

LOUISIANA BUILDER

THE OFFICIAL MAGAZINE OF THE LOUISIANA HOME BUILDERS ASSOCIATION

2011
EDITORIAL
CALENDAR

WINTER

*February 17, 2011

SPRING

*April 25, 2011



Introducing 2011 Leaders

**Membership Has
its Benefits**

**Highlights from the
International
Builders' Show**



Bath & Shower Trends for Builders and Remodelers

5 Ways to Grow Your Business

**Made in Louisiana:
Spotlighting Artisans,
Manufacturers & Suppliers**

SUMMER

*July 11, 2011

FALL

*September 26, 2011



Louisiana Gets Storm Ready

**Profiling HBA Community
Service Projects**

**10 Terrific Tips
for Top Profits**



Sustainable Resources/Green Building Projects

Kitchen Trends

**Eye on Education:
Profiling Designation Holders**

Other regular features include President's Perspective, Stateline (local association news) and Code News

* Advertising Space Reservation Deadline

Renaissance Publishing Group, 8831 Bluebonnet Blvd., Baton Rouge, LA 70810 • (225) 761-1884 • renaissancepublishing.net

LOUISIANA BUILDER

THE OFFICIAL MAGAZINE OF THE LOUISIANA HOME BUILDERS ASSOCIATION

Louisiana Builder, the official magazine of the Louisiana Home Builders Association (LHBA), puts your company in touch with the qualified builders and remodelers in Louisiana, as well as with the members of their building team — architects, designers, sales professionals and subcontractors — who influence their product and service buying decisions. *Louisiana Builder* covers issues of interest to those involved in the building industry across the state, providing news, information and analyses that they cannot get elsewhere. For valuable insights into what's happening close to home in the residential building industry, LHBA members turn to *Louisiana Builder*.

ADVERTISING RATES & FEES

Rates shown are per issue and assume ad is provided camera-ready to precise digital submission standards. All ad rates are net, effective 2011. Rates are based on frequency of placement (1, 3, or 6 ads per 6 issues).

AD SIZE	1x	3x	4x
2-page spread	\$3100	\$3035	\$2975
Full page	\$1680	\$1620	\$1555
2/3 page	\$1240	\$1180	\$1120
1/2 page	\$940	\$900	\$835
1/3 page	\$710	\$675	\$625
1/6 page	\$470	\$450	\$420

PREFERRED POSITIONS	1x	3x	4x
Back cover	n/a	n/a	\$1950
Inside front cover	n/a	n/a	\$1835
Inside back cover	n/a	n/a	\$1815

PLACEMENT PREMIUM

Placement requests may be guaranteed for certain positions, subject to availability. Add 10% premium to the ad rate.

DESIGN FEES

Advertising design services are available with a maximum of three design proofs, as allowed by the deadline schedule. From \$50.

ADVERTORIAL SPREADS

Includes one two-page article, written and designed with supplied photos by publisher's representatives for client approval. Only one advertorial available per issue at a net rate of \$3,780 per insertion. One advertorial per customer per year, please.

2011 DEADLINE SCHEDULE

ISSUE NAME/ MONTH(S) ISSUED	SPACE RESERVATION	CAMERA-READY MATERIALS
Winter (Feb/March/Apr)	Feb. 17, 2011	Feb. 21, 2011
Spring (May/June/July)	Apr. 25, 2011	May 02, 2011
Summer (Aug/Sept/Oct)	July 11, 2011	July 18, 2011
Fall (Nov/Dec/Jan)	Sept. 26, 2011	Oct. 03, 2011
Winter 2012 (Feb/March/Apr)	Feb. 07, 2012	Feb. 14, 2012

OTHER SERVICES

INSERTS

From \$1,890 for a single-page insert, with insert provided by the advertiser. Call for design and/or print specifications.

POLYBAGGING

Starting at \$2,205, with insert provided by advertiser.

COLOR REPRINTS

Single-page, one side:

\$475 (1,000 copies)

\$695 (6,000 copies)

Single-page, two sides:

\$600 (1,000 copies)

\$865 (6,000 copies)

Two-page spread, one side:

\$675 (1,000 copies)

\$1,100 (6,000 copies)

Two-page spread, two sides:

\$895 (1,000 copies)

\$1,315 (6,000 copies)

ADDITIONAL COPIES

From \$2 per copy with order before the print date.

TERMS OF SALE

Prepayment for the first ad will be required of new or unestablished advertisers. Credit subject to approval. Payment is due 10 days from the date of invoice. Accounts not paid within 30 days of invoice date are subject to a finance charge computed at 1.5% per month (based on 18% annual percentage rate). Collection and attorney fees will be the responsibility of the advertiser.

2011 ADVERTISING RATES

WHO READS LOUISIANA BUILDER?

Louisiana Builder is mailed to as many as 6,500+ high-level decision-makers who are members of Louisiana Home Builders Association (LHBA) through one of the state's 13 local associations. With a pass-along rate of 1.5 individuals per issue, more than 15,000 building-industry professionals are reading *Louisiana Builder*.

PRINTING FREQUENCY

Quarterly

AVAILABILITY

Louisiana Builder is provided as an exclusive free service to LHBA members, associates and key employees. Subscriptions are available for \$18 annually.

CONTACT INFORMATION

Renaissance Publishing Group
8831 Bluebonnet Blvd.
Baton Rouge, Louisiana 70810
www.renaissancepublishing.net

ADVERTISING

Nancy Trahan

(225) 761-1884

ads@renaissancepublishing.net

EDITORIAL / ARTICLES

(225) 761-1884

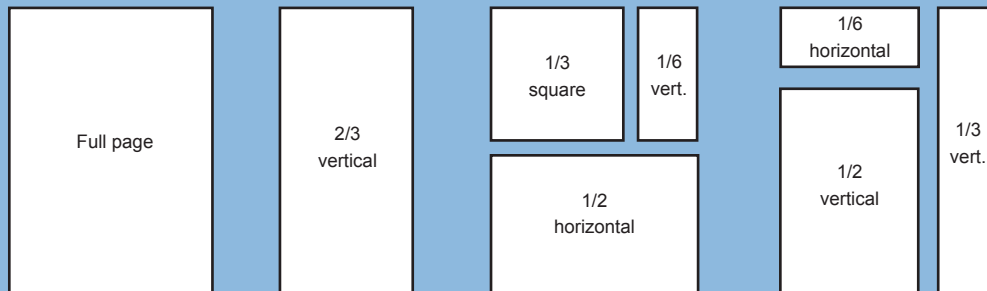
editor@renaissancepublishing.net



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ADVERTISING SIZES DIAGRAM



DISPLAY AD SIZES

AD UNIT	WIDTH	HEIGHT
2-page spread	16 1/4	10
Full page (with bleed)	8 3/4	11 1/4
Trim size	8 1/2	11
Live area	8	10 1/2
Full page (no bleed)	7 1/2	10
2/3 page vertical	4 7/8	10
1/2 page horizontal	7 1/2	4 7/8
1/2 page vertical	4 7/8	7 1/2
1/3 page vertical	2 1/4	10
1/3 page square	4 7/8	4 7/8
1/6 page vertical	2 1/4	4 7/8
1/6 page horizontal	4 7/8	2 1/4

All measurements are in inches.

Camera-ready ads must conform to space purchased. Publisher reserves the right to adjust size as needed.

MAGAZINE SPECIFICATIONS

- *Louisiana Builder* uses computer-to-plate (CTP) technology in 150 line-screen format, process inks and coated paper. It is saddle-stitched.
- Trim size: The publication trims to 8.5 inches wide by 11 inches tall. Ads that bleed must include 1/4 inch bleed and conform to "image area" specifications.
- The image area for all live materials is 8 inches wide by 10.5 inches tall. All text should be at least 1/4 inch from trim on all four sides of ad.

DIGITAL SUBMISSIONS

• APPLICATIONS

PDF (press-optimized PDF/X1-A preferred)
EPS, TIFF or JPG (high resolution files only)

• SUBMITTING ADS

Files up to 9 MB can be sent via e-mail to ads@renaissancepublishing.net. Larger files should be sent on removable media (CD or DVD) or uploaded to www.renaissancepublishing.net. Click on the "Send a File" button.

• IMAGE RESOLUTION

Images must be at least 300 dpi, at final size, for best results. We are not responsible for image quality at any resolution below 300 dpi (.eps or .tif images are preferred).

• PROCESS COLOR / MATCHING

Supplied images and artwork must be CMYK (four-color) process. *Louisiana Builder* produces ads to "pleasing color," meaning the publisher strives to match clients' color specifications, but we do not guarantee a perfect match. If color matching is your utmost concern, please supply a match print along with your camera-ready ad.

• FILE PREPARATION

Fonts and CMYK images must be embedded, when applicable, and all images must be at least 300 dpi at final output size.

• CREATING BLACK AREAS AND TYPE

Black type must be 100% black, not CMYK. When creating solid black areas that measure 1/4 by 1/4 inches or larger, make color "rich black." The rich black formula is 100% black, 40% cyan, 20% magenta and 30% yellow.

2011 ADVERTISING SPECS

GENERAL POLICIES

- *Louisiana Builder* editorial is completely independent from advertising and no special consideration or commitment of any kind can be part of the sales arrangement.
- No advertisement shall appear without proper authorization in the form of a signed insertion order or space reservation contract.
- Cancellations must be made by the space reservation deadline; ads pulled after the deadline will be subject to full charge with or without insertion.
- Advertisers and their agents assume complete liability for all content (text, representation and illustration) of printed ads and all responsibility for any claims arising against the publisher due to such content.
- When in conflict, the terms and rates contained within this media kit take precedence over the terms and rates printed on pre-dated contracts, agency-issued insertion orders or previous rate cards, unless specifically allowed for by current publisher.

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ADVERTISING SALES CONTRACT

CONTRACTUAL TERMS OF AGREEMENT

- 1. PLACEMENT:** Placement requests may be guaranteed for certain positions, subject to availability. Add 10% premium to the ad rate.
- 2. COPY:** Advertiser agrees to furnish copy and/or instructions for ad design on or before the art deadline. Otherwise, copy run in the previous issue will be repeated as necessary in fulfillment of contract. Ad copy accepted after deadline will be charged a late fee not to exceed \$25.
- 3. ACCEPTANCE:** All advertising is subject to the approval of the Publisher.
- 4. PROOFS:** When Renaissance Publishing Group designs any advertisement, a proof will be provided to the Advertiser. It is the advertiser's responsibility to communicate any changes to the Publisher on or before the proof deadline.
- 5. DESIGN FEES:** Advertising design services are available with a maximum of three design proofs, as allowed by the deadline schedule. Starting at \$50.
- 6. CANCELLATION:** Cancellations must be made by the space reservation deadline; ads pulled after the deadline will be subject to full charge with or without insertion. Advertiser agrees to pay the rate actually earned for all previously produced advertising as described in the paragraph BACKRATING, below. **NO CANCELLATIONS WILL BE ACCEPTED AFTER THE SPACE DEADLINE.**
- 7. RATE CARD:** All advertising orders are accepted subject to the terms and provisions of the rate card specified in the contract. Failure to make the order correspond in price with the rate schedule is regarded only as a clerical error and orders are fulfilled and charged in accordance with said rate card.
- 8. EXTENSION OF CREDIT:** Publisher reserves the right to refuse credit to any Advertiser and the right to require partial or full payment prior to publication.
- 9. INVOICES, WHEN DUE:** Invoices are mailed upon publication and balance is due within 30 days of rendering. Any account not paid within 30 days is considered delinquent, and a service charge of 1.5 percent per month shall be due on any unpaid balance. If a delinquent account is placed with an attorney for collection, advertiser shall be liable for all costs associated with the collection, including attorney's fees and 25% of all principal and interest.
- 10. DEFAULT:** If an account is delinquent, Advertiser shall be considered in default of this contract and, in such case, Publisher may cancel contract.
- 11. BACKRATING:** If fewer insertions are used within the contract period than are specified in the contract, advertiser agrees to pay Publisher the difference between the rate contracted and the rate actually earned.
- 12. CAMERA READY ART/NET RATES:** Published rates are per issue and assume that ad is provided to precise digital submission standards. All ad rates are net, effective 2011.
- 13. INDEMNIFICATION:** When camera-ready art is supplied to the Publisher, Advertiser and advertising agency assume full and complete responsibility for the content and design of the advertisement (text, representation and illustration) and for any claims arising against the publisher due to such content.
- 14. CLAIM FOR ERRORS:** Any claim for errors in an ad must be made within seven days of the release date of the given issue. The claim can be applied only against the first insertion of the ad containing the error.
- 15. LIABILITY FOR ERRORS:** The Publisher shall not be liable for grievances over placement or slight disparagements or typographical errors that do not lessen the value of an advertisement. The Publisher shall not be liable for any errors unless advertiser provided a corrected proof with corrections plainly noted on or before the proof deadline. The Publisher's liability for any error shall be limited, as it shall elect, to: 1) printing a second correct ad in a future issue, or, 2) refunding or crediting a proportion of the cost of the ad as it applies to the space occupied by the error. The Publisher's liability for any error will in no case exceed the cost of the advertisement.
- 16. REPRESENTATIVE CAPACITY:** The undersigned Advertiser's representative declares that he/she is duly authorized to act on behalf of the advertiser.
- 17. EFFECT:** This agreement shall remain in effect throughout the period outlined in the contract. Any future orders for advertising made within the contract period will be governed by the same contractual terms.

I, _____ (advertiser or authorized representative), authorize _____

(agent for Louisiana Builder magazine), to publish advertising space in the publication _____ (#) times, in accordance with the rates and terms published in RATE CARD _____ (date).

Contract begins _____ and ends _____.

Design: Agency Advertiser Publisher

Ads to run consecutively? Yes No

Premium Position? Yes Location: _____

Advertiser _____

Principal Contact _____

E-mail address _____

Physical Address _____

Mailing Address _____

Phone _____ Fax _____

Billing contact/address: _____

Agency Name _____

Agency Contact _____

Phone _____ Fax _____

Signed by _____

Advertiser or Authorized Representative

Date _____

Signed by _____

Publisher or Publisher's Agent

Date _____

2011 SCHEDULE: Winter _____ Spring _____ Summer _____ Fall _____

2012 SCHEDULE: Winter _____ Spring _____ Summer _____ Fall _____

NOTES:

AD SIZE:

FREQUENCY:

APPROXIMATE RATE PER AD: