

# 2017 BATC DIGEST ADVERTISING RATES

(Effective January 1, 2017)

| Ad Size                  | January ONLY* | *Excluding Jan. Issue<br>1-Time | *Including Jan. Issue<br>4-Time |
|--------------------------|---------------|---------------------------------|---------------------------------|
| Full Page                | \$ 1,400      | \$ 1,200/ea.                    | \$ 1,100                        |
| 1/2 Page                 | \$ 945        | \$ 835                          | \$ 795                          |
| 1/4 Page                 | \$ 740        | \$ 575                          | \$ 540                          |
| <b>Special Positions</b> |               |                                 |                                 |
| Back Cover               | \$ 2,400      | \$ 2,125                        | \$ 1,960                        |
| Inside Front Cover       | \$ 2,180      | \$ 1,960                        | \$ 1,845                        |
| Inside Back Cover        | \$ 1,640      | \$ 1,420                        | \$ 1,200                        |
| Table of Contents        | \$ 1,600      | \$ 1,350                        | \$ 1,200                        |

\* January issue will be mailed to an additional 6,000 Contractors  
Any other guaranteed special position, add 10%

## Polybag Inserts

|  |          |
|--|----------|
| 1 Page insert (2 sided)  | \$ 2,000 |
| 2 Page insert (4 sided)  | \$ 2,600 |
| Postcard insert  | \$ 1,750 |
| Special Options:   | See Kori |
| Example: Post-it Notes, CD Insert, Belly Band, Fold-outs, Perforated Inserts |          |

**Ad Design & Production**  
available at \$65/hour

Items will be inserted into polybag wrapping.  
Must be delivered to BATC printed and ready to be inserted.

# 2017 PUBLICATION PARTNERSHIP OPPORTUNITIES

(Effective January 1, 2017) Contact Kori or Brad Meewes to see complete Partnership Packet.)

## BATC DIGEST ADVERTORIAL EXCLUSIVE PER ISSUE - \$3,640 PER ISSUE

(up to 4 available, 1 per issue)

- Logo on cover of sponsored issue (print and digital)
- Editorial style article written and designed by BATC with your supplied photos
- 250 hard-copy reprints of the story
- Printable PDF of the story
- Framed two-page spread for your company office

## BATC WEBSITE ADVERTISING FULL SITE HORIZONTAL BANNER - \$600 PER MONTH (LIMIT 14)

- Appears on every batc.org page
- Ads rotate between advertisers
- 970 x 90 pixels

## ISSUE SCHEDULE

### Jan./Feb./March Issue

Ad Reservation: 11/18/16  
Materials Due: 11/25/16  
Est. Delivery Date: 1/6/17

**Content Includes:** Continuing Education Schedule, New Board of Directors, Builders & Remodelers Show, Awards of Excellence Winners and Photo Gallery.

### April/May/June

Ad Reservation: 2/14/17  
Materials Due: 2/20/17  
Est. Delivery Date: 4/4/17

### July/Aug./Sept.

Ad Reservation: 5/12/17  
Materials Due: 5/19/17  
Est. Delivery Date: 6/30/17

### Oct./Nov./Dec.

Ad Reservation: 8/16/17  
Materials Due: 8/23/17  
Est. Delivery Date: 10/4/17

## ISSUE CIRCULATION

- 1,170+ circulation
- e-magazine distributed to more than 1,400 participating members
- Distributed free to all BATC Members
- Magazine size (8x10.875), full color, glossy cover and insides
- All companies named in ad must be BATC members
- Bonus: 6,000 circulation January

## MORE INFO:

Kori Meewes 612-801-9874 • kori@batc.org  
Brad Meewes 651-269-2399 • brad@batc.org  
Laurie Spartz 651-697-7574 • Ad Materials Coordinator



THIS ISSUE  
SPONSORED BY



# 2017 BATC DIGEST SPECS

## BATC B2B:

**PRINTING:** Sheetfed Press  
**BINDING:** Saddle Stitched  
**TRIM SIZE:** 8" X 10 7/8"

**4-COLOR PROCESS:** 150 line screen. Overall printing maximum density of all colors cannot exceed 280%. We highly recommend SWOP-certified color composite proofs for all 4-color ads. BATC cannot be responsible for the finished ad if advertiser does not submit a color composite proof.

**DIGITAL ADS:** Additional production charges may be incurred if supplied ads do not follow listed specifications. Production charges are in addition to rate space. Contact the Creative Services Department for an estimate.

Please make sure document dimensions are correct. Build pages to trim size and, if bleed, extend dimensions beyond page by a minimum of 1/8". Keep live matter 1/4" from trim size.

**ACCEPTABLE FORMATS:** Please submit PDF/X-1a files with all colors and images converted to CMYK. Include bleed and crops if appropriate.

**IMAGES/SCANS:** All scans should be hi-res (300 dpi) EPS or TIFF files. They must be color correct. All images must be CMYK format, color corrected, with no ICC profiles and NO compression. We are not responsible for color on RGB or PMS files which must be converted to CMYK! Make sure process separation is checked for all process color builds. BW scans should be saved grayscale or bitmap.

**FONTS:** All printer and screen fonts must be included with all digital files. NO TrueType fonts accepted. Use stylized fonts and do NOT use menu-styled fonts for bold, italic, or bold italic type. All fonts used in art files must be converted to outlines. Logos and Artwork should be EPS. Avoid rotation and cropping of images in layout program. Do not nest EPS files in other EPS files. Convert all type to outlines. Proofs of ALL ads must be accompanied by a composite laser proof. SWOP-certified color composite proofs are highly recommended for four-color ads. BATC cannot be responsible for the finished ad if advertiser does not submit a color composite proof. If emailing or uploading materials, please remember to submit composite proof as well.

### BLEED SPECIFICATIONS

#### FULL PAGE TRIM: 8" x 10 7/8"

Allow 1/8" bleed. Keep live matter 5/16" from trim.

#### 2-PAGE SPREAD TRIM: 16" x 10 7/8"

Allow 1/8" in gutter of each page to compensate for loss of image due to perfect binding process. Allow 1/8" bleed. Keep live matter 5/16" from trim.

**MISCELLANEOUS:** Materials will be archived for 12 months unless return is requested. All supplied materials must be labeled with return address and contact name in order to be returned. Electronic ads produced by BATC are archived for 12 months.

circulation & distribution: Approximately 1,170+ publications are distributed—mailed to BATC Members

**TERMS AND CONDITIONS:** BATC will bill advertising agencies for space upon request. However, if payment is not received within 30 days of invoice, BATC member may/will be invoiced for net total.

- All advertisers and companies referenced in advertisements must be members in good standing of BATC. Co-op advertisements may include a product (e.g. Kohler) but not a non-member company (Coldwell Banker Realty). Please visit [www.batc.org](http://www.batc.org), click on Search Members to confirm all listed companies are BATC Members.
- All ads mentioning builder companies or displaying builder logos must include builder license numbers, as mandated by the Commerce Department.
- All BATC Digest display advertising MUST include a member name. Member names must be exactly as they are listed in their BATC membership (the only exception would be in the graphic logo depiction).
- Any BATC member included in the BATC Digest MUST disclose ownership by another company.
- All BATC service marks (ie: Parade of HomesSM) must be used in conjunction with BATC service mark usage guidelines. Call 651-697-1954 for more information or visit [www.batc.org/page/logoservicemarks](http://www.batc.org/page/logoservicemarks)

**CHARGES:** A non-refundable 25% deposit will be required with all contracts. A non-refundable deposit of \$1,500 will be required to hold special positions.

Production charges will be invoiced for:

- Converting film to digital file;

- Outputting SWOP-certified color proofs for four-color ads as requested;
- Adding builder license numbers where necessary;
- Bringing ads into compliance with BATC service mark usage guidelines;
- Converting PC files;
- Advertising design/production (call for quote).

### SUBMITTING ADS:

**1) E-mail attachments:** Compressed files smaller than 10MB to [laurie@batc.org](mailto:laurie@batc.org)

**2) Online Upload:** Visit <https://www.hightail.com/u/BATC> to upload artwork, please include the advertising company's name and publication in which the ad belongs in the message field.

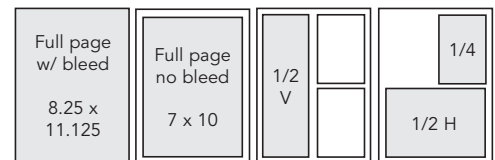
**3) Courier, FedEx, US Mail, etc.**

BATC, 2960 Centre Pointe Drive,  
Roseville, MN 55113 | Attn: Laurie Spartz

Ph: 651-697-1954 | Fax: 651-697-7599 | [www.batc.org](http://www.batc.org)

## MORE INFO:

**Kori Meewes** 612-801-9874 • [kori@batc.org](mailto:kori@batc.org)  
**Brad Meewes** 651-269-2399 • [brad@batc.org](mailto:brad@batc.org)  
**Laurie Spartz** 651-697-7574 • Ad Materials Coordinator



**NOTE:** Build full pages to trim size and, if bleed, extend dimensions beyond page edge by a minimum of 1/8". Keep live matter 5/16" from trim size.

Full page . . . . . 7 x 10

**NOTE! Trim: 8 x 10.875**

**Live area: 7 x 10**

**Keep text in 7 x 10 area**

1/2 horizontal . . . 7 x 4.875

1/2 vertical . . . . 3.45 x 10

1/4 . . . . . 3.437 x 4.875

1/12 . . . . . 3.437 x 1.425