

AND 2022 MEMBERSHIP DIRECTORY & BUILDER RESOURCE GUIDE

Official Publications of the Greater Atlanta Home Builders Association

WHO ARE WE?

The Greater Atlanta Home Builders Association (GAHBA) is a not-for-profit professional trade association dedicated to **promoting, protecting and preserving the home building industry in the Atlanta area.**

WHY GAHBA?

- The home building industry is expected to grow **1.9% per year** for the next **five years.**
- Georgia's home building industry is worth **\$1.9 billion.**
- GAHBA **members include** builders, remodelers, developers, trade contractors, manufacturers, suppliers, financial institutions, real estate companies, professional service providers **and more.**

ABOUT THE PUBLICATIONS



Atlanta Building News and **2022 Membership Directory & Builder Resource Guide** are the official publications of the Greater Atlanta Home Builders Association. These publications are a critical component of GAHBA's communications program and feature vital information for people directly involved in Georgia's construction profession. When our readers are ready to buy or recommend products and services, **make sure they think of you first.**

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *Atlanta Building News* and the *2022 Membership Directory & Builder Resource Guide*.



www.innovativepublishing.com

PLEASE CONTACT

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EDITORIAL CALENDAR

Ad Sales Close / Artwork Due	Delivered to Members
Magazine	
1/11/21	February 2021
4/12/21	May 2021
6/29/21	August 2021
10/11/21	November 2021
Directory	
11/1/21	January 2022

NET ADVERTISING RATES*

Size	1x	4x	Directory
Premium Position**	\$2,245	\$1,870	\$2,245
Two Page Spread	\$2,755	\$2,295	\$2,755
Full Tab	N/A	N/A	\$2,245
Full Page	\$1,940	\$1,615	\$1,940
2/3 Page	\$1,685	\$1,400	\$1,685
1/2 Page	\$1,175	\$975	\$1,175
1/3 Page	\$875	\$725	\$875
1/4 Page	\$740	\$615	\$740
1/8 Page	\$390	\$325	\$390
Digital			
Standard View Skyscraper	\$750	\$750	\$750
Standard View Landing Page	\$750	\$750	\$750
Digitally Responsive Publication	\$500	N/A	N/A

* Non-member advertising rates: Add 10% fee

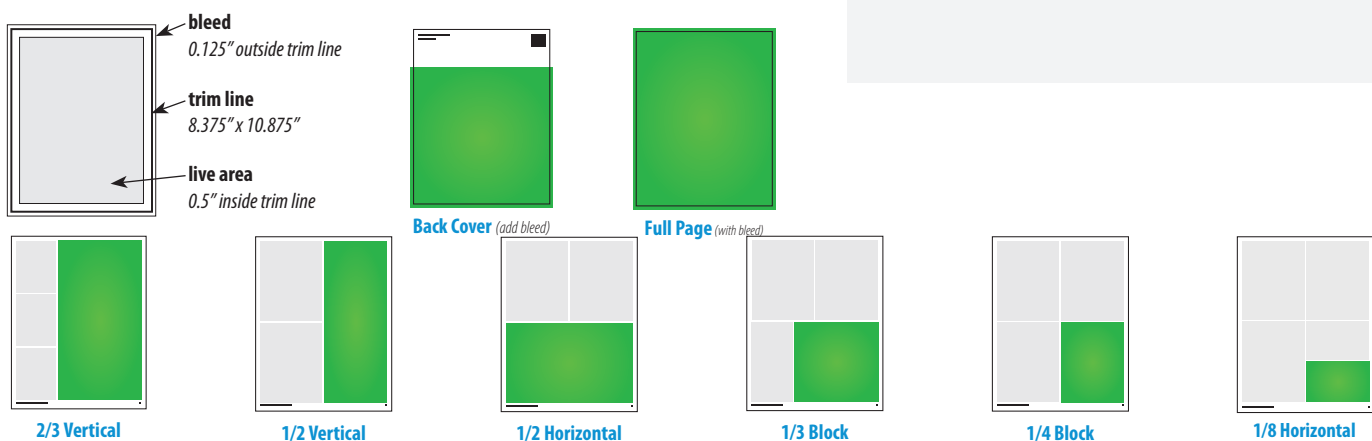
**Premium position includes inside front cover, inside back cover, page 3 and back cover.

SPECIFICATIONS: MAGAZINE AND DIRECTORY

Page Size	8.375" x 10.875" (trim)
Back Cover*	8.375" x 8.875"
Full Tab	8.375" x 10.875"
Full Page*	8.375" x 10.875"
2/3 Page Vertical	5.187" x 10"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Page Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/8 Page Block	3.875" x 2.34"
Digital	
Standard View Skyscraper	160p x 600p
Standard View Landing Page	864p x 648p
Digitally Responsive Publication	502p x 498p

* Full-page ads are intended to bleed off the page (see example)

- Please include an **additional 0.125" of bleed** on each side of page
- Keep all important information at least **0.5" from the trim line**



DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full-page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad, and we will design it for you. All artwork creation or changes require a **\$75 surcharge**.

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

TO ADVERTISE, PLEASE CONTACT

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advertise@innovativepublishing.com



www.innovativepublishing.com



Landing Page

E-Skyscraper

Readers can access content using their desktop, tablet or mobile device

LANDING PAGE:

Available positions: 1

Rate: \$750

Specifications: RGB color space, 603 pixels x 783 pixels for magazine

E-SKYSCRAPER:

Available positions: 2

Rate: \$750

Specifications: Vertical orientation, RGB color space, 160 pixels x 600 pixels

TILE SPECIFICATIONS:

Simply provide us a high-resolution logo file and three lines of up to 50 characters each.

DESKTOP VERSION



MOBILE VERSION



DIGITAL AD SPECIFICATIONS:

502 pixels x 498 pixels advertisement size

Please also include a 50-100 word company description and website link if applicable. This will display below ad artwork.

DESKTOP VERSION



MOBILE VERSION

