



# BUILDING INDUSTRY

## MAGAZINE

Published since 1954, **Building Industry** is the monthly magazine serving the interests of design, development and construction professionals on all Hawaiian

islands and Guam. Feature

articles cover a wide range of industry subjects including building techniques, financing, new products and service opportunities, government activities, engineering and architecture, transportation, construction health care and much more. Advertisers are guaranteed targeted coverage of the following specific markets:

- Contractors
- Subcontractors
- Architects
- Engineers
- Developers
- Transportation Firms
- State, county and federal contracting agencies
- All members of the General Contractors Association of Hawaii
- Key business leaders

**Building Industry** is also distributed monthly to members of the Guam Contractors Association.

Targeted editorial content plus high-quality production and exclusive industry distribution means better qualified readership, more retention, more pass-along coverage and top advertising value. Editorial schedules are available upon request.

### Published Monthly

**Building Industry** is issued the first working day of each month.

### Closing Dates

January	February	March
Dec. 2, 2011	Jan. 4, 2012	Feb. 1, 2012
April	May	June
Mar 2, 2012	Apr. 2, 2012	May 2, 2012
July	August	September
Jun. 1, 2012	Jul. 2, 2012	Aug. 1, 2012
October	November	December
Sep. 4, 2012	Oct. 3, 2012	Nov. 1, 2012

### Inserts

Preprinted inserts, or cards, are \$2090 per two-sided page or \$1560 per two-sided insert or card under half page. These rates are in addition to artwork, inserting and postal costs, which are available on request to people obtaining building permits.

## 2012 ADVERTISING RATES/SPECS

Rates Effective Dec. 1, 2011

### Monthly Advertising Rates Per Insertion

SIZE	1x	3x	6x	9x	12x
FP BW	\$2090*	\$1905	\$1695	\$1580	\$1445
4C	\$2685	\$2480	\$2255	\$2120	\$1985
2/3 BW	\$1775	\$1620	\$1440	\$1340	\$1235
4C	\$2370	\$2195	\$2000	\$1890	\$1780
1/2 BW	\$1560	\$1410	\$1260	\$1175	\$1080
4C	\$2000	\$1840	\$1685	\$1580	\$1480
1/3 BW	\$1195	\$1080	\$970	\$900	\$825
4C	\$1545	\$1425	\$1305	\$1225	\$1150
1/4 BW	\$1100	\$1000	\$890	\$825	\$760
4C	\$1460	\$1350	\$1220	\$1160	\$1085
1/6 BW	\$830	\$765	\$740	\$635	\$580
4C	\$1135	\$1050	\$955	\$900	\$845

### Covers\*\*

Back Cover	\$3390	\$3125	\$2825	\$2645	\$2460
IF Cover	\$3190	\$2940	\$2670	\$2500	\$2330
IB Cover	\$2885	\$2660	\$2420	\$2270	\$2115
Dble Truck	\$4715	\$4325	\$3905	\$3650	\$3390

\* Plus state of Hawaii General Excise Tax in effect at time of publication.

\*\* Cover rates include 4-color, bleed and premium position charges.

### Spot Color Rates

SIZE	FP	2/3 & 1/2	1/3 & 1/4	1/6
Black + spot color	\$375	\$280	\$225	\$180

10% premium on all fixed position requests.

### Frequency Rates

Rates are based on total frequency of space units used within contract period and may be combined with other Trade Publishing owned publications to earn frequency. These include our construction annuals: *Hawaii Building Products Directory*, *Construction Industry Guide Hawaii* and *Construction Preview*, as well as sister publications *Building Management Hawaii* and *Hawaii Hospitality*.

### Short Rates

Advertisers will be short-rated if, within a 12-month period, they do not use the number of insertions upon which their billing has been based.

### Contract Period

Frequency rates apply over a 12-month contract period. Should new rates be announced, advertisers will be protected at the contracted rates for the duration of the contract period or three months, whichever occurs sooner.

FOR MORE INFORMATION AND SPACE RESERVATIONS,  
PHONE (808) 848.0711 • FAX (808) 841.3053 • TOLL FREE (800) 234.5619  
[www.tradepublishing.com](http://www.tradepublishing.com)

## Production Specifications

**Building Industry** is produced utilizing the latest in digital publishing technology. Finished publication-ready layouts can be accepted as e-mail attachments, uploads to our FTP site or on CDs or DVDs. Files must be Macintosh compatible. **We do not accept negatives, Microsoft Publisher files or PowerPoint files.**

The preferred file type is a 300-dpi PDF\_x-1a, with all fonts and images embedded. Always include document bleed. If sending a PDF isn't possible, files must be Adobe InDesign CS 2-5, Adobe Illustrator CS 2-5, Adobe Photoshop CS 2-5, or QuarkXPress (v3.32-8). We also accept Freehand documents that are saved in EPS or PDF format. For all file types (except PDF), always include all native files, linked graphics and fonts (printer and screen) used.

Materials submitted for in-house ad production such as photographs, line art, and logos will reproduce best from original artwork (photographic prints or large, clean, line art veloxes). Inferior quality originals will require production time, incurring production charges and may not print to your satisfaction. Graphics that already exist as digital files can be accepted as Macintosh-compatible files. For more information on specifications or how to upload to our FTP site, please call our production department at **(808) 848-0711 ext. 1114**, or e-mail [art@tradepublishing.com](mailto:art@tradepublishing.com).

## Production Charges

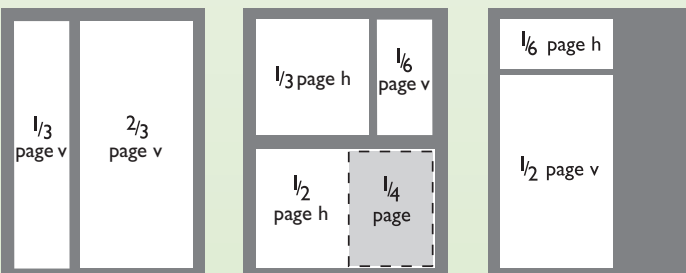
Production charges may be assessed for such services as changes and corrections to existing advertisements, design, layout, illustration, scanning, photo composition, photo retouching and other required work. The rate for this work is \$65 per hour.

### Mechanical Requirements

SIZES	WIDTH × DEPTH
Trim	8 1/8" × 10 7/8"
Full-Page Bleed	8 3/8" × 11 1/8"
Full-Page	7" × 10"
2/3 Page	4 5/8" × 10"
1/2 Page (V)	4 5/8" × 7 3/8"
1/2 Page (H)	7" × 4 15/16"
1/3 Page (V)	2 1/4" × 10"
1/3 Page (H)	4 5/8" × 4 15/16"
1/4 Page (V)	3 7/16" × 4 15/16"
1/6 Page (V)	2 1/4" × 4 15/16"
1/6 Page (H)	4 5/8" × 2 1/4"

## Bleed

Trim size of page is 8 1/8" × 10 7/8". Allow 1/8 inch on all outside margins which are to bleed. For double-truck bleed, please consult our prepress department.



## Special Production Requests

For information on overruns, inserts, crossovers, double-trucks, etc., please contact your account manager.

## Publisher's Copy Protective Clause

All typographic rights reserved. Publisher reserves the right to reject any ad copy. It is understood that the advertiser agrees to indemnify and protect Trade Publishing Company from any claims or expenses resulting from the unauthorized use of any name, photograph, sketch, design or words protected by copyright, registered trademark, label, etc. in connection with advertising appearing in **Building Industry**.

## Agency Commission

15% of gross billing allowed to recognized advertising agencies on display advertising, colors and bleed when payment is made within 30 days of invoice date (date of issue). No commission or cash discounts are allowed on production charges.

## Cash Discount & Service Charge

2% cash discount — 10 days from the date of invoice, net 30 days. A service charge of 1.5% per month will be charged on all overdue accounts. Payment is due 30 days from date of invoice.

## Electronic Publishers

<a href="http://bidservicedaily.com">bidservicedaily.com</a>	<a href="http://hawaiihospitalityonline.com">hawaiihospitalityonline.com</a>
<a href="http://buildingindustryhawaii.com">buildingindustryhawaii.com</a>	<a href="http://pacificpaddler.com">pacificpaddler.com</a>
<a href="http://buildingmanagementhawaii.com">buildingmanagementhawaii.com</a>	

## Print Publishers

BIDService Weekly	Hawaii Hospitality
Building Industry	Hawaii Retail Grocer
Building Management Hawaii	Hawaii Transportation Association
Construction Industry Guide Hawaii	Pacific Paddler
Construction Preview	Principles & Practices of
Hawaii Building Products Directory	Hawaiian Real Estate

## Personnel

President	Carl "Kini Popo" Hebenstreit
Operations Manager	Jim Myers
Publisher & Sales Manager	Barry Redmayne
Advertising	Lita Fernando
	Charlene Gray
	Christine Huffman
Editorial	Judith Shinsato
	Lee Schaller
	Jason Soeda
Production Manager	Blanche Pestana
Art Director	Susan Whitney
Graphic Designers	Kim Martin
	Ursula Silva
Circulation Manager	Pi'ilani Kaalekahi
Press Manager	Abe Popa
Press Team	Michael Castelli
	Dan Inoue
	Bill Yiulin
Webmaster	Ropati Hebenstreit