

TEXAS BUILDER



For More Information

Mitchell Kleinschmidt

Sales Associate | E&M Consulting, Inc.

toll free. 800.572.0011

local. 512.692.9859

mitchell@emconsultinginc.com





Who We Are

The Texas Association of Builders is dedicated to creating a positive business environment for the housing industry by addressing the housing issues of the people of Texas. Founded in 1946, the Texas Association of Builders is an affiliate of the National Association of Home Builders and has 28 local home builders associations across Texas. With a membership of nearly 10,000 representing 702,500 jobs and \$31.1 billion annually in the Texas economy, the Texas Association of Builders plays a crucial role in providing housing for Texans.

What They Are Saying

“Texas is far and away the most important market for Acme Brick Company. Through our advertising in *Texas Builder*, the official publication of the Texas Association of Builders, we can be sure that we are reaching this critical audience. All the news that is relevant to the Texas home building industry is delivered bi-monthly to builders in our state.”

– Ron Taylor, Ashley & Taylor Advertising



Advertising and sponsorship sales in print media outperform those in digital **73 to 27 percent.**

– The Angerosa Research Foundation

49 percent of contractors consider magazines their top reference for industry news (17 percent say it's websites).

– Randall-Reilly

Trade magazines are the **number two source of information** for builders (number one is their peers).

– Home Builder Magazine Reader Survey

AD DEADLINES

JAN/FEB

Topic: TAB Annual "Of the Year" Awards

Ad Sales Deadline: November 30, 2016

Artwork Deadline: December 9, 2016

Estimated Delivery: December 23, 2016

MAR/APR

Topic: Texas Economy

Ad Sales Deadline: January 25, 2017

Artwork Deadline: February 3, 2017

Estimated Delivery: February 22, 2017

MAY/JUNE

Topic: Homes of the Future

Ad Sales Deadline: March 22, 2017

Artwork Deadline: April 7, 2017

Estimated Delivery: April 21, 2017

JULY/AUG

Topic: Sunbelt Special Edition/Insert

Ad Sales Deadline: May 17, 2017

Artwork Deadline: June 7, 2017

Estimated Delivery: June 19, 2017

SEPT/OCT

Topic: Star Award Winners/SBS Wrap-Up

Ad Sales Deadline: August 14, 2017

Artwork Deadline: August 25, 2017

Estimated Delivery: September 11, 2017

NOV/DEC

Topic: Philanthropy

Ad Sales Deadline: September 27, 2017

Artwork Deadline: October 16, 2017

Estimated Delivery: November 1, 2017



Texas Builder Magazine,
July/August 2015
Print Media – Publications
Magazine

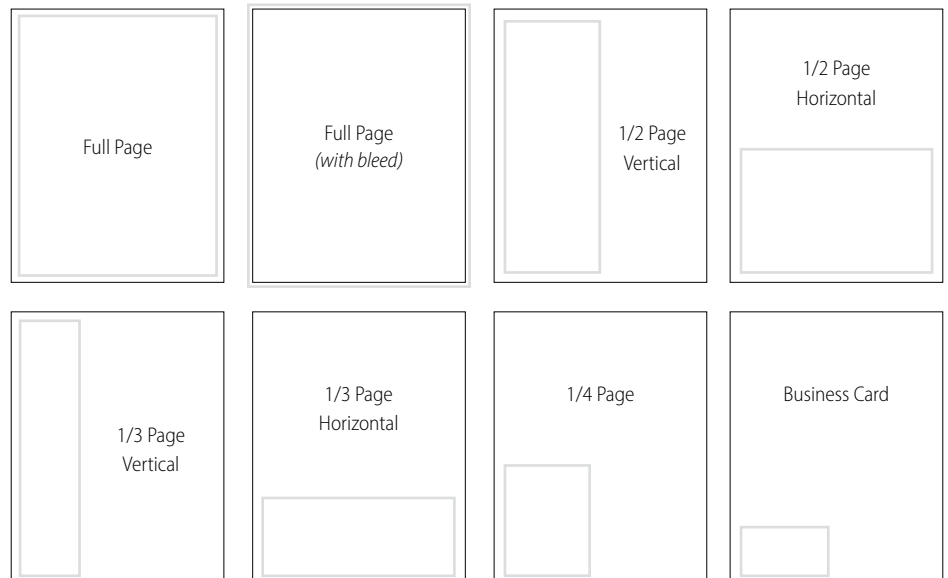


SIGN UP ONLINE! www.emconsultinginc.com/adreservation/TABMAG/

Size	1 Issue	3 Issues	6 Issues	Digital Link
Full Color Ad Rates				
Business Card	\$549	\$449	\$349	<p>\$125 / issue</p> <p>Add your company website to the online ad and enhance your web traffic from the digital publication that's distributed electronically to each TAB member.</p> <p>Available at any ad size or placement.</p>
1/8 Page	\$849	\$749	\$649	
1/4 Page	\$1,449	\$1,249	\$1,049	
1/3 Page	\$1,899	\$1,599	\$1,299	
1/2 Page	\$2,399	\$1,999	\$1,699	
Full Page	\$3,699	\$2,899	\$2,599	
Opposite TOC	\$3,799	\$3,099	\$2,699	
Page 2-5	\$3,799	\$3,099	\$2,699	
Center Spread	\$5,099	\$4,799	\$4,399	
Page 1 (Facing IFC)	\$3,899	\$3,199	\$2,799	
Inside Covers	\$3,899	\$3,199	\$2,799	
Outside Back Cover	\$3,999	\$3,599	\$3,099	

Ad Specs (width by height)

- Two-Page Spread 10.875" x 16.75"
- Two-Page Spread (with bleed).... 11.125" x 17"
- Full Page 8.375" x 10.875"
- Full Page (with bleed)..... 8.625" x 11.125"
- 1/2 Page Horizontal..... 7.5" x 5"
- 1/2 Page Vertical..... 3.75" x 10"
- 1/3 Page Horizontal..... 7.5" x 3.125"
- 1/3 Page Vertical..... 2.5" x 10"
- 1/4 Page 3.75" x 5"
- 1/6 Page Horizontal..... 4.625" x 2.375"
- 1/6 Page Vertical..... 2.375" x 4.625"
- 1/8 Page 3.5" x 2.5"
- Business Card..... 3.5" x 2"



Digital Edition

Digital versions of *Texas Builder* deliver traditional media to an audience with an increasing appetite for new digital content. Online readership moves content to new levels with instantaneous, 24/7 accessibility and unmatched sharing capability. One interested reader can deliver articles and advertisements to colleagues and friends, bringing multitudes of new views and subscribers. And research shows that an increased online readership increases print-only readership, expanding the benefit even further.



Ad Specs (width by height)

Full Side Banner.....	200 x 860px
Double Box.....	200 x 567px
Single Box.....	200 x 275px

Digital Magazine Banners*	1 Issue	6 Issues
Single Box	\$250	\$1,500
Double Box	\$400	\$2,400
Full Side Banner	\$500	\$2,500

*2 banners available or up to 6 single box ads available.

In addition to print, the *Texas Builder* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's website.

Extend your print advertising investment with the unique benefits of digital media:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

SIGN UP ONLINE! www.emconsultinginc.com/adreservation/TABMAG/



CONTRACT FOR ADVERTISEMENT

DATE:	AD SIZE	QTY	COST	AD CREATION COST
SALESPERSON:	BUSINESS CARD	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$29
AD LOCATION:	1/8 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$29
COLOR:	1/4 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$49
Y: N:	1/3 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$49
PAST ADVERTISER:	1/2 PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$69
PAST AD PROOF SENT:	FULL PAGE	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
RUN SAME AD:	INSIDE FRONT COVER	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
Y: N:	INSIDE BACK COVER	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
# OF ISSUES:	BACK COVER	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> \$99
<input type="checkbox"/> 1 Issue		<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
<input type="checkbox"/> 4 Issues		<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
<input type="checkbox"/> Annual		<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
<input type="checkbox"/> ___ Issues		<input type="checkbox"/>	\$ _____	<input type="checkbox"/>

ADVERTISEMENT COST: \$ _____

AD CREATION COST: \$ _____

AD CHANGE COST: \$ _____

PREFERRED AD LOCATION (\$59): \$ _____

***TOTAL AD COST: \$ _____** ^{PF}
(per issue)

Invoice In Full

Invoice Per Issue

ADVERTISER INFORMATION

NAME OF BUSINESS _____

ADVERTISING: _____

CONTACT PERSON: _____

ADDRESS: _____

PH #: _____ CELL #: _____

FAX #: _____

EMAIL: _____

WEBSITE: _____

OFFICE ONLY

OP: _____ UNKN: AD CODE: _____ LAND PG:

ISSUE	DATE	AMOUNT	PAYMENT	TRANS. ID #

I (advertising company) represent and warrant that the advertisement, articles, content, text, images, pictures and/or logos that I am sending to E&M Consulting, Inc. and/or E&M Management, LLC (E&M) are registered trademarks of my company, and that I am not infringing on any other person's copyright, trademarks, rights of literary property, intellectual property, nor do they violate the rights of privacy of, or libel other persons. If I am placing/listing subdivisions/developments I also represent and warrant that I or my Company own, develop, or represent lots for sale in the development(s)/subdivisions. I agree to indemnify and hold harmless E&M against any claims, judgments, court costs, attorney's fees and other expenses arising from any alleged or actual breach of these warranties. All advertisers will be sent one proof of their advertisement. All changes on the proof will be final and if the proof copy is resubmitted by fax or mail after the deadline given, the proof changes will not be guaranteed. Proof copies are for error corrections only. Payment is required in advance to guarantee space on this publication. If payment by credit card, I authorize E&M to charge the credit card provided for full payment of all advertisements and listings placed with E&M. Issues of this publication may be archived online indefinitely. The publication sponsor determines the time each publication is archived. Contact E&M to have your ad taken down or revised for a fee.

SIGNATURE: _____ DATE: _____

SEND THIS CONTRACT, AD LAYOUT & FULL PAYMENT PAYABLE TO:

E&M Consulting, Inc. Phone: 800-572-0011
E&M Management, LLC Fax: 952-448-9928
 1107 Hazeltine Blvd, Ste #350
 Chaska, MN 55318
 artwork@emconsultinginc.com
 www.emconsultinginc.com

BILLING INFORMATION





CONTACT PERSON: _____

ADDRESS: _____

PH #: _____ FAX #: _____

EMAIL: _____

AD/BILLING INSTRUCTIONS

***PAYMENT INFORMATION:**     ***A \$3.50 PROCESSING FEE WILL APPLY TO ALL CREDIT CARD PAYMENTS.**

BILLING ADDRESS: _____ NAME AS IT APPEARS ON CARD: _____ ZIP CODE: _____

CARD NUMBER: _____ SECURITY CODE: _____

SIGNATURE FOR CARD PAYMENT: _____ EXP. DATE: _____

