ATLANTA BUILDING NEWS

Greater Atlanta Home Builders Association
2027 MEDIA KIT

The 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 homebuilding 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?

- GAHBA is the **largest** homebuilders association in Georgia, representing **more than 1,200** member companies.
- Georgia's homebuilding 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*	$2,505	$2,085	$2,505
Two-Page Spread	$3,075	$2,560	$3,075
Full Tab**	N/A	N/A	$2,505
Full Page	$2,160	$1,800	$2,160
2/3 Page	$1,875	$1,565	$1,875
1/2 Page	$1,310	$1,085	$1,310
1/3 Page	$985	$805	$985
1/4 Page	$825	$690	$825
1/8 Page	$445	$355	$445
Digital	**1x**	**4x**	**Directory**
Tile + Interstitial Digital Package (Magazine Only)	$1,650	N/A	N/A
Tile + Landing Page Digital Package (Magazine Only)	$1,650	N/A	N/A
Tile + Interstitial Print Package*** (Magazine Only)	$1,375	N/A	N/A
Tile + Landing Page Print Package*** (Magazine Only)	$1,375	N/A	N/A
Tile à la Carte (Magazine Only)	$925	N/A	N/A
Interstitial à la Carte (Directory Only)	N/A	N/A	$925
Landing Page à la Carte (Directory Only)	N/A	N/A	$925

CLICK HERE FOR AD EXAMPLES

Nonmember 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

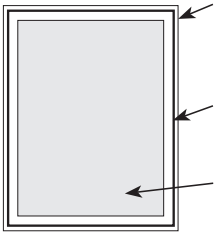
Issue Number	Artwork Due	Delivered to Members
Volume 28 Issue 1	1/18/27	March 2027
Volume 28 Issue 2	4/19/27	June 2027
Volume 28 Issue 3	7/6/27	August 2027
Volume 28 Issue 4	10/18/27	December 2027
Directory 2028	11/9/27	January 2028

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



BLEED
*Please include an additional **0.125" of bleed** on **each side** of page*

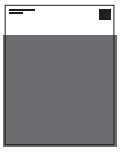
TRIM LINE
8.375" x 10.875"

LIVE AREA
*Keep all important information within this area; at least **0.5" away from** the trim line*

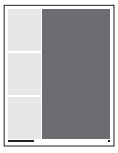
SEE DEMO



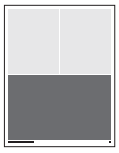
Full Page
(with bleed)



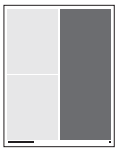
Back Cover
(with bleed, magazine only)



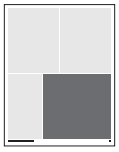
2/3 Vertical



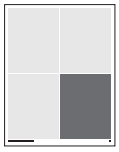
1/2 Horizontal



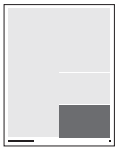
1/2 Vertical



1/3 Block



1/4 Page



1/8 Horizontal

WHY INNOVATIVE?

CLICK HERE to find out

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: 300 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s – 700 kb/s bitrate, 100 MB 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 $150 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- To make a payment online, go to our website and select "Pay Invoice."

INNOVATIVE PUBLISHING

To advertise, please contact your sales representative or:
844.423.7272 | advertise@innovativepublishing.com
www.innovativepublishing.com