

# 2019

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## Advertising Rates and Contract

*Effective October 1, 2018*



The Builders Association of Northwest PA is again combining the Awards of Excellence and Home Show Magazine into one publication. This will be an 8 1/2" x11" professionally produced glossy magazine, offering quality and longer shelf-life to our supporters and customers. It is a full color publication. **THE DEADLINE TO PLACE AN AD IS JANUARY 23, 2019**

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### ▪ Targeted Circulation

This full-color glossy publication will be direct mailed to a targeted audience, with select zip codes, income ranges and home values. The magazine – a stand-alone publication – will arrive in mailboxes in mid-February and will also be posted on the BANWPA for the entire year.

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### ▪ Co-op Guidelines

**National Fuel Gas** offers 30% reimbursement for pre-approved advertisements and 25% co-op for booth space – up to \$250. An advertising proposal form would need to be submitted by January 5, 2018 or **15 days prior to the advertising deadline** so the form can be processed by the co-op Department in NY. After your co-op has been approved, a claim form will need to be submitted with a copy of the paid invoice in addition to a copy of the ad and/or a picture of your booth space. **All forms need to be submitted by your company and are the responsibility of your business office.** All NFG forms can be found online at [banwpa.com](http://banwpa.com). You can email [coopadvertising@natfuel.com](mailto:coopadvertising@natfuel.com) if you need assistance.

You may also want to check with your supply companies for any co-op money or advertising requirements on the products that you used.

**Make sure you allow enough time for approval**

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### ▪ Electronic Art

Preferred file types are JPG or TIFGF (minimum 300 dpi), or print quality, high resolution PDF files. Ads can be sent electronically to [banwpa@gmail.com](mailto:banwpa@gmail.com) or can be provided by CD.

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### ▪ Deadline for Ad Submissions

Ad placement deadline is Wednesday, January 23, 2018. Final ad art is also due on January 23, 2018.

Questions regarding artwork, layout, design, etc. should be directed to Bob Himes by calling 814-833-3999 or [banwpa@gmail.com](mailto:banwpa@gmail.com)

**PRICING AND CONTRACT ON BACK  
AGREEMENT FORM**

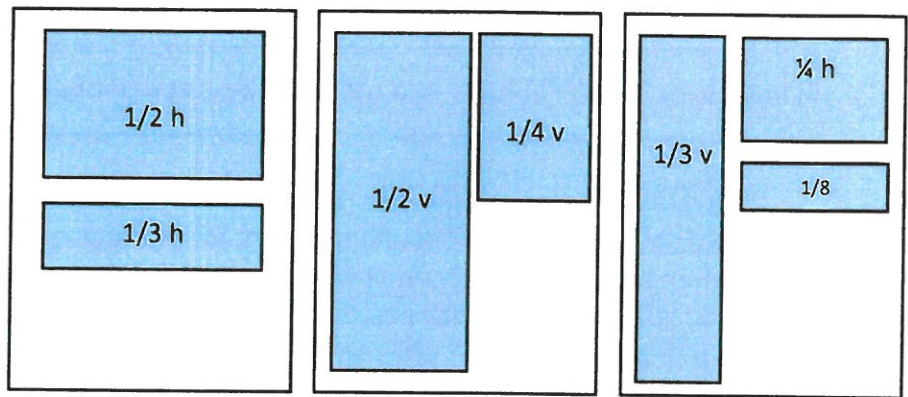
Please sign and return with payment by January 23, 2018

Advertisement Size	Member	Price	Non-Member	Price
Back Cover	\$2,500	_____	not available	NA
Inside Cover (limited to 2)	\$2,200	_____	not available	NA
First Page	\$2,100	_____	not available	NA
Full Page	\$1,800	_____	\$2,000	_____
Half Page	\$1,000	_____	\$1,200	_____
Third Page	\$700	_____	\$900	_____
Quarter Page	\$600	_____	\$800	_____
Eighth Page	\$400	_____	\$600	_____
Sixteenth Page	\$200	_____	\$200	_____

Listed on a Business Directory Page

**Ad Sizes**

Full Page	7.5"w X 10"h
Full Page (Bleed)	8.75"w X 11.25"h
1/2 Page Horizontal	7.5"w X 4.75"h
1/2 Page Vertical	3.5"w X 10"h
1/3 Page Horizontal	7.5"w X 3"h
1/3 Page Vertical	2.25"w X 10"h
1/4 Page Horizontal	4.75"w X 3.5"h
1/4 Page Vertical	3.5"w X 4.75"h
1/8 Page Horizontal	3.5"w x 2"h



Total cost of ad \$  

Contact Person: \_\_\_\_\_  
(Please Print)

Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If paying with a credit card, please fill out below. \* Once payment is processed, your information will be destroyed.

Credit Card Info      Visa          Master Card   

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

3-digit # on back: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing zip code: \_\_\_\_\_

Please call the BA Office at 814-833-3999 with any questions.

Mail signed form and payment to: Builders Association of Northwestern PA  
 P.O. Box 9549  
 Erie, PA 16506



\*All payments made by credit card will be subject to a processing charge of 5% of the total charge.