

**The Builder Magazine**  
**Associated General Contractors of Illinois**

**ADVERTISING RATES**

*The Builder* is published quarterly by the Associated General Contractors of Illinois (AGCI). It is distributed to all AGCI members, prequalified contractors, construction users, and others related to the construction industry throughout Illinois and the surrounding states.

**General Advertising Rates, Black & White**

<i>Space</i>	<i>1 Time Rate</i>	<i>4 Time Rate</i>
Full page	\$412.50	\$385.00
2/3 page	330.00	308.00
1/2 page	275.00	258.50
1/3 page	220.00	209.00
1/4 page	192.50	181.50
1/6 page	110.00	99.00
Business Card	60.50	60.50

One extra color on any black and white - \$150.00  
 Two extra colors on any black and white - \$450.00

**Preferred Positions  
 Black & White Advertising Rates**

<i>Space</i>	<i>1 Time Rate</i>	<i>4 Time Rate</i>
2 <sup>nd</sup> Cover	\$473.00	\$440.00
3 <sup>rd</sup> Cover	473.00	440.00
4 <sup>th</sup> Cover	440.00	412.50
Opposite Front Cover	440.00	412.50

Center spread: 2 pages, 2 page rate plus 25%  
 Printed Insert (furnished by advertiser): Per page,  
 \$200.00.

**Color & Cover Advertising Rates**

Four color inside, inside front, inside back and outside back: Call for information.

Color separations must be furnished by advertiser.  
 Matched color \$125.00 or cost from printer.

**Advertising Deadlines**

Winter Issue, January 15  
 Spring Issue, April 15  
 Summer Issue, July 15  
 Fall Issue, October 15

**Mechanical Requirements**

<i>Size</i>	<i>Width (inches)</i>	<i>Depth (inches)</i>
Full page	7	9 5/8
2/3 page	4 9/16	9 5/8
1/2 page – horizontal	7	4 3/4
1/2 page - vertical	4 9/16	7 1/8
1/3 page – horizontal	4 9/16	4 5/8
1/3 page – vertical	2 1/8	9 5/8
1/4 page – horizontal	4 9/16	3 5/16
1/4 page – vertical	2 1/8	7 1/8
1/6 page – horizontal	4 9/16	2 1/8
1/6 page – vertical	2 1/8	4 5/8
Business Card	3 1/2	2

Type page 7" wide, 9 5/8" deep.  
 Trim page 8 1/2" wide, 11" deep.  
 Bleed size 8 5/8" wide, 11 1/4" deep.  
 Insert size 17 1/2" wide, 11 1/2" deep.  
 Binding: saddle stitched.

Copy materials required: black and white or two-color ads should be supplied in original, screened film negatives, by E-mail to [TPCPrism@FGI.net](mailto:TPCPrism@FGI.net) with a hard copy faxed to me or by diskette.

Four color ads require original, screened film negatives. (Two sets of progressive proofs and two finished proofs required.)

**Copy, Contract Regulations**

Liability for content of ads (text, representation and illustrations) is assumed by advertisers and advertising agencies for any claims arising therefrom against publisher.

Right of refusal of any advertising not in keeping with publication's standards is reserved by the publisher.

Editorial simulation by an advertisement must carry line at top denoting it is an "advertisement."