

## Advertising rates and specifications

---

### Build brand awareness of your company or service by advertising with The Builders, a chapter of the AGC.

Our quarterly publication, *Modern Builder* magazine, reaches over 2,000 owners, contractors and other businesspersons in the greater Kansas City area as well as in the Central and Southern Regions of Missouri. Each issue shares stories of our members' successes, recaps recent association events and welcomes new members to the association. As a Builders member, you will receive a discount on *Modern Builder* ads and additional discounts are available when you advertise in multiple issues.

---

*“Of course I’ve heard of them. They advertise in Modern Builder!”*

---

In addition to *Modern Builder*, advertising opportunities are also available via:

- Streaming ads on our website [www.thebuildersagc.com](http://www.thebuildersagc.com) for \$200 per month, with a three-month minimum advertising commitment.
- The Builders e-News, our electronic newsletter, is emailed to subscribed members at the beginning of each month.
- The Builders e-News thought leadership snippet. Your 75-100 words contribution would focus on the specific call to action you want the audience to take. This is an opportunity to direct people to longer content you want to share, to register for an event, or to briefly explain a service offering or area of expertise you have. It will appear in the “Around the association” section of our Builders e-News with a “sponsored content” tag.

**2,000**

Number of Modern Builder magazine recipients.

**1,800**

The number of members who are emailed the monthly e-News.

**10,000**

The number of pageviews our website receives a month.

## Advertising rates

Modern Builder advertising			
Member pricing			
Ad parameters	1 time	4 times (cost per issue)	8 times (cost per issue)
Full page	\$667.00	\$620.00	\$575.00
Half page	\$486.00	\$455.00	\$425.00
1/4 page	\$377.00	\$404.25	\$336.00
1/8 page	\$271.00	\$258.00	\$246.00
Inside front cover	-	\$725.00	\$638.00
Inside back cover	-	\$705.00	\$620.00
*Back cover	-	\$730.00	\$642.00

*\*Price reflects space deducted to allow for mailing label.*

Modern Builder advertising			
Nonmember pricing			
<i>Nonmembers may advertise only in issues in which no member offering a similar product or service has chosen to advertise.</i>			
Ad parameters	1 time	4 times (cost per issue)	8 times (cost per issue)
Full page	\$1000.50	\$940.50	\$880.50
Half page	\$729.00	\$685.50	\$642.00
1/4 page	\$565.00	\$535.00	\$505.00
1/8 page	\$406.50	\$387.50	\$370.00
Inside front cover	-	\$1087.50	\$957.00
Inside back cover	-	\$1057.50	\$930.00
*Back cover	-	\$1110.00	\$976.50

*\*Price reflects space deducted to allow for mailing label.*

Advertising artwork is due 10 weeks before we go to press. Please contact Aarika Leonard-DeMarc at (816) 595-4118 or aleonard@thebuildersagc.com to confirm press dates or for more information.

All advertising content is subject to approval by The Builders, a chapter of the AGC.

We reserve the right to increase ad rates at any time for advertisers who do not have an existing contract or for current advertisers at the time of renewal.

full-page bleed (must include .125" bleed):

8.5"W x 11"H

Artwork may be provided as a  
PDF, JPEG, PNG or EPS in CMYK

1/2-page ad

7.5"W x 4.875"H

Artwork may be provided as a  
PDF, JPEG, PNG or EPS in CMYK

1/4-page ad

3.625"W x 4.875"H

Artwork may be provided as a  
PDF, JPEG, PNG or EPS in CMYK

1/8-page ad

3.625"W x 2.33"H

Artwork may be provided as a  
PDF, JPEG, PNG or EPS in CMYK

## Website rotating banner advertisement

Member exclusive

Ad parameters	3 months	6 months	9 months	12 months
300px by 70px	\$600.00	\$1200.00	\$1800.00	\$2400.00

Resolution: 300 dpi | Format: JPEG or PNG

Banner must run for a minimum of 3 months.

Ad will link to your company's website unless instructed otherwise.

## e-News advertising

Emailed to membership monthly

*\*Nonmembers may advertise only in issues in which no member offering a similar product or service has chosen to advertise.*

Ad parameters 1 time (cost per issue)

Member (300px by 70px) \$100.00

Member exclusive (650px by 70px) \$175.00

Member thought leadership snippet \$250.00

\*Nonmember (300px by 70px) \$250.00

\*Nonmember thought leadership snippet \$375.00

Resolution: 300 dpi | Format: JPEG or PNG

If you are interested in advertising, please contact Aarika Leonard-DeMarc, at [aleonard@thebuildersagc.com](mailto:aleonard@thebuildersagc.com) or 816.595.4118.