

2020

MEDIA KIT

TEXAS ASSOCIATION OF BUILDERS
PRINT & DIGITAL ADVERTISING

About Us



10,000+
PRINT COPIES

3,000+
ONLINE VIEWS

\$38.6 B ANNUAL SPENDING

509,900 JOBS REPRESENTED

MEMBERSHIP OF NEARLY 10,000

27 LOCAL HBA'S



Founded in 1946, the Texas Association of Builders (TAB) is an affiliate of the National Association of Home Builders (NAHB) and has 27 local home builders' associations and nearly 10,000 members across Texas. Representing over 509,900 jobs and more than \$38.6 billion annually in the Texas economy, the state and local associations play a crucial role in providing housing for Texans. We want our members to use their membership to the fullest extent, which is why we created the *Texas Builder* for their use! By advertising in this magazine you are not only promoting your business to potential clients, but also giving other members the opportunity to do member to member business with you.

FOR MORE INFORMATION

MITCH KLEINSCHMIDT
p. 512.692.9859 / tf. 800.572.0011
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Texas Builder Magazine



SPECIFICATIONS

COLOR SPACE: CMYK
 FREQUENCY: Bi-Monthly
 BINDING: Saddle
 TRIM SIZE: 8.375" x 10.875"

Texas Builder is the official publication for the Texas Association of Builders, and is mailed directly to their members, with additional copies available at the TAB office. Six publications per year, home builders, remodelers, and hundreds of other affiliated business people associated with the Texas state home building industry turn to Texas Builder for valuable information.

PREMIUM SPACE

AD SIZE	1 ISSUE	6 ISSUE	WEB LINK	VERTICAL	HORIZONTAL
Back Cover	\$4,199	\$3,299	\$169	8.625" x 11.125"	N/A
Inside Front Cover	\$4,099	\$2,999	\$169	8.625" x 11.125"	N/A
Inside Back Cover	\$4,099	\$2,999	\$169	8.625" x 11.125"	N/A
Facing IFC	\$4,099	\$2,999	\$169		

FULL COLOR

AD SIZE	1 ISSUE	6 ISSUE	WEB LINK	VERTICAL	HORIZONTAL
Full Page	\$3,899	\$2,799	\$169	8.625" x 11.125"	N/A
1/2 Page	\$2,599	\$1,899	\$169	4.625" x 10"	N/A
1/3 Page	\$2,099	\$1,499	\$169	3.625" x 10"	N/A
1/4 Page	\$1,549	\$1,149	\$169	N/A	7.5" x 5"
Business Card	\$649	\$449	\$169	2.5" x 10"	N/A

NEED HELP?

GRAPHIC DESIGN	RATE
<input type="checkbox"/> Ad Creation - Full Page	\$99
<input type="checkbox"/> Ad Creation - 1/2 Page or Lower	\$49
<input type="checkbox"/> Logo Creation	\$65/hour

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EDITORIAL CALENDAR

JAN/FEB

Reservation: 12/09/2019
 Ad Material: 12/09/2019
 Delivery: Early January

Texas Housing Hall of Honor;
 "Of the Year" Awards Recap

MAR/APR

Reservation: 1/30/2020
 Ad Material: 2/03/2020
 Delivery: Late February

Texas State Economic
 Forecast; Elements of Interior
 Design & Home Staging Tips

MAY/JUNE

Reservation: 4/01/2020
 Ad Material: 4/05/2020
 Delivery: Late April

Changes in Housing;
 HOMEPAK Events & Awards

JULY/AUG

Reservation: 5/13/2020
 Ad Material: 5/17/2020
 Delivery: Early June

Sunbelt Builder Show Edition
 with Program Insert

SEPT/OCT

Reservation: 7/29/2020
 Ad Material: 8/02/2020
 Delivery: Late August

Sunbelt Builder Show Recap;
 Outdoor Living Space Highlight

NOV/DEC

Reservation: 9/23/2020
 Ad Material: 9/27/2020
 Delivery: Late October

Texas Housing Hall of Honor
 Inductees; Best Community
 Development Feature

Ad Submission Guidelines



[CLICK HERE! TO RESERVE YOUR SPACE ONLINE...](#)

SENDING YOUR COMPUTER FILES VIA MAIL OR EMAIL?

- Email your artwork files
- Adobe Illustrator, Photoshop or InDesign files or a high-res PDF are preferred
- "Stuffed" or compressed files are welcomed if necessary
- TIF, EPS, or JPEG formats for photos/images
- Mac & PC files are both accepted
- CDs or flash drives can be mailed in

REQUIREMENTS

High resolution files are preferred (300 DPI).

We accept the following formats:

.tif .pdf .jpg .png .eps

MAILING ADDRESS

E&M CONSULTING, INC.

1107 Hazeltine Boulevard, Suite #350

Chaska, MN 55318

fx. 952.448.9928

artwork@emconsultinginc.com

NEED ASSISTANCE?

Utilize our fully staffed graphic design team to get beautiful advertisements without breaking the bank. Maximize your exposure and minimize your expense, choose E&M.

What we need from you:

- Contact information
- High resolution copy of your logo
- Content you want included in the ad
- Photos or listing information you'd like included

IDEAS FOR ITEMS THAT ASSIST IN CREATING YOUR AD

- 2-3 business cards (no staples please)
- Original photos (printed images may create poor quality images)
- Camera ready art
- Clean logos, email preferred. If not, please send (business cards/letterhead/etc.)
- Colors you'd like in your ad or logo (Pantone #'s if available)
- Any ideas & sketches for layout, etc.
- Computer files containing artwork, logos, etc.
- Development plats
- Link to company website
- Past ads

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