

home builder

ColoradoBuilder^{FORUM}

HBA EDITORIAL CALENDAR

► HBA SPRING 2010

COVER STORY: Signs of Life

Builders get creative in their approaches, planning smaller homes with cost-effective designs in 2010

EXCEPTIONAL LEADERS: The HBA honors the outstanding Builder, Associate & Volunteer of 2009

► HBA SUMMER 2010

COVER STORY: Now what?

As the federal tax credit ends, builders find new ways to engage buyers through innovative marketing methods. Builders in the Tour of Homes share tips about how they are succeeding. And trade partners share their secrets for thriving in a tough market.

HAPPY TOGETHER: The HAP Award honors the builder chosen as tops to work with by associates. We honor the winner, as well as the collaboration required in home building.

PROFILES: Exterior Enhancements

► HBA FALL 2010

COVER STORY: Shifting landscapes

The ownership of lots and planned communities has been shaken up in the downturn. We check into who's buying and what are hot in providing insight into who owns metro Denver's raw land as the recovery takes hold.

CHANGING OF THE GUARD: Profile of Mick Richardson, incoming president of the HBA

PROFILES: Indoor Living

► HBA WINTER 2010

COVER STORY: TBA

FEATURE: New President

HBA DEADLINES 2010

Issue	Ad Close	Materials Due	In-Hand
HBA Spring	February 3	February 10	March 18
HBA Summer	June 30	July 7	August 12
HBA Fall	September 10	September 17	October 27
HBA Winter	November 19	November 29	December 29

CAHB EDITORIAL CALENDAR

► 2010 BIG IDEAS ISSUE

COVER STORY: CAHB executives discuss what will drive their business over the next year and beyond

- Top jobs for the next 5 years
- Top emerging products

► SPRING 2010

COVER STORY: The changing face of Colorado builders

TOP TRENDS: Home Theatre/Home Automation
Hardwear

► SUMMER 2010

COVER STORY: Legislative Wrap-up

TOP TRENDS: Closets
Kitchens, Cabinets & Countertops

► FALL 2010

COVER STORY: TBA

TOP TRENDS: Interior Design
Windows & Doors

FEATURE: 2010 Election

► WINTER 2010

COVER STORY: TBA

TOP TRENDS: Appliances & Fireplaces
FEATURE: Legislative Preview 2011

CAHB DEADLINES 2010

Issue	Ad Close	Materials Due	In-Hand
"Big Ideas" Issue	December 28	January 4	February 8
Spring 2010	March 1	March 8	April 15
Summer (Legislative Wrap-Up)	April 30	May 7	June 15
Fall (Builder Conference)	August 13	August 20	September 28
Winter	October 22	October 29	December 7

*SEE REVERSE SIDE FOR AD PRODUCTION SPECIFICATIONS

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HOME BUILDERS
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MAGAZINE AD POSITIONS

Premium Positions	4-5x	Premium Positions	4-5x
Back Cover	\$1,740	Page 2	\$1,680
Inside Front Cover	\$1,680	Page 3	\$1,680
Inside Back Cover	\$1,600	Page 5 (adjacent to features)	\$1,600
Inside Front Cover Spread	\$2,640	Page 7 mini-spread (adjacent to departments)	\$2,090
Spread	\$2,200		
Bellyband	\$3,630		

*All rates are net

*Production charges are separate.
Please ask for pricing information.

4-Color	1x	2-3x	4-5x
Full Page	\$1,500	\$1,350	\$1,200
*ask your account executive about other premium position opportunities			
1/2 Page Horizontal	\$1,100	\$970	\$850
1/4 Page Vertical	\$780	\$690	\$600

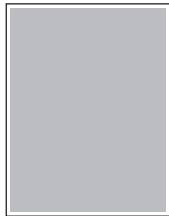
Classifieds	1x	2-3x	4-5x
1/6 Page Vertical	\$360	\$330	\$300

DISPLAY AD DIMENSIONS

All dimensions are given in inches

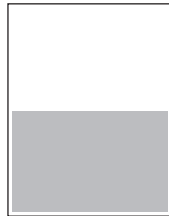
*Bleed size includes 1/8" on all sides

Trim Size 8-3/8" x 10-7/8"



Full Page

Non-Bleed 7-1/4" x 9-3/4"
Bleed* 8-5/8" x 11-1/8"



1/2 Horizontal

Non-Bleed 7-1/4" x 4-3/4"
Bleed* 8-5/8" x 5-5/8"



1/4 Vertical

Non-Bleed 3-1/2" x 4-3/4"



CLASSIFIEDS

1/6 Vertical

Non-Bleed 2-1/4" x 4-3/4"

PRODUCTION SPECIFICATIONS

PUBLICATION TRIM SIZE

Magazine trims to 8-3/8" x 10-7/8"

Please keep live matter 3/8" from all sides.

Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed.

DIGITAL AD REQUIREMENTS

Preferred format:

- ▶ PDFX-1A with fonts and 300 dpi images embedded, CMYK

Acceptable file formats include:

- ▶ QuarkXPress 7.0 – include all Mac screen and printer fonts and all resource files placed in the layout (collect for output)
- ▶ Adobe InDesign CS / CS3 – include all Mac screen and printer fonts and all resource files placed in the layout (package)
- ▶ Adobe Illustrator CS / CS3 – images must be linked (not embedded) and included, fonts must also be included
- ▶ Adobe Photoshop CS / CS3 – must be CMYK, 300 resolution. If text is used, the file needs to be saved as a hi-res Photoshop PDF with fonts embedded
- ▶ Any ads created on a PC platform must be processed into a PDFX-1A prior to submission. Please call for detailed instructions

ADS PRODUCED BY COLORADO BUILDER FORUM MAGAZINE & HOME BUILDER MAGAZINE

If we are building your ad, you must provide the following materials:

- ▶ Typewritten text
- ▶ Photographs, transparencies or prints
- ▶ A clean black-and-white logo or digital file of the logo saved as a vector EPS (Illustrator or Freehand)
- ▶ A brief indication (mockup) or written description of your concepts for the ad

PREFERRED COLOR GUIDANCE

TR001 SWOP certified color proof of the ad. A non-SWOP certified color proof is not considered color accurate and will not be provided on press. (If an accurate color proof is not provided, *Colorado Builder Forum* magazine/*Home Builder* magazine will not be held responsible for exact color reproduction.) If no SWOP proof can be provided, you must include a black-and-white proof as an indication of content.

SUBMISSION OF MATERIALS

- ▶ Ads can be shipped on CD or DVD to:
WiesnerMedia, LLC
Attn: *Colorado Builder Forum/Home Builder* magazine
6160 S. Syracuse Way, Suite 300
Greenwood Village, CO 80111

- ▶ Ads may also be submitted to the *Colorado Builder Forum/Home Builder* FTP site or the Web upload site.

FTP Software (like Fetch)

Host: expressads.tv

User ID: wiesner

Password: client

Directory: (leave blank)

Double click on IN Folder, Drag and Drop

Web Browser

Host: <ftp://wiesner.client@expressads.tv>

Password: client

Click on IN Folder, Drag and Drop

LATE CHARGES

- ▶ For materials that arrive past our scheduled materials deadline, a fee of \$100, in addition to incurred production charges, will be billed.