

# ADVERTISING RATES

RATES EFFECTIVE JANUARY 2009

## COMMERCIAL BUILDING

# Savvy

## magazine

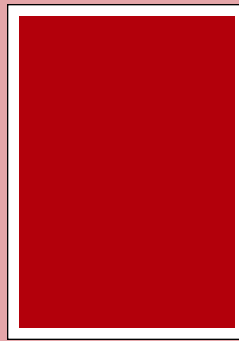
Advertising in *Commercial Building Savvy Magazine* is one of the smartest investments you can make for the ongoing success of your business. Continuous visibility of your message and image within the construction community is essential in establishing the name awareness and "branding" that is so vital to the growth of your business.

Advertising every issue in *C.B. Savvy* just makes good business sense. You not only get your message to metro Atlanta's top commercial building professionals with the most consistency, you also earn the very best frequency discounts! *Commercial Building Savvy* reaches the movers and shakers who move the dirt, concrete, wood, brick, glass, and stone that is building Georgia every day!

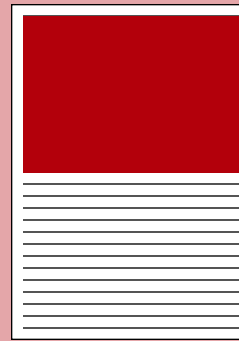
	4 Color Rates			Black / White Rates		
	1x	3x	6x	1x	3x	6x
Spread	\$3130	2810	2505			
Covers	2305	2075	1845			
Full Page	1885	1695	1520	1375	1240	1100
1/2 Page	1420	1265	1130	965	865	770
1/3 Page	1170	1055	940	725	650	580
1/4 Page	1010	905	795	585	525	465
Directory Display	635	570	510	385	345	305
Inserts	1250	1125	995			
8 1/2" x 11" 1 Page - 20 lb. Stock				\$125 additional per spot color		
Other sizes, call for pricing.						



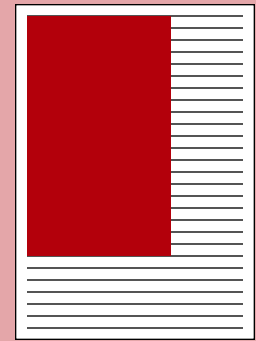
2 Page Spread (No Bleed)  
16" x 10"  
2 Page Spread (Bleed)  
17¼" x 11¼"



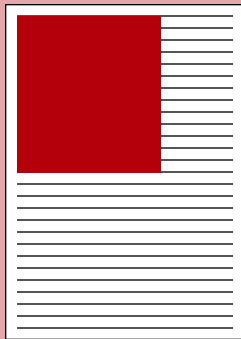
Full Page (No Bleed)  
7½" x 10"  
Full Page (Bleed)  
8¾" x 11¼"



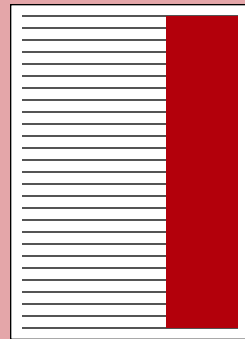
1/2 Page Horizontal  
7½" x 5"



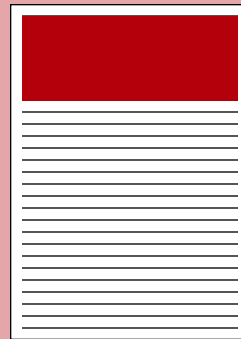
1/2 Page Vertical  
4⅞" x 7½"



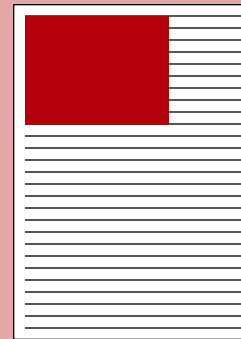
1/3 Page Square  
4⅞" x 5"



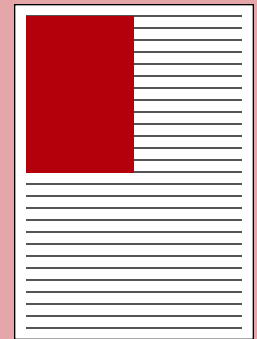
1/3 Page Vertical  
2⅜" x 10"



1/3 Page Horizontal  
7½" x 3⅜"



1/4 Page Horizontal  
4⅞" x 3¼"



1/4 Page Vertical  
3½" x 5"

**Final Trim Size:** 8½" x 11"

**Page Bleed Size:** 8¾" x 11½"

**Magazine Binding:** Saddle-stitch

**Printing:** Sheet-fed offset at 100 lb. (cover) & 80 lb. (body) minimum

### Digital Output Specs

#### Platform

- Mac (preferred) or PC

#### Applications

- Adobe PDFs  
Version 4 and up; Embed all fonts; Press quality
- Adobe Photoshop  
Version 7; Convert all colors to CMYK; Include images and fonts.
- Adobe Illustrator  
Version 10; Convert all colors to CMYK; Embed images; Convert type to outlines; Save all files in EPS format.
- Adobe InDesign  
Version 1.0 and up; Convert all colors to CMYK; Include images and fonts.
- Quark-Xpress  
Version 6.0; Convert all colors to CMYK; Include images and fonts.

- Macromedia Freehand

Version 10 and up; Embed images; Convert type to paths; Convert all colors to CMYK; Save all files in EPS format.

We DO NOT accept ad files in Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, Multi-Ad Creator, or Corel Draw.

#### Line screen for photos

Minimum of 300 dpi; JPG, TIF, EPS (clipped paths accepted). JPGs require conversion to reduce RIP time when outputting to film and/or plates. JPG files from digital cameras accepted – leave in raw rgb state; we will image-edit. Images from web-sites cannot be used for printing and publishing.

#### Fonts

Fonts must be included. If not included, we will substitute the closest font. Postscript fonts only.

#### Acceptable Media

Files may be sent on CD-R or DVD-R. Files up to 6MB may be emailed to [publisher@remagazines.com](mailto:publisher@remagazines.com).

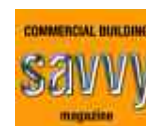
#### Proofs

- Color or Black & White
- PDFs (delivered either electronically or on media)

#### Shipping

Ship ad materials to 3036 Leafwood Drive, SE., Marietta, GA 30067.

If you would like these materials returned after the job has been printed, please include your return address.



**For More Information**  
Call us at **770.956.7100**  
[www.cbsavvy.com](http://www.cbsavvy.com)

## COMMERCIAL BUILDING

# Savvy

## magazine

*Commercial Building Savvy Magazine* is FOR and ABOUT commercial construction professionals. Focusing on the organizations and people that build metro Atlanta's commercial buildings, this bi-monthly magazine is designed to be a resource for anyone involved with the commercial building industry for the latest local and regional news, events, and industry happenings. In addition, we'll be bringing your timely articles on the issues that affect the industry – from legislative news to educational commentaries on safety, marketing, finances, and business development. The high-impact graphics and photography, combined with an upbeat editorial content, make each issue of *Commercial Building Savvy* a "must-read" for the commercial construction professional.

In addition, *C. B. Savvy* will feature profiles on some of the most interesting and dynamic companies that help keep the construction machine running. Our cover story will profile some of the most outstanding general contractors in the area, focusing on their important projects that are making their mark on our city. Company Profiles spotlight some of the most unique and well-respected builders and subcontractors, while Partners' Profiles feature construction-related businesses that make a difference. New Product Showcases will bring you the latest and greatest innovations in construction technology.

To help you plan your marketing schedule for 2009, use the editorial calendar for our upcoming deadline dates.

**APRIL 2009**

*(Advertising Deadline: February 27)*

**JUNE 2009**

*(Advertising Deadline: April 24)*

**AUGUST 2009**

*(Advertising Deadline: June 26)*

**OCTOBER 2009**

*(Advertising Deadline: August 28)*

**DECEMBER 2009**

*(Advertising Deadline: October 30)*

**FEBRUARY 2010**

*(Advertising Deadline: December 24)*

## COMMERCIAL BUILDING

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**COMPANY PROFILE / PARTNERS' PROFILE  
PRODUCT SHOWCASE**

Your business is unique. The story that you have to tell is also unique, one that can not be fully communicated within the four borders of a traditional advertisement. The **Commercial Building Savvy** Feature Profile program is the perfect way to tell your **WHOLE** story to the commercial construction community. Unlike typical advertising, the Feature Profile program actually puts your company in the news, with a beautiful 2-8 page, 4-color, professionally photographed story that will be eagerly read by the top commercial construction professionals in the area. The page/ production cost for your story is an unbelievably low \$300 per page! But your exposure does not stop there.

Along with the story, you also receive exceptionally well-produced reprints of your feature story, which can be used as direct-mail pieces, handouts, or inserts in other publications! These reprints, complete with the **C.B. Savvy Magazine** header on the front page, can be the most powerful marketing tool that your company has in its arsenal. What's more, the reprints can be customized with your own materials to produce an incredibly graphic, informative, and compelling marketing brochure, at a cost that will surprise you!

### Reprint Pricing (Includes Aqueous Coating)

Size	1000	2000	3000	5000	10,000
2-Page	\$1950*	\$2230	\$2510	\$3070	\$4470
4-Page	2450	2830	3210	3970	5870
6-Page	2950	3400	3850	4750**	7000
8-Page	3540	4080	4620	5700**	8400

For other quantities, add \$280 per thousand for 2-page reprints; \$380 per thousand for 4-page reprints; \$450 per thousand for 6-page reprints; and \$540 per thousand for 8-page reprints. For larger quantities or special orders, please ask your publisher or advertising representative.

Shipping and Handling - \$40 per thousand\*

Optional: Internet rights - \$200

\* Reprints and Shipping & Handling are subject to state sales tax

\*\* Minimum of 5,000 reprints for a 6-page & 8-page features



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### **Commercial Building Savvy**

#### **Magazine's** Builder's Resource

Directory is a comprehensive monthly guide to suppliers, subcontractors, business resources and support services for commercial building professionals.

One-Line Listing ..... \$80 per month

Three-Line Listing ..... \$120 per month

Boxed Listing (Three-Line) ..... \$150 per month

All Directory Listings require a 6-month minimum, pre-paid.

9-month listings earn a 5% discount

12-month listings earn a 10% discount

Directory Display Ad (21/8" x 2 1/2")

B&W ..... \$345 per month

4-Color ..... \$570 per month

Display advertisers will receive complimentary listings in the Builder's Resource Directory.

1/4 Page Display Ad ..... One-Line Listing

1/2 Page Display Ad ..... Three-Line Listing

Full Page Display Ad ..... Boxed Listing

### Sample Listings

#### Boxed

##### advertising

Commercial Building Savvy Magazine. . . 770-956-7100

Metro Atlanta's Monthly Commercial Construction Journal

[www.CBSavvy.com](http://www.CBSavvy.com)

(see display ad page 25)

#### One Line

##### insurance

Associated Insurers . . . . . 404-202-5840

(see display ad page 7)

#### Three Line

##### associations

American Subcontractors Association. . . . 404-766-1632

"The Voice of Georgia's Subcontractors"

[www.asageorgia.org](http://www.asageorgia.org)

(see display ad page 18)

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Each bi-monthly edition of *Commercial Building Savvy Magazine* is mailed out to over 5,000 top commercial construction professionals in metro Atlanta. From general contractors and architects to developers, subcontractors, specialty trades, and support industries, **C.B. Savvy** reaches the movers and shakers who move the dirt, concrete, wood, brick, glass, and stone that is building Georgia every day!

To be added to our mailing list, please go online to:  
[www.cbsavvy.com/atlantasubscribe](http://www.cbsavvy.com/atlantasubscribe)



For More Information  
Call us at **770.956.7100**  
[www.cbsavvy.com](http://www.cbsavvy.com)