



2010 ABC MEMBER Editorial Calendar & Rate Sheet

BUILD HOUSTON

Your Source For Commercial and Industrial Construction News in Houston

"To be featured by such a distinguished organization in such a well-written magazine has added immeasurable credibility to what we do. Build Houston is more specifically targeted for the type of work that we do than other periodicals in the construction industry, and we have gotten a great deal of positive feedback from the General Contractor who was featured [in our ad] as well as other companies who read Build Houston and are interested in gaining the exposure it provides."

- Steve Jackson, CEO, E3 Electric, Ltd

Build Houston Magazine is a bi-monthly, award winning magazine for Commercial and Industrial Construction Professionals. A summary of the 2010 Editorial Calendar is provided below.

FEBRUARY/MARCH 2010

Cover Feature: AVAILABLE

Special Report: Built to Last - Construction Companies Who Have Stood the Test of Time
Focus Section: Construction Equipment Providers
Artwork & Space Reservation Deadline: January 7

APRIL/MAY 2010

Cover Feature: AVAILABLE

Special Report: Going Green: Steps to Make the Transition
Focus Section: Construction Law Firms
Artwork & Space Reservation Deadline: March 4

JUNE/JULY 2010

Cover Feature: AVAILABLE

Special Report: Summer Effects of Safety on the Jobsite
*** Special Feature:** ABC Membership Directory
Artwork & Space Reservation Deadline: May 6

AUGUST/SEPTEMBER 2010

Cover Feature: AVAILABLE

Special Report: Stimulus Activities that have Helped Houston Contractors
Focus Section: Insurance and Bonding Companies
Artwork & Space Reservation Deadline: July 8

OCTOBER/NOVEMBER 2010

Cover Feature: AVAILABLE

Special Report: Election Report
Focus Section: Skilled & Temporary Labor Firms
Artwork & Space Reservation Deadline: September 9

DECEMBER 2010/JANUARY 2011

Cover Feature: AVAILABLE

Special Report: Construction Outlook for 2011
*** Special Feature:** ABC Membership Directory
Artwork & Space Reservation Deadline: November 4

Executive Editor: Jennifer Woodruff
Advertising Account Manager: Janice Peters
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www.buildhoustononline.com

Promote your business to over 12,000* 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 12/31/10. All Rates Include FULL COLOR and a website link posting at www.buildhoustononline.com.

	Rate Includes 6 Issues	Rate Includes 3 Issues
Full page (7.5" w x 10" t)	\$6300 (\$1050/issue)	\$3450 (\$1150/issue)
2/3 page (7.5" w x 6.6" t / 5" w x 10" t)	\$5190 (\$865/issue)	\$2970 (\$990/issue)
1/2 page (7.5" w x 5" t / 3.75" w x 10" t)	\$3900 (\$650/issue)	\$2325 (\$775/issue)
1/3 page (5" w x 5" t)	\$3240 (\$540/issue)	\$1980 (\$660/issue)
1/4 page (3.75" w x 5" t)	\$2640 (\$440/issue)	\$1650 (\$550/issue)
1/6 page (3.75" w x 3.33" t / 2.5" w x 5" t)	\$2460 (\$410/issue)	\$1410 (\$470/issue)
Magazine Insert (please call for details)	\$1250 (one time rate)	
Layout Assistance - \$99		

Preferred Positioning - add 10% to package rate - Preferred positioning includes inside front cover, inside back cover and back page. 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: _____

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Phone: _____ Fax: _____

Email: _____

Ad size: _____ Rate: _____

_____ 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.

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 so sign.