

The News of the Home Builders Association of West Florida

CORNERSTONE

2019/2020 DISPLAY ADVERTISING RATES

Size	1x rate		4x rate		12x rate	
	BW	4/C	BW	4/C	BW	4/C
Full Page	\$855	\$1,195	\$895	\$995	\$595	\$795
One-Half Vertical	\$895	\$995	\$695	\$795	\$495	\$595
One-Half Horizontal	\$895	\$995	\$695	\$795	\$495	\$595
One-Third	\$795	\$895	\$535	\$615	\$395	\$395
One-Quarter	\$695	\$795	\$315	\$415	\$195	\$335
One-Sixth	\$595	\$695	\$215	\$315	\$135	\$235

2017/2018 Key Positions

*Back Cover	NA	NA	NA	\$1695	NA	\$1295
*Inside Front	NA	NA	NA	\$1555	NA	\$1175
*Inside Back	NA	NA	NA	\$1395	NA	\$1095

*For one year. (back up contracts accepted on a 1st come 1st serve basis).

Special inserts, additional premium ad positions, postal reply cards, & advertorials, will be quoted by Publisher upon request.

ISSUE DEADLINES

April 2019	Reserve Space: March 15, 2019	Materials Due: March 25, 2019	October 2019	Reserve Space: September 17, 2019	Materials Due: September 24, 2019
May 2019	Reserve Space: April 17, 2019	Materials Due: April 23, 2019	November 2019	Reserve Space: October 14, 2019	Materials Due: October 23, 2019
June 2019	Reserve Space: May 13, 2019	Materials Due: May 21, 2019	December 2019	Reserve Space: November 14, 2019	Materials Due: November 20, 2019
July 2019	Reserve Space: June 11, 2019	Materials Due: June 19, 2019	January 2020	Reserve Space: December 11, 2019	Materials Due: December 19, 2019
August 2019	Reserve Space: July 17, 2019	Materials Due: July 23, 2019	February 2020	Reserve Space: January 14, 2020	Materials Due: January 23, 2020
September 2019	Reserve Space: August 16, 2019	Materials Due: August 21, 2019	March 2020	Reserve Space: February 15, 2020	Materials Due: February 20, 2020

Above rates effective January 1, 2019. Inserts, Advertorials, Special Positions, Special Requests, and Reprints are available, please consult Publisher at 561.843.5857 or rknichent@aol.com.

Cornerstone Magazine is the exclusive monthly publication for the HBA of West Florida, endorsed by the Executive Committee, Board of Directors, and Members. Distribution of 3,000 monthly (with pass along readership of 4.1 readers per copy, totaling 12,300 monthly readership) to all Builders, Developers, & Associate Members of the HBA of W FL, plus additional points of distributions include local Chambers, Welcome Centers, Realtor Associations, Employee Relo Depts., Building & City Depts., County & Govt. Officials, Military Bases, Special Interests Groups, and high profile points distribution outlets covering Escambia & Santa Rosa Counties.

GENERAL SPECIFICATIONS:

RKN Pub., Inc. accepts electronic files from MAC & PC Platforms. Current versions of InDesign, Illustrator & Photoshop are supported. Preferred formats (at 300 dpi): .tif, .psd, .pdf. All fonts (screen & printer) and all image files must be supplied. All images MUST BE 300dpi at full size. Published monthly, Twelve (12x) a year. Full size, glossy publication is printed on coated stock paper in 4/color and black & white.

AD SPECIFICATIONS:

Full Page Bleed: 8 3/4"w x 11 1/4"h
 Full Page No Bleed: 7 1/2"w x 10"h
 Half Page Horizontal: 7 1/2"w x 4 7/8"h
 One Third Square: 5"w x 5"h
 One Third Vertical: 2 3/8"w x 7 1/2"h
 Quarter Page Vertical: 3 2/3"w x 4 7/8"h
 One Sixth Horizontal: 3 5/8"w x 3 3/8"h
 One Sixth Vertical: 2 3/8"w x 4 7/8"h

Informative articles, guest editorials, timely news, insert & reprint opportunities, plus EACH ISSUE NOW FEATURED ON THE WEBSITES (rknicholson.com & westfloridabuilders.com), promoting Cornerstone as a leading Builder Magazine in the local homebuilding marketplace.

For additional information regarding ad rates, editorial, and deadlines, please contact:

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