



THE METROPOLITAN BUILDER

INDUSTRY TRADE PUBLICATION - **Rate Card**



"THE COMPETITIVE EDGE"

THE METROPOLITAN BUILDER

Journaling the industries outstanding builders

Why advertise?

IT'S THE PUBLICATION THAT BUILDING PROFESSIONALS READ, RECOUNT AND HOLD ONTO.

The Metropolitan Builder magazine is a premier, monthly trade publication designed to service the industries' building professional. Each issue provides the trade with a valuable source of editorial material used to educate and help grow business.

IT'S THE MOST EFFICIENT WAY TO REACH QUALIFIED BUILDING PROFESSIONALS.

Because the publication is direct mailed to virtually all of the builders, developers, remodelers & designers that can be identified in the market, your ad is sure to be seen. It yields brand recognition. The website acts as the virtual business card and portfolio for the magazine as well as it is online home. Increased readership will be secured via social media marketing, targeting designers, architects and realtors. Readers are invited to explore the website and read the newest monthly issue through monthly email updates and posts on LinkedIn. The website SEO targets the consumer looking to build, buy or remodel. www.themetropolitanbuilder.com

WHAT MAKES THE METROPOLITAN BUILDER A UNIQUE ADVERTISING MEDIUM?

The publication's main focus is recognizing & journaling the most outstanding builders in the industry. Because builders usually partner with like-minded individuals, our builders are referred to us by one or more of their suppliers based on the following criteria:

- their high quality construction methods,
- unwavering dedication to fine craftsmanship,
- personalized customer service and,
- ethical business practices.

LONG TERM ADVERTISERS ARE ASSISTED IN FOSTERING AND BUILDING CUSTOMER RELATIONSHIPS, TRUST & CREDIBILITY.

Each referred builder that is interviewed for the front cover story is given a media packet. The media packet includes our advertiser's business cards and a company one sheet. The publisher acts as a sales liaison between the supplier, advertising in the magazine, and the builders interviewed for the front cover story. After the months' end, advertisers will be given qualified builder leads and contact information to follow up with at their earliest convenience.



MECHANICAL REQUIREMENTS

Mechanical Specs

Trim Size 8-1/2" x 11"

Bleed Size 8-5/8" x 10-1/4" (1/8) bleed

Printing by sheet-fed offset; bindery is saddle-stitch

Acceptable Programs for Ads

Indesign (All fonts and support files must be included), Photoshop (All images with text, must be flattened to preserve font), Illustrator (All fonts must be embedded/outlined), Quark (All fonts and support files must be included) Acrobat-Print quality pdf files only, not screen or low resolution (All fonts must be embedded).

Acceptable File Types for Edit

Any word program, but it must be saved in RTF (rich text format)

Acceptable File Types for Pictures

Tif, EPS, JPG and High Quality PDF

*All images must be saved at 300 dpi, at their intended print size

**All images must be converted to CMYK if possible

Giselle Bernard

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Ad Space Closed/Artwork Due: 10th of the month preceding publication, i.e. August 10 for September issue. The Publication closes the 15th of each month.