

**The Tidewater Builder** is the official magazine of Tidewater Builders Association, reaching nearly 4,000 of the most influential decisionmakers in the home building industry. Visitors to the TBA Web site, [www.tbaonline.org](http://www.tbaonline.org), can also view a PDF version. *The Tidewater Builder* covers issues of interest to the local industry. TBA includes a diverse group of member companies, including: accountants, banks, attorneys, building suppliers, computer sales companies, electricians, heating and air conditioning contractors, insurance companies, office supplies/equipment firms, waste management companies, engineering/planning/surveying firms, fence and deck contractors, landscapers, interior decorating firms, pool contractors, painting contractors and caterers — not to mention architects, builders, developers and remodelers.

**The Tidewater Builder provides important news to important people.**

**CIRCULATION:** Nearly 4,000 of the most influential decision-makers in the home building industry

**FREQUENCY: Bimonthly**

January/February

March/April

May/June

July/August

September/October

November/December

**AVAILABILITY:** Distributed to TBA members & local city officials.

## EDITORIAL CALENDAR

### JANUARY/FEBRUARY

#### Builders Ball wrap-up

- Home & Flower show promo
- Meet the president
- TBA Board of Directors intro

Contributor deadline: Jan. 1

Ad space deadline: Jan. 1, ads in by: Jan. 8

### MARCH/APRIL

#### Spring Homearama issue

#### Home & Flower wrap-up

- Developer article
- Breeden Scholarship House
- BTA Charity Golf promo
- Feature article: How are real estate agents faring in today's market?

Contributor deadline: Feb. 26

Ad space deadline: Feb., 26, ads in by: March 5

### MAY/JUNE

#### Spring Homearama wrap-up

- Picnic promo
- National Safety Month (column from BIIA)
- TMHC Awards Banquet promo
- BTA Charity Golf wrap-up
- Legislative wrap-up
- Membership drive promo
- Feature article: Have the green tax credits been a boost for the industry?

Contributor deadline: April 29

Ad space deadline: April 29, ads in by: May 7

### JULY/AUGUST

#### Scholarship winners

- Picnic wrap-up
- Cornerstone Diamond spotlights
- PAC Golf Tournament promo
- Charity House
- Membership Drive wrap-up
- Feature article: Life in the trades

Contributor deadline: July 2

Ad space deadline: July 2, ads in by: July 9

### SEPTEMBER/OCTOBER

#### Fall Homearama Developers/ Homearama issue

- Builders Ball promo
- TMHC awards banquet wrap-up

Contributor deadline: Sept. 3

Ad space deadline: Sept. 3, ads in by: Sept. 10

### NOVEMBER/DECEMBER

#### Homearama wrap-up

- Builders Ball promo
- PAC Golf Tournament wrap-up
- Annual year-end review issue
- Legislative wrap-up
- Feature article: Mixed-use communities

Contributor deadline: Nov. 5

Ad space deadline: Nov. 5, ads in by: Nov. 12

## REGULAR FEATURES

President's Pen

Headliners

Shop Talk

Counsel's Insights

Membership Update

Builder Services Success Story

Possible Dreams

Rotating council column

from Green Building,

Remodelers and

TMHC councils

Marketplace listings

## QUESTIONS?

Contact:

Tidewater Builders Association

757-420-2434

or contact your sales rep,

Kim Powers or

Leigh Ann Sirmans

[kpowers@tbaonline.org](mailto:kpowers@tbaonline.org)

[leighannsirmans@tbaonline.org](mailto:leighannsirmans@tbaonline.org)

## ADVERTISING RATES

Rates shown are per issue & assume ad is provided camera - ready.  
 All ad rates are net.

Color (CMYK)	1x	3x	6x
Full Page	\$1,035	\$990	\$945
<sup>2</sup> / <sub>3</sub> Page	\$896.40	\$855	\$814.50
<sup>1</sup> / <sub>2</sub> Page	\$765	\$724.50	\$657
<sup>1</sup> / <sub>3</sub> Page	\$603	\$562.50	\$517.50
<sup>1</sup> / <sub>6</sub> Page	\$495	\$454.50	\$414
2 - Page Spread	\$1,935	\$1,890	\$1,845

**\*Other placement may be guaranteed in certain places — add 10% to the ad rate.**

## AD SIZES

Width by height

2 - Page Spread	16 <sup>1</sup> / <sub>4</sub> x 10
Full Page	7 <sup>1</sup> / <sub>2</sub> x 10
<sup>2</sup> / <sub>3</sub> Page Vertical	4 <sup>7</sup> / <sub>8</sub> x 10
<sup>1</sup> / <sub>2</sub> Page Horizontal	7 <sup>1</sup> / <sub>2</sub> x 4 <sup>7</sup> / <sub>8</sub>
<sup>1</sup> / <sub>2</sub> Page Vertical	4 <sup>7</sup> / <sub>8</sub> x 7 <sup>1</sup> / <sub>2</sub>
<sup>1</sup> / <sub>3</sub> Page Vertical	2 <sup>1</sup> / <sub>4</sub> x 10
<sup>1</sup> / <sub>3</sub> Page Square	4 <sup>7</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub>
<sup>1</sup> / <sub>6</sub> Page Vertical	2 <sup>1</sup> / <sub>4</sub> x 4 <sup>7</sup> / <sub>8</sub>
<sup>1</sup> / <sub>6</sub> Page Horizontal	4 <sup>7</sup> / <sub>8</sub> x 2 <sup>1</sup> / <sub>4</sub>
Marketplace	3 <sup>3</sup> / <sub>4</sub> x 3

### General Rate Policy

Rates on contracts accepted on the basis that rates are subject to adjustment on 90-day notice.

### Mailing Instructions

Send advertising contracts, insertion orders, proofs, copy and general correspondence to: Tidewater Builders Association, 2117 Smith Avenue, Chesapeake, VA 23320 - 2515, Attn.: Stella Council, or fax 420-5539. You can e-mail Stella at [scouncil@tbaonline.org](mailto:scouncil@tbaonline.org).

## ADVERTISING SUBMISSIONS

Guidelines for print advertisements

**If files are prepared improperly and mechanical requirements are not met, this publication will not guarantee the reproduction of the ad and additional production charge may result.**

### Digital Submissions

All ads must be electronically submitted in preferred or acceptable formats (see below) to your account representative. Ads are considered undeliverable until receipt notification by e-mail is sent.

### File Formats

**Preferred: High - resolution (300 dpi) PDF, TIFF, EPS, and JPG.**

**Acceptable:** Native Application Files (MAC Platform), InDesign, Quark Xpress, Photoshop and Illustrator, include fonts and graphics with live files.

**Unacceptable:** CorelDraw, Microsoft Word or any other word — processing program, Microsoft Publisher, Power Point, Internet images and Excel.

### Color

**Four Color:** All images for four-color ads must be submitted as final, high-resolution CMYK files.

**Black Text and Images:** All black text should be formatted as 100% black, not as CMYK. Any black image area larger than <sup>1</sup>/<sub>4</sub> inch should be saved as rich black (100% black, 40% cyan, 20% magenta, 30% yellow).

### Please Note

**Do not send files in RGB color:** Ad print files sent on disk should include all relevant linked files and fonts. Names of PDFs or art files must match the ad log/layout. Ads on disk must be accompanied by a laser copy.

### Services Provided By Publisher

Simple ad preparation is available to the advertiser at no extra cost. Special art, complicated ad preparation or excessive camera work will be billed additionally. Estimates are available on request. The charge is \$25 per hour. Artwork scans will be billed at \$50 each.

## ADVERTISING GUIDELINES

Terms of sale

- A.** A 50% deposit is required at time of contract.  
Pre-payment for first month's ad will be required from new advertisers.
- B.** Agency discounts: 15% of gross space.
- C.** No cash discounts.
- D.** No agency commissions allowed after 60 days.
- E.** Short rates: Advertisers will be rebilled at the earned frequency rate immediately following cancellation or curtailment of space contract.
- F.** Cancellations will not be accepted except under extenuating circumstances. TBA must be notified, in writing, 30 days prior to insertion deadlines (5th of month preceding publication).