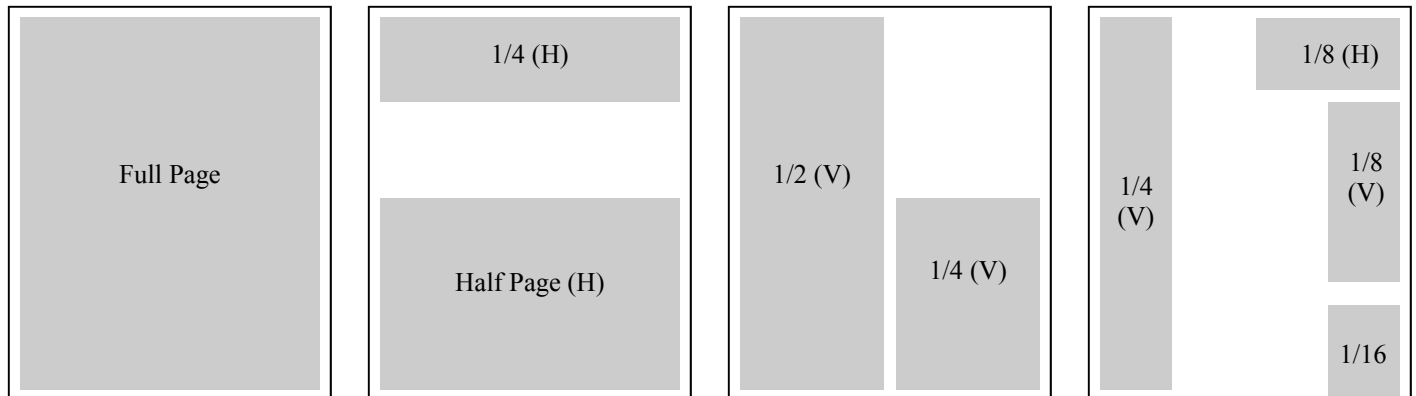


Paper Size: 17" x 22 3/4" (17" x 11 3/8" folded)

Image Size: 15 11/16" x 10 1/4" (15 11/16" x 20 1/2" for double truck)

SIZE	WIDTH	DEPTH	1X	6X	12X
Full-Page (Color)	10 1/4"	15 11/16"	\$1,100	\$950	\$860
Full-Page	10 1/4"	15 11/16"	\$650	\$500	\$450
Half (Color)	see below	see below	\$750	\$600	\$550
Half (H)	10 1/4"	7 3/4"	\$375	\$325	\$300
Half (V)	5 1/8"	15 11/16"	\$375	\$325	\$300
Quarter (H)	10 1/4"	3 13/16"	\$200	\$180	\$160
Quarter (V)	5 1/8"	7 3/4"	\$200	\$180	\$160
Quarter Col (V)	2 3/8"	15 11/16"	\$200	\$180	\$160
Eighth (H)	5 1/8"	3 13/16"	\$120	\$110	\$100
Eighth (V)	2 3/8"	7 5/8"	\$120	\$110	\$100
Sixteenth	2 3/8"	3 3/4"	\$80	\$70	\$60
Classified	2 3/8"	1 11/16"	\$50	\$40	\$35
Inserts	8 1/2"	11"	\$500	---	---

*Non-members—Add \$50 to all rates



Advertising Specifications

- Ads must be received by the 1st of the month prior to publication.
- Line Screen for electronic files is 100 LPI. Maximum Resolution required is 300 DPI.
- Please send ads via CD-ROM, DVD-ROM or email. Digital artwork should include source files with Type I Adobe fonts and all graphics. Fax hard copy to (239) 936-5839.
- Acceptable formats include Adobe InDesign, Photoshop, Illustrator and Quark. Ads may also be submitted in .pdf, .tif or .eps formats. Do *not* include files created in *Microsoft Publisher*. If you send a PDF, please embed all fonts and graphics, and make sure the resolution is 300 DPI and all colors are either CMYK or black only, per your ad purchase. For best results, PDF files should be distilled in PDFX1a publishing standards.



Advertising Contract

Lee BIA Building Review

CONTACT/BILLING INFORMATION

Company Name: _____

Contact: _____

Address: _____

City, State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Advertising Agency: _____

Contact: _____

Address: _____

Check if billing address

City, State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

AD INFORMATION

Ad Size: 1/16 1/8 1/4 1/2 Full Page Insert

Position: Horizontal Vertical

Ad Type: Full (4) Color Spot Color Black/White

Rate: _____

Run: 1 month 3 months 6 months 12 months other

Placement: _____

Signature: _____

Notes: _____

Office Use Only:
Run:

Please send materials to:

Lee Building Industry Association Attn: Maria Johnson
4210 Metro Parkway, Suite 100, Fort Myers, FL 33916
(239) 936-5525 Fax (239) 936-5839 BuildingReview@bia.net