



BUILD HOUSTON

ABC MEMBER
EDITORIAL CALENDAR
& RATE SHEET

Your Source For Commercial and Industrial Construction News in Houston

Promote your business to over 14,000* construction professionals in Greater Houston and surrounding areas. Build Houston Magazine offers a variety of advertising options for you to deliver your message to commercial and industrial construction professionals, from Owners, Developers, Architects and Engineers to General Contractors, Specialty Contractors, Suppliers and Professional Associates. The following advertising rates are good through 12/31/12. All Rates Include FULL COLOR and a website link posting at www.buildhoustononline.com.

PACKAGE RATE:	6 ISSUES	3 ISSUES
PRINT:		
FULL PAGE (7.5" w x 10" t)	\$1050/issue	\$1150/issue
2/3 PAGE (7.5" w x 6.6" t / 5" w x 10" t)	\$865/issue	\$990/issue
1/2 PAGE (7.5" w x 5" t / 3.75" w x 10" t)	\$650/issue	\$775/issue
1/3 PAGE (5" w x 5" t)	\$540/issue	\$660/issue
1/4 PAGE (3.75" w x 5" t)	\$440/issue	\$550/issue
MAGAZINE INSERT (please call for details)	\$1500 (one time rate)	
ONLINE: Web banner ads on www.buildhoustononline.com		
2" X 2" BANNER AD	\$125/MONTH	
6.5" w X .85" t	\$300/MONTH	

- LAYOUT ASSISTANCE \$99
- PREFERRED POSITIONING ADD 10% TO PACKAGE RATE
Preferred positioning includes inside front cover, inside back cover, back page and other guaranteed placement requests. Availability Limited.
- FRONT PAGE FEATURE
Available for General or Specialty Contractors to feature project or company news on front cover with one full interior page for editorial. Call for pricing and availability.
- FOCUS SECTION FEATURES
Written in an editorial style with text and graphics/photos, the Focus Sections feature information about companies who provide services for the construction industry. Editorialized features are available in either half and full page layouts. See left column for Focus Section dates & subjects. Call for pricing and availability.

RESERVE YOUR PACKAGE BELOW:

COMPANY NAME: _____

CONTACT: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

AD SIZE/RATE: _____ ISSUE DATES: _____

_____ I WILL NEED ASSISTANCE DESIGNING AN AD (\$99).

SIGNATURE: _____ DATE: _____

Fax completed contract to (713)874-0747 or call (713)523-6222 for more information.
*Readership based on 2007 readership survey.

Build Houston Magazine is a bi-monthly, award winning magazine for Commercial and Industrial Construction Professionals. A summary of the 2012 Editorial Calendar is provided below.

February/March 2012

COVER FEATURE:
AVAILABLE

SPECIAL REPORT: *E-Verify and the Construction Industry*

FOCUS SECTION: *Construction Equipment Providers*

Artwork & Space Reservation
Deadline: January 12

April/May 2012

COVER FEATURE:
AVAILABLE

SPECIAL REPORT: *Houston: The Next Frontier*

FOCUS SECTION: *Green Building*

Artwork & Space Reservation
Deadline: March 8

June/July 2012

COVER FEATURE:
AVAILABLE

SPECIAL REPORT: *Building the Construction Workforce*

*** SPECIAL FEATURE:** *ABC Membership Directory*

Artwork & Space Reservation
Deadline: May 3

August/September 2012

COVER FEATURE:
AVAILABLE

SPECIAL REPORT: *Election Report: How the 2012 Election will affect the Industry*

FOCUS SECTION: *Construction Law Firms*

Artwork & Space Reservation
Deadline: July 12

October/November 2012

COVER FEATURE:
AVAILABLE

SPECIAL REPORT: *Innovations In Construction*

FOCUS SECTION: *Insurance and Bonding Firms*

Artwork & Space Reservation
Deadline: September 6

December 2012/January 2013

COVER FEATURE:
AVAILABLE

SPECIAL REPORT: *Construction Outlook for 2013*

*** SPECIAL FEATURE:** *ABC Membership Directory*

Artwork & Space Reservation
Deadline: November 8

EXECUTIVE EDITOR:

Jennifer Woodruff

ADVERTISING ACCOUNT

MANAGER: Janice Peters

(713) 523-6ABC / (877)577-6ABC www.buildhoustononline.com

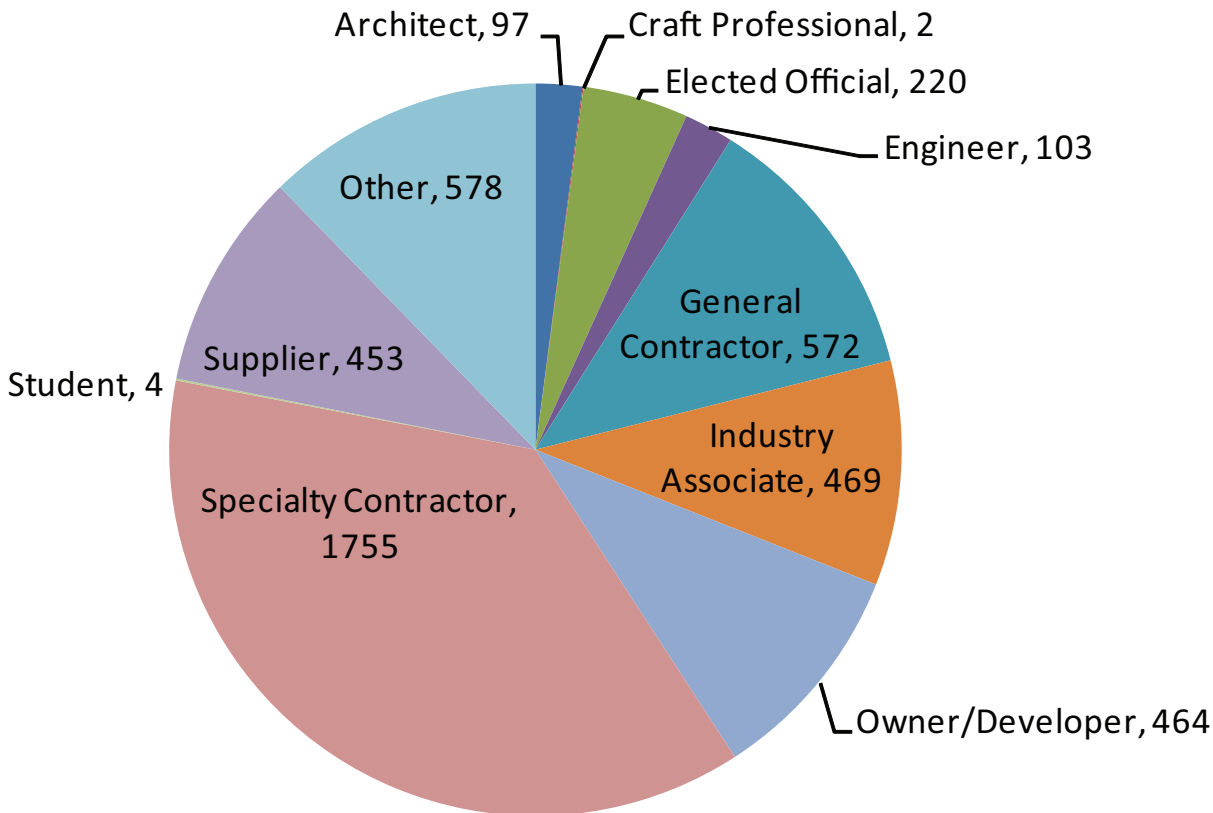
Acceptable files include high resolution PDF, TIF, EPS. Non ABC Members are not eligible for the rates described above. All ads must run within 12 months of the date of the contract, any ads not run within that time will be billed. Build Houston publisher, ABC Greater Houston, in its sole discretion, reserves the right to refuse any ad content. Advertisers agree to indemnify and defend Publisher, and shall hold publisher harmless from any claims, including attorney's fees, which arise from Advertiser's content or design. The Publisher's liability for errors will be limited to a refund of that portion of the cost of the ad equal to the same ratio as the space occupied by the error in the entire ad. Publisher shall not be responsible for any errors or flaws contained within an ad, which has been approved by Advertiser. Claims will not be considered unless made within 30 days from the publication date. If Publisher omits any agreed upon ad for any reason, it shall publish the same ad in the next issue, and shall have no further liability for such omission. Publisher will not be responsible for failure to run an ad by cause of strikes, lock-outs, acts of God, public emergencies, or other reasons beyond Publisher's control. All photos, text, and ad content are subject to Editors approval. The individual signing this Contract warrants that he or she has the authority to sign.



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DISTRIBUTION PROFILE



"Build Houston reaches construction professionals who need to know about our wide range of high-quality services in industrial, commercial, residential and interior demolitions; asset recovery; and waste management."

- Joe Rizzo,
Business Development
Manager, Cherry

Mailed Distribution: 4717*

*As of January 2011

Build Houston Magazine is distributed to over 4,700* professionals in the Greater Houston commercial and industrial construction market. From owners, developers, architects and engineers, to general contractors, specialty contractors, suppliers and associates, we've got the industry covered. Our readership survey reveals a readership rate of approximately 3 individuals per magazine distributed, that's over 14,000 readers.