  
877-219-3976 | BUILDEXPOUSA.COM

- Your web ad is included in the show sponsors email promotions.

# VISUAL AD GUIDE

**MRCOOL**  
COMFORT MADE SIMPLE

DIY Series  
Ductless Mini-Split Heat Pump  
**Multi-Zone**

The MRCOOL DIY® Multi-Zone Series ductless mini-split is the only whole-home mini-split solution that you can install yourself. Simple, easy air comfort in up to four zones.

1 ZONE  
2 ZONE  
3 ZONE  
4 ZONE

The MRCOOL DIY® Quick Connect® Line Set is 100% accurately precharged with R410A refrigerant. This makes installation quick and easy with no vacuum required. Combine linesets together using the MRCOOL® Coupler to extend the line set size.

- ✓ Easy DIY® Installation
- ✓ Pre-charged DIY® Quick Connect Line Set
- ✓ Simple to Use
- ✓ Multi-room Comfort
- ✓ Energy Efficient DC Inverter
- ✓ 100% Sealed System
- ✓ Gold Fin® Condenser
- ✓ Eco Safe R-410A Refrigerant
- ✓ Smartphone App Controls
- ✓ Lifetime Technical Support
- ✓ Follow Me® Feature
- ✓ Low Ambient Cooling

SMART HVAC CONTROLLER

5 YEAR WARRANTY  
7 YEAR COMPLETION WARRANTY

Are You Attending The Houston Build Show?  
Aug 12 & 13, 2020 | Visit Booth #104

Jeff Cummings will be available to answer any questions you may have about the full line of HVAC Products we offer. Visit [mrcool.com](http://mrcool.com) to view our catalog.

Not able to attend?  
Call him directly at (615) 913-6837 or email [jeff.c@mrcool.com](mailto:jeff.c@mrcool.com).

[www.mrcool.com](http://www.mrcool.com) | 48 Remington Way, Hickory, KY 42051 | 270.366.0457

**DOUBLE TRUCK**  
**\$2,695**  
**16.875 X 10.875**

**FULL PAGE \$1,495**  
**8.375 X 10.875**

There's Nothing Like the Satisfaction of Building Something that You Feel Good About.

INTRODUCING . . . the Alside 1700 and 1900 Series New Construction Window Collection

- Fusion-welded vinyl with sloped sill for superior water management
- Optional 3.5" factory-installed casing for high-end trim look
- Class-leading PGDP ratings for stringent local building codes
- Single-frame twin and triple units available
- Common egress sizes for simple code compliance
- Lifetime limited warranty

Download thermal data, size guides and sound transmission ratings at [www.alside.com/support/brochures](http://www.alside.com/support/brochures).

**Alside**  
[www.alside.com](http://www.alside.com)

SEE US AT BOOTH #322

**BATH & KITCHEN**  
**Canyon**

Canyon Bath carries a refined selection of extraordinary items to finish out your bathroom. From best quality traditional cast iron tubs and unique modern acrylic tubs to ornate faucets and solidly engineered drains, we have the fixtures you need.

1649 SANDS PLACE, SUITE D  
MARIETTA, GA 30067  
(770) 431-5161  
FAX: (866) 444-8971  
INFO@CANYONBATH.COM  
678-431-5161  
[canyonbath.com](http://canyonbath.com)

**HALF PAGE horizontal**  
**\$ 795**  
**8.05 X 5.025**

**Tri-Tech**  
Restoration & Construction Co., Inc.  
FIRE & WATER DAMAGE RESTORATION

**WE MAKE THINGS BETTER**

• DRYING • RESTORATION • DEMOLITION • RECONSTRUCTION

Tri-Tech Restoration & Construction Co., Inc. was founded with one goal in mind: provide quality restoration and construction services while maintaining legendary customer support.

We pride ourselves on remaining Southern California's one stop shop. Alside in property damage restoration and construction 24 hours a day and 365 days a year.

**5 YEAR GUARANTEE**

800-900-8448  
CONTACT AMY BOYD  
[TriTechRestoration.com](http://TriTechRestoration.com)

**HALF PAGE vertical**  
**\$ 795**  
**4 X 10.15**

**LED LYSI LLC**

LED Lighting & Energy Broker

512-362-7874  
[solutions@ledysi.com](mailto:solutions@ledysi.com)  
[www.ledysi.com](http://www.ledysi.com)

**BOOTH #107**

**QUARTER PAGE**  
**\$ 595**  
**4 X 5.1**

Surveyors • GPS • GIS • Construction Layout

**RONALD CARROLL SURVEYORS, INC.**

Land Survey  
Design Survey  
Construction Staking  
Elevation Certificate

254-773-1447  
[rcsurveyors.com](http://rcsurveyors.com)

Visit us at booth #318

**EIGHTH PAGE**  
**\$ 295**  
**4 X 2.5**

# AD SPECIFICATIONS & DESIGN

**ALL ARTWORK AND MATERIALS MUST BE RECEIVED 1 MONTH IN ADVANCE OF THE SHOW.**

**Please follow the directions below to ensure that your ad will print correctly:**

## TO SUBMIT CAMERA-READY ADS:

All ads must be CMYK, at least 300 dpi and sized in the correct ad dimensions. Please note that if Build Expo has to resize your ad, we cannot guarantee that it will be aesthetically correct. Please submit your ad via PDF, JPEG, AI, EPS, PSD, or an Adobe Design Program, CS4, CS5, CS6, or CURRENT CLOUD.

## TO SUBMIT ARTWORK FOR AD DESIGN:

Clients must send the following information to

**amy@buildexpousa.com**

Logo and images must be at least 300 dpi. Please note that images from the Internet are only 72 dpi and are not print quality. Acceptable file formats are TIFF, PDF, JPG or EPS.

Please send via email or you can also send via SENDSPACE online. Label all materials with your company name, city, and telephone number. If ad materials are not received, your ad will be typeset using your company name, booth number and telephone number. Build Expo and its agents accept no responsibility for poor output quality due to improperly submitted materials.

## IN-HOUSE GRAPHIC DESIGN SERVICE FEES

Please contact Amy about having your ad designed for you. If you are in need of having an ad prepared, we ask you contact as soon as possible to make sure that this is proofed and approved in an appropriate time frame.

## DIGITAL ADS

### WEB AD REQUIREMENTS

All web graphics should have a resolution of 72dpi, Files types can be .png, .jpg, or .gif.

Footer web ads should be 985 px wide and 145 px tall.



Home page slider should be 1200 px wide and 300 px tall.



### EMAIL BLAST REQUIREMENTS

For best outcomes, we suggest that emails are:

A graphic banner of 600 px wide and less than 600 px long with some text under the graphic works best for mobile viewing of emails.

Images should be under 1500 px long.

We send out HTML based emails so you can send jpegs which we splice or clean HTML code.



**Note: We cannot accept ads, logos or images in MS Word, Publisher or Powerpoint files, or in any format other than those outlined below. If we receive files in those formats, PLEASE note that we cannot guarantee printed outcome.**

### Digital Requirements:

- Digital Files Only
- No Microsoft Publisher, Word, Corel Draw, Pagemaker, Paint or WordPerfect program files

### File Requirements:

- We accept files from the following programs (in order of preference): Adobe PDF (Hi-Res, press ready), Photoshop & Illustrator
- Color images must be converted to CMYK mode. Please save Illustrator files as "EPS files with Placed Images." Also, remove any extra colors from your swatch pallets.
- Include all fonts - screen and printer docs - and all digital resources such as photo scans, logos, etc.

### Artwork Resolution:

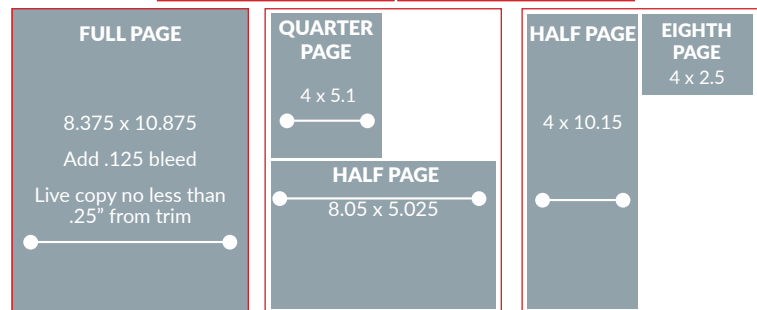
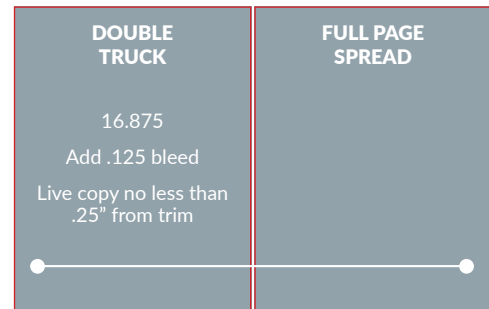
- All artwork must have a resolution of 300 dpi at 100 percent size for print; please save as CMYK
- Line art images at 1200 dpi (illustrations in bitmap)

### LOGOS:

- For sponsors, logos should be 8 in and 300dpi or vector files (.ai, .eps, or some .pdf files.)

## PRINTED ADS

### MAGAZINE AD REQUIREMENTS



### BANNER REQUIREMENTS (7.5 ft)

- Banner image should be 33 inches wide and 78 inches tall.
- The image should include a 1" bleed margin at top, right and left & a 3" bleed margin at bottom.
- Live copy should be no less than 1" from the trim line.
- Vinyl Banner - 1" bleed.



# CONSTRUCTION MONTHLY ADVERTISING RATES

## EXCLUSIVE EXHIBITOR ADVERTISING RATE (PREMIUM)

INCLUDES BOTH PRINT AND DIGITAL EDITIONS

### PREMIUM POSITION RATES

	1x	3x	6x	10x
<b>BACK COVER</b>	\$2695	\$2425	<b>\$2156</b>	\$1887
<b>INSIDE FRONT</b>	\$2095	\$1885	\$1676	\$1467
<b>INSIDE BACK</b>	\$1695	\$1525	\$1356	\$1187
<b>8-PAGE CENTER</b>	\$8500			

### STANDARD POSITION RATES

	1x	3x	6x	10x
<b>DOUBLE TRUCK</b>	\$2695	\$2425	\$2156	\$1887
<b>FULL PAGE</b>	\$1495	\$1345	\$1196	\$1047
<b>HALF PAGE</b>	\$795	\$715	\$636	\$557
<b>QUARTER PAGE</b>	\$595			
<b>EIGHTH PAGE</b>	\$295			

### WEB AD RATES

**CITY HOME PAGE SLIDER**

\$500/mo

**CITY FOOTER**

\$350/mo



**Advertise on the buildexpousa.com (pick 1 city)**

Advertise on CITY homepage slide  
\$500/Month



**Advertise on the website (pick 1 city)**

Advertise on CITY footer slide  
\$300/Month

### IN HOUSE GRAPHIC DESIGN

If you need assistance, our staff is available to help you design and prepare your ad. Please contact Amy for more information. All artwork for ads MUST be camera ready and complete by our deadline. There are NO CANCELLATIONS after our deadline dates. If you have purchased more than a 1x ad placement, please refer to our cancellation policy.

**Amy Shoulders**

National and Regional Ad Sales Exec

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