

BUILDING INDUSTRY

MAGAZINE

Published since 1954, **Building Industry** is the monthly magazine serving the interests of design, development and construction professionals

on all Hawaiian islands and Guam. Feature articles cover a wide range of industry subjects including building techniques, financing, new products and service opportunities, government activities, engineering and architecture, transportation, construction health care and much more. Advertisers are guaranteed targeted coverage of the following specific markets:

- Contractors
- Subcontractors
- Architects
- Engineers
- Developers
- Transportation Firms
- State, county and federal contracting agencies
- All members of the General Contractors Association of Hawaii
- Key business leaders

Building Industry is also distributed monthly to members of the Guam Contractors Association.

Targeted editorial content plus high-quality production and exclusive industry distribution means better qualified readership, more retention, more pass-along coverage and top advertising value. Editorial schedules are available upon request.

Published Monthly

Building Industry is issued the first working day of each month.

Closing Dates

January	February	March
Dec. 7, 2010	Jan. 5, 2011	Feb. 4, 2011
April	May	June
Mar. 4, 2011	Apr. 5, 2011	May 6, 2011
July	August	September
Jun. 6, 2011	Jul. 6, 2011	Aug. 5, 2011
October	November	December
Sep. 7, 2011	Oct. 5, 2011	Nov. 4, 2011

Inserts

Preprinted inserts, or cards, are \$1970 per two-sided page or \$1470 per two-sided insert or card under half page. These rates are in addition to artwork, inserting and postal costs, which are available on request.

2011 ADVERTISING RATES/SPECS

Monthly Advertising Rates Per Insertion

Effective October 1, 2010

SIZE	1x	3x	6x	9x	12x
FP BW	\$1970*	\$1795	\$1600	\$1490	\$1365
FP 4C	\$2605	\$2410	\$2190	\$2060	\$1925
2/3 BW	\$1675	\$1530	\$1360	\$1265	\$1165
2/3 4C	\$2300	\$2130	\$1940	\$1835	\$1730
1/2 BW	\$1470	\$1330	\$1190	\$1110	\$1020
1/2 4C	\$1940	\$1785	\$1635	\$1535	\$1435
1/3 BW	\$1125	\$1020	\$915	\$850	\$780
1/3 4C	\$1500	\$1385	\$1265	\$1190	\$1115
1/4 BW	\$1040	\$945	\$840	\$780	\$717
1/4 4C	\$1415	\$1310	\$1195	\$1125	\$1055
1/6 BW	\$785	\$720	\$700	\$600	\$545
1/6 4C	\$1100	\$1020	\$925	\$875	\$820

Covers**

Back Cover	\$3290	\$3035	\$2745	\$2570	\$2390
IF Cover	\$3095	\$2855	\$2590	\$2425	\$2260
IB Cover	\$2800	\$2585	\$2350	\$2205	\$2055
Dble Truck	\$4575	\$4200	\$3790	\$3545	\$3290

* Plus state of Hawaii General Excise Tax in effect at time of publication.

** Cover rates include 4-color, bleed and premium position charges.

Spot Color Rates

SIZE	FP	2/3 & 1/2	1/3 & 1/4	1/6
Black + spot color	\$375	\$280	\$225	\$180

10% premium on all fixed position requests.

Frequency Rates

Rates are based on total frequency of space units used within contract period and may be combined with our construction annuals — *Hawaii Building Products Directory*, *Construction Industry Guide Hawaii* and *Construction Preview* — to earn frequency.

Short Rates

Advertisers will be short-rated if, within a 12-month period, they do not use the number of insertions upon which their billing has been based.

Contract Period

Frequency rates apply over a 12-month contract period. Should new rates be announced, advertisers will be protected at the contracted rates for the duration of the contract period or three months, whichever occurs sooner.

Contact Trade Publishing for more information and space reservations.

Phone (808)848-0711 • Fax (808)841-3053

www.buildingindustryhawaii.com

Production Specifications

Building Industry is produced utilizing the latest in digital publishing technology. Finished publication-ready layouts can be accepted on CDs, DVDs, as e-mail attachments or uploads to our FTP site. Files must be Macintosh compatible. **We do not accept negatives or Microsoft Publisher files.**

The preferred file type is a 300-dpi PDF_x-1a, with all fonts and images embedded. Always include document bleed. If sending a PDF isn't possible, files must be Adobe InDesign CS 2 or 3, Adobe Illustrator CS 2 or 3, Adobe Photoshop CS 2 or 3, or QuarkXPress (v3.32-8). We also accept Freehand documents that are saved in EPS or PDF format. For all file types (except PDF), always include all native files, linked graphics and fonts (printer and screen) used.

Materials submitted for in-house ad production such as photographs, line art, and logos will reproduce best from original artwork (photographic prints or large, clean, line art veloxes). Inferior quality originals will require additional production time, incurring additional production charges and may not print to your satisfaction. Graphics that already exist as digital files can be accepted as Macintosh-compatible files. For more information on specifications or how to upload to our FTP site, please call our production department at **(808) 848-0711 ext. 114**, or e-mail art@tradepublishing.com.

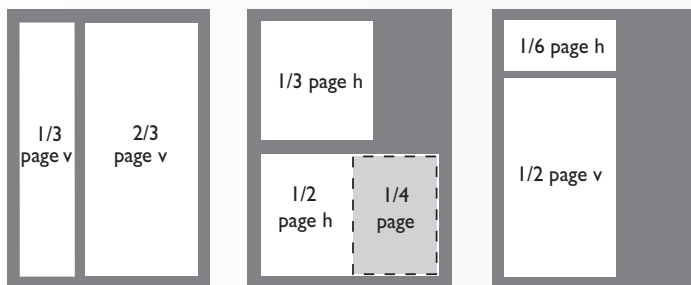
Production Charges

Production charges may be assessed for such services as changes and corrections to existing advertisements, design, layout, illustration, scanning, photo composition, photo retouching and other required work. The rate for this work is \$65 per hour.

Mechanical Requirements	
SIZES	WIDTH x DEPTH
Trim	8-1/8" x 10-7/8"
Full-Page Bleed	8-3/8" x 11-1/8"
Full-Page	7" x 10"
2/3 Page	4-5/8" x 10"
1/2 Page (V)	4-5/8" x 7-3/8"
1/2 Page (H)	7" x 4-15/16"
1/3 Page (V)	2-1/4" x 10"
1/3 Page (H)	4-5/8" x 4-15/16"
1/4 Page (V)	3-7/16" x 4-15/16"
1/6 Page (H)	4-5/8" x 2-1/2"

Bleed

Trim size of page is 8-1/8" x 10-7/8". Allow 1/8 inch on all outside margins which are to bleed. For double-truck bleed, please consult our prepress department.



Special Production Requests

For information on overruns, inserts, crossovers, double-trucks, etc., please contact your account manager.

Publisher's Copy Protective Clause

All typographic rights reserved. Publisher reserves the right to reject any ad copy. It is understood that the advertiser agrees to indemnify and protect Trade Publishing Company from any claims or expenses resulting from the unauthorized use of any name, photograph, sketch, design or words protected by copyright, registered trademark, label, etc. in connection with advertising appearing in **Building Industry**.

Agency Commission

15% of gross billing allowed to recognized advertising agencies on display advertising, colors and bleed when payment is made within 30 days of invoice date (date of issue). No commission or cash discounts are allowed on production charges.

Cash Discount & Service Charge

2% cash discount — 10 days from the date of invoice, net 30 days. A service charge of 1.5% per month will be charged on all overdue accounts. Payment is due 30 days from date of invoice.

Distribution

Building Industry is available by subscription for \$25 per year. Paid subscriptions are augmented by controlled circulation to reach a base of 5,300-plus copies per issue including Guam. Supplements on many issues will increase distribution to targeted groups. Please ask for details.

Electronic Publishers

bidservicedaily.com	hawaiihospitalityonline.com
buildingindustryhawaii.com	pacificpaddler.com
buildingmanagementhawaii.com	viphawaii.com

Print Publishers

BIDService Weekly	Hawaii Hospitality
Building Industry	Hawaii Transportation Association
Building Management Hawaii	Pacific Paddler
Construction Industry Guide Hawaii	Principles & Practices of
Construction Preview	Hawaiian Real Estate
Hawaii Building Products Directory	Retail Food & Beverage

Personnel

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	Frank Hee
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Section Editor	Jason Soeda
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Circulation Manager	Pi'ilani Kaalekahi
Press Manager	Abe Popa
Webmaster	Ropati Hebenstreit