

ATLANTA

BUILDING NEWS

The Official Publication 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. **Atlanta Building News** and the **Membership Directory & Builder Resource Guide** are critical components of the GAHBA's communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

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.

MEMBER NET ADVERTISING RATES

Print Edition Advertising	1x	4x	Directory
Premium Position*	\$2,315	\$1,925	\$2,315
Two Page Spread	\$2,840	\$2,365	\$2,840
Full Tab**	N/A	N/A	\$2,315
Full Page	\$2,000	\$1,660	\$2,000
2/3 Page	\$1,735	\$1,445	\$1,735
1/2 Page	\$1,210	\$1,005	\$1,210
1/3 Page	\$905	\$745	\$905
1/4 Page	\$765	\$630	\$765
1/8 Page	\$405	\$335	\$405
Digital	1x	4x	Directory
Tile + Interstitial Digital Package	\$1,575	N/A	N/A
Tile + Landing Page Digital Package	\$1,575	N/A	N/A
Tile + Interstitial Print Package***	\$1,325	N/A	N/A
Tile + Landing Page Print Package***	\$1,325	N/A	N/A
Tile à la Carte (Magazine Only)	\$875	N/A	N/A
Interstitial à la Carte (Directory Only)	\$875	N/A	N/A
Landing Page à la Carte (Directory Only)	\$875	N/A	N/A

[CLICK HERE FOR AD EXAMPLES](#)

Non-member advertising rates: Add 10% fee

* Premium positions include: inside front cover, inside back cover, page 3 and back cover.

** Tab position is available in directory only and is full-page ad size. Twelve tab positions are available. Tabs include GAHBA Information, Certified Builders, Builder Members, Associate Members, Builder Resource Guide, and Affiliate and Council Members.

*** Discounted digital + print packaging available with 1/2-page print ads or larger.

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

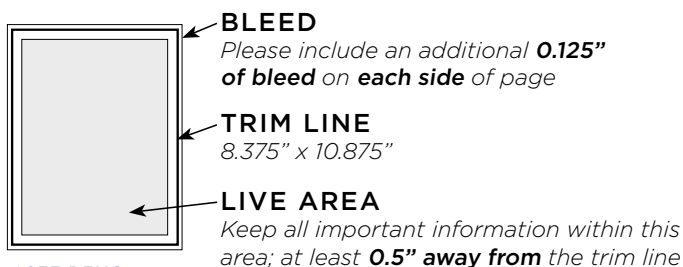
EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 24 Issue 1	1/9/23	February 2023
Volume 24 Issue 2	4/10/23	May 2023
Volume 24 Issue 3	6/27/23	August 2023
Volume 24 Issue 4	10/9/23	November 2023
Directory 2024	10/30/22	January 2023

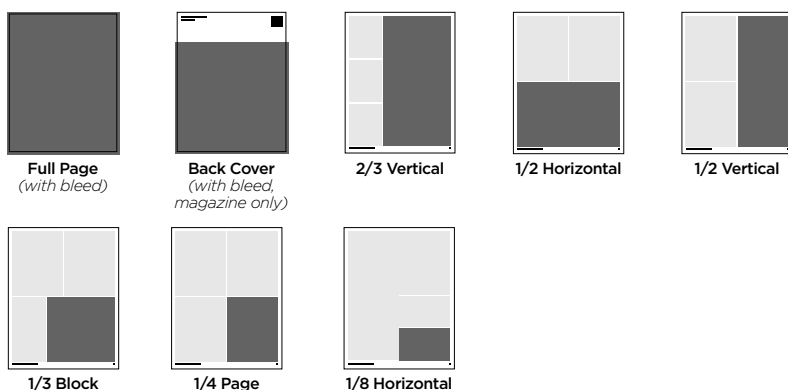
SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875"+.125" bleeds
Back Cover*	8.375" x 8.875"+.125" bleeds
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	3.875" x 4.937"
1/8 Page Horizontal	3.875" x 2.34"
Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels

* Full-page ads are intended to bleed off the page [SEE DEMO](#)



[SEE DEMO](#)



ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s – 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, 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.
- Contact your sales rep to pay your invoice online.