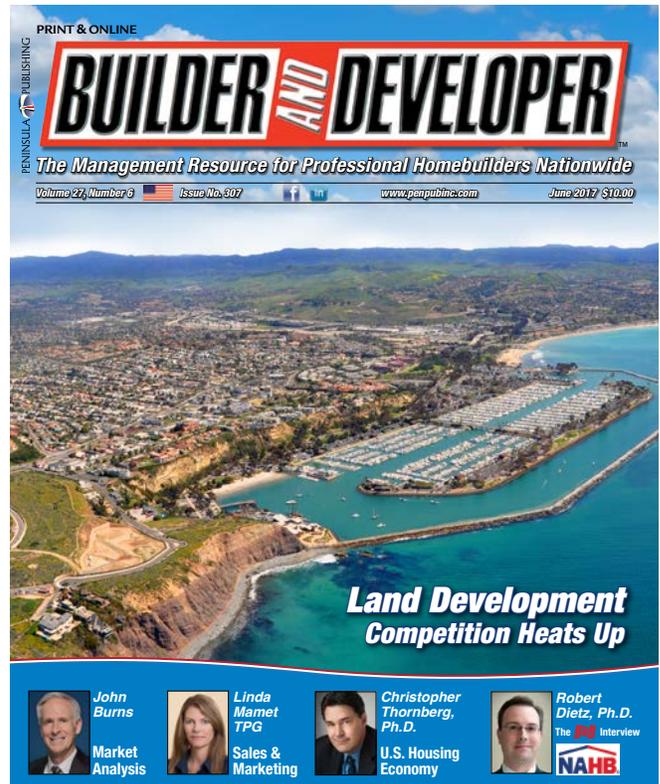
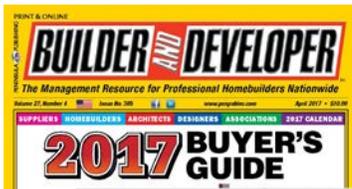




BUILDER AND DEVELOPER

The Management Resource for Professional Homebuilders Nationwide



**Proudly serving the
U.S. homebuilding business
since 1990.**



"I've been developing land and building homes for more than three decades and for much of that time, Builder and Developer has been there doing a great job covering our industry and the people in it. The accuracy, insight and relevance of the magazine is a clear reflection of the commitment Builder and Developer has made to our business."

- Larry Webb, CEO of The New Home Company

**93,210 Home Builders and
Architects, at a value-driven ad rate,
with no wasted circulation.**

www.penpubinc.com
advertising@penpubinc.com

(949) 631-0308



93,210 National Subscribers (C-level)



“Peninsula Publishing provides Panasonic continued access to key decision makers in the home building industry through their publications, participation at industry events, and outside initiatives.”

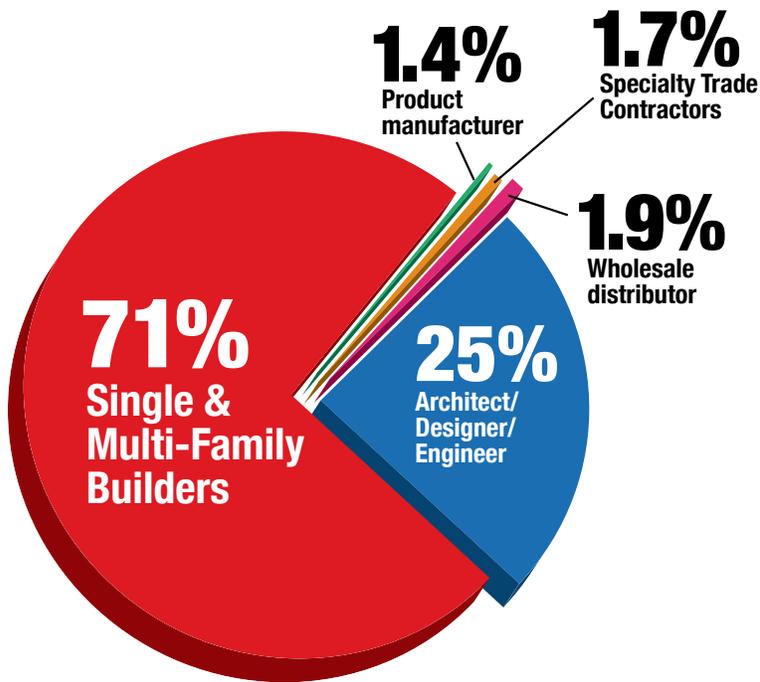
— Brian Kincaid, Panasonic Eco Solutions North America, Western Sales Manager, Eco Products Division

BUILDER AND DEVELOPER is the preferred home builders' periodical. A proven winner at producing sales, branding your products and services and driving home builder specific traffic to your websites. Our readers are senior management, land developers, company presidents, CEOs, CFOs and home builders' top executives, as well as sales, marketing and financial teams, project managers, purchasing agents, principal architects, single-family home builders, custom builders, green home builders, multifamily builders, and allied homebuilding industry professionals.

WHEN YOU WANT TO REACH AN AUDIENCE:

96% of readers have key buying and specifying responsibilities, 93% of readers are planning to start building within the next six months, 75% are poised to purchase new products for new residential projects, and 95% of readers hold management positions, 96% of readers have made or plans to make a purchase as a result of seeing an ad in Builder and Developer. 100% reach for Builder and Developer.

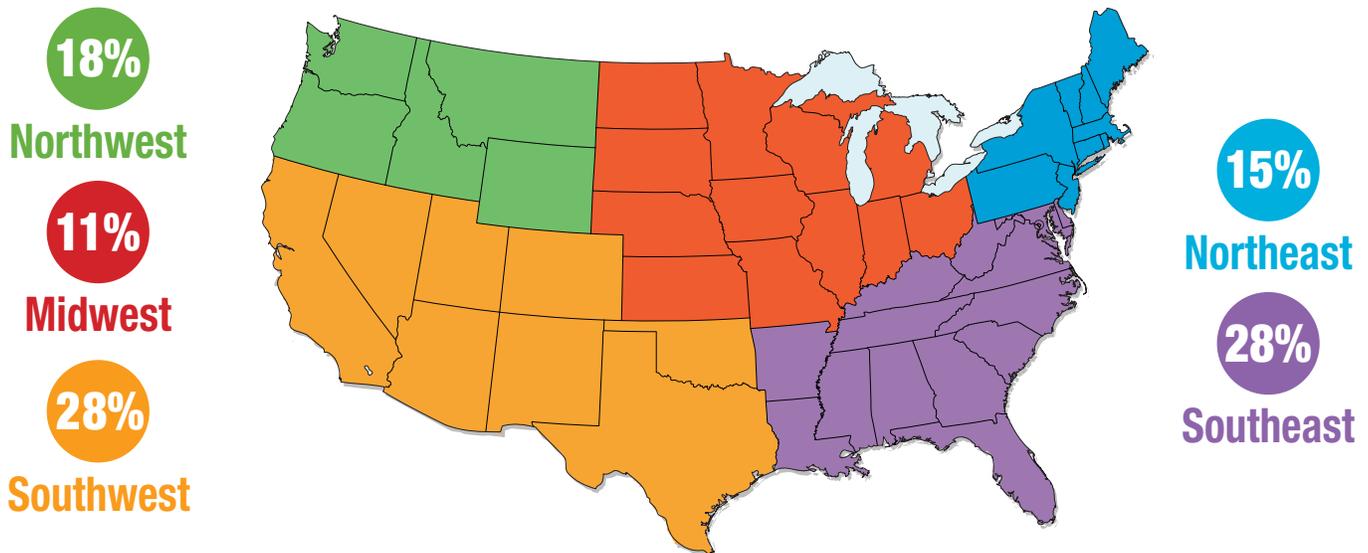
*2016 Subscription Card Survey, BLB Independent Market Research



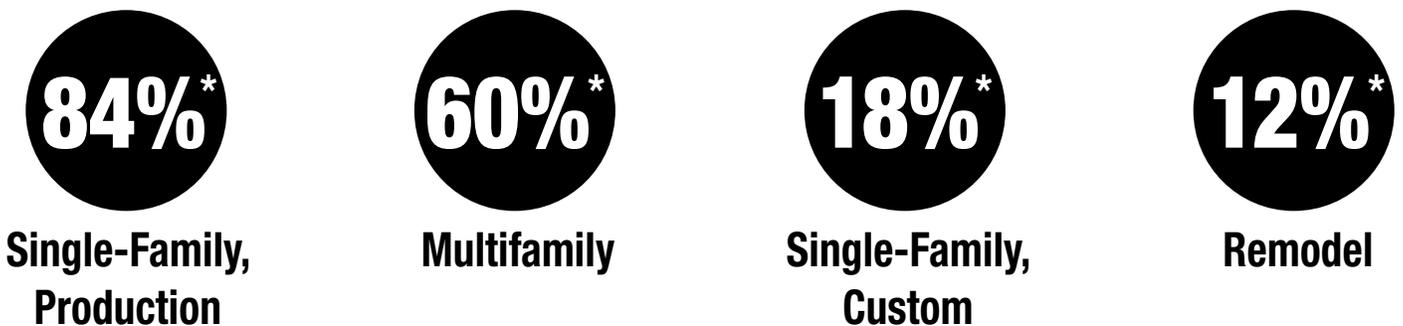
Readership & Circulation:

Builder / Developer	74%
Architect / Designer / Engineer	21%
Product Manufacturer	1.4%
Specialty Trade Contractors	1.7%
Wholesale Distributor	1.9%
Total Qualified Circulation	100%

Qualified recipients include presidents, vice presidents, owners, partners, CEOs, COOs, CFOs, directors, architects, designers, engineers, construction managers, superintendents, sales & marketing managers, purchasing agents and other building industry professionals allied to the field. *2014 Subscription Card Survey, BLB Independent Market Research



Types of construction projects our readers are building:



*2017 Subscription Card Survey, BLB Independent Market Research

BUILDER.MEDIA



Reach 100% of the Home Builder Market

Lead Generation
Data
Content Marketing
Lead Nurturing
Retargeting

Research
Product/Brand Usage
Focus Groups
Subscriber Preference
Advertising Tracking

Events
Demonstration
Home Tours
Conference Events
Social Networking

Integrated Media
Targeted Messaging
Digital Editions
Newsletters
Magazines
Websites

Custom Solutions
Market Segmentation
Database Management
Social Media
Web Development
Custom Videos

Builder and Developer, along with Meyers Research, a premier consulting practice and the housing industry's leading provider of rich data for residential real estate development and new home construction, provides real-time data and commentary impacting housing at a local level.

MEYERS RESEARCH
a Kennedy Wilson Company



SOCIAL MEDIA

Exclusive Social Strategy

Drawing on partners, influencers, content curation, and a network of social resources, we develop exclusive social outreach campaigns for your brand.

- Kitchen and Bath Architect targeted programs
- Social Influencer program
- Channel Build-Ups
- Event Marketing program
- Social Content Curation and Creation
- **99,000 Followers**



HOMEBUILDING TECHNOLOGIES

Custom Video Production/Distribution

Homebuilding Technologies is an exclusive digital video series that highlights the science, technology, and R&D of a product project.

We produce stunning company profiles as we go "inside..." a specific company to learn about the people and processes behind its products.

We also produce custom videos like conversations with executives, product spotlights at trade shows, or project case studies around the country.





Buyer's Guide 2018

For 28 years, the Annual Buyer's Guide edition of Builder and Developer magazine has been an indispensable and unique reverse directory for the industry. Compiling an extensive list of 1,000 active U.S. homebuilders, as well as manufacturers and service providers, the Guide becomes a go-to resource for the entire scope of our circulation, whether they use a digital version or they prefer the old-fashioned, high-quality analog variety – either lasts many years.

PRODUCTION BUILDER 200

Production Builder 200, May 2018

Debuting in 2018, Builder and Developer is very excited to announce our Production Builder 200 Issue, where we will compile and report findings on the success of the major players in the housing industry. This May volume will rank the top 200 production builders in the U.S. by volume, along with an invaluable collection of market data and analysis of industry trends.

Partnering with



Builder's Bash

For 28 years, the Annual Builder's Bash at PCBC has been the coveted invitation people wait on. A hosted, private party that draws the evening and late night crowd exiting all the other events at PCBC, everyone ends up at the Builder's Bash. Sponsors enjoy placement on the invitation and the Step & Repeat, as well as signage throughout the venue and in the video created especially for the event.



The ABC Green Home Project

Participate in these award-winning demonstration homes that show the industry that Net-Zero is Affordable, Buildable, and Certifiable. Updates on the latest project (ABC Green Home 4.0) are showcased in every green issue of Builder and Developer, Green Home Builder magazine, and on its exclusive website: ABCGreenHome.com

The Annual Pubby Awards:

Every year in December, we poll our readers on who amongst their peers deserves the highest recognitions of Builder of the Year, Developer of the Year, and Architect of the Year. We recognize those who win with a Pubby Award for the year and a full feature on their company and the work that set them apart in the eyes of their colleagues.



Who's Who in the Building Industry:

The Who's Who is always a crowd pleaser. We take the opportunity to recognize the movers and shakers in the industry for the year, many of whom are our contributors and featured builders, developers, and architects, with a headshot and short synopsis of the who, what, when, where, and why.

Who's Who
in the Housing Industry for 2016

<p>Mary Adams, Sales Director, Forrest Performance Group Mary's background includes sales, fundraising, and corporate event planning. This she brings Mary back to her roots as she comes from a family of sales professionals. Mary is a monthly contributor of Houston Agent magazine, Builder Radio Online and Ver and Developer Magazine.</p>		<p>Richard Hill Adams, Chairman and CEO, American Realty Capital Advisors Adams is a 30-year major loans veteran in the commercial real estate finance industry and has closed project financing across the United States. He became chairman and CEO of ARCA in 1997 and created ARCA-Money.com.</p>		<p>Michael Alberico, Senior Vice President and Construction Practice Leader, Assurance Michael has over 30 years of experience in the construction and real estate industries with experience in alternative risk factoring. He is also the Practice Leader of Assurance.</p>		<p>Adam Artunian, Senior Manager, John Burns Real Estate Consulting, LLC Adam has made his career through research and consulting with many years under his belt. He was previously a Senior Financial & Research Analyst at GVA Kilde.</p>	
--	--	--	--	--	--	--	--

The Brand Survey:

Each fall, we poll our entire circulation to rank their favorite building material manufacturers across the spectrum of home building products. Winning products are featured in our December and January issues, with product shots and descriptions for every winner. Advertisers also carry the Brand Survey Winner logo on their ads throughout the year.

PENINSULA PUBLISHING
2017
Building Products Brand Survey
WINNERS



Our database of 132,000 opt-in digital subscribers represents a community of seasoned home building industry executives in the current housing market. Successfully gaining an online presence as our unique and inquisitive content grows, our websites, e-newsletters, flipbooks and e-mail marketing has optimized our digital products to provide professionals with robust resources to reference. With content that supports the current trends and techniques in interactive media tools, we are effectively using every outlet to inform industry professionals in a fast, personal and cost-effective manner. We seamlessly integrate our print and digital magazines by incorporating logo links for companies, embedded video and audio files, social media links, e-mail contacts, blogs and online directories.



BUILDER.MEDIA

- Our newest brand covers the most important, timely topics in the building industry
- A highly bookmarkable, one-stop-shop for all relevant builder news
- Daily updates, Popular articles from across our brands, and Original content all find a home on Builder. Media
- Live coverage of housing conferences and events
- Custom video creation
- Skyscraper ad

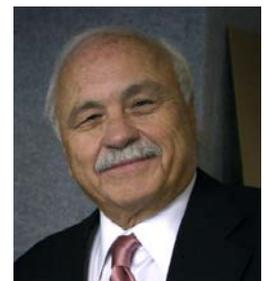
BDMAG.COM

- Current magazine issue content such as feature articles and columns from contributors.
- Most popular articles from the current and past magazine issues.
- Blogging from our editors and contributors in the industry.
- Up-to-date industry news stories as a resource reference for current industry trends.
- Powerful search tool for all archived articles, columns and blogs.

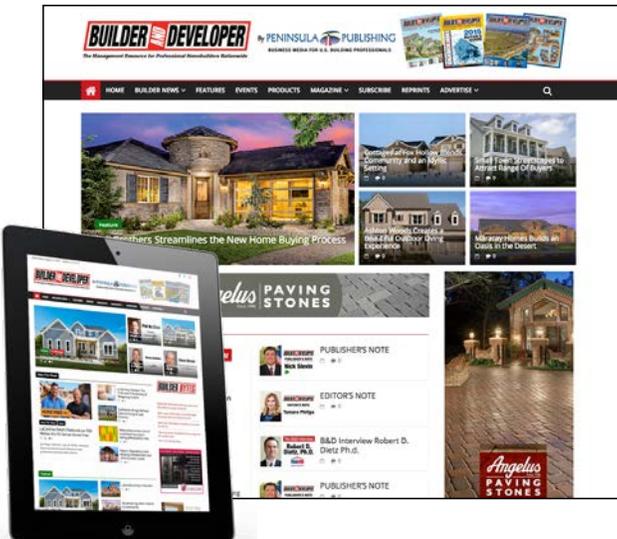
BUILDER BYTES

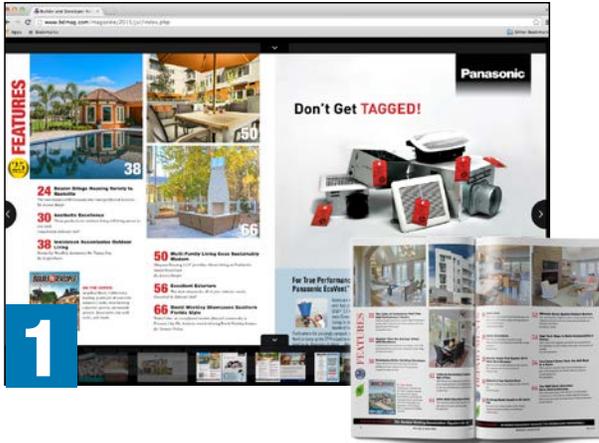
- Tri-weekly e-newsletter reaching nearly 132,000 opt-in subscribers.
- Features 20 active links of the latest industry news stories.
- Editorialized and critical outlook on each story from notable news sources.
- Content covers: housing market; economic impact; finance; land use and development; legal matters and senior housing.

“Peninsula Publishing, through Builder and Developer Magazine reaches the right person at the right time allowing us to grow our market share and brand image. Our account representative has been instrumental in providing additional exposure outside the magazine, expanding our reach at no additional expense.”



- Tom Colasanto, Tamarack Technologies, Inc.





1. DIGITAL FLIPBOOK

- Digital delivery of the latest edition of the magazine.
- Content with click-through tracking and ads linked to company websites.
- Embedded video and audio files, social media links and e-mail contacts.
- E-mail blast to 132,000 opt-in digital subscribers.
- www.builderbytes.com.



2. FLIPBOOK SPONSORED DIGITAL POSTCARD

- Provides exposure of the latest edition of each magazine.
- Effectively uses e-mail marketing as an interactive, fast and personal way to reach subscribers.
- Gains customer retention and acquisition as a tool.



3. E-MAIL MARKETING AND COLLATERAL

- An effective and affordable way to raise awareness and generate response.
- Supplement a print and digital marketing campaign and online presence in the industry.
- Programs are cost-effective and designed specifically for your budgets.

"I cannot say enough about the team at Builder & Developer –they operate with a high level of integrity and they are also very accommodating. When it comes to branding, it is difficult to find a better source of credibility in the industry. Our customers and trade partners both identify with the various aspects of Builder & Developer and this has had a lasting effect of how Wathen Castanos Homes markets itself to the region."
- Peter Castanos, Wathen Castanos Homes, Owner & Vice President of Sales and Marketing



Proven Digital Campaign Success



Peninsula Publishing worked with New York advertising agency Novus to create and execute a digital campaign on behalf of their client GE/Haier.

The campaign included a video, a banner, and a skyscraper ad, which were published on the Builder and Developer magazine website, BDMag.com, and the E-Newsletter, BuilderBytes.com. The campaign started on June 6th and ended on July 31st.

BDMag.com & Builder Bytes Report four GEW Included Ads & Video

ASSETS:

Banner: 728x90

Sky: 160x600

Sky: 160x300



Video: 300x180



REPORTS:

NOVUS June 2016

Campaign	Placement ID	Site (DCM)	Placement	Creative Pixel Size	Impressions	Clicks
2016 Builder & Developer	133280724	Builder and Developer	BuilderandDeveloper_728x90 Banner_June_PID:164568	728x90	81,761	238
2016 Builder & Developer	133281473	Builder and Developer	160x600 Builder and Developer eNewsletter/Skyscraper or	160x600	64,664	21
2016 Builder & Developer	133281856	Builder and Developer	BuilderandDeveloper_125x125 Banner_June_PID: 164568	125x125	11,456	5
2016 Builder & Developer	133281907	Builder and Developer	468x60 Builder and Developer eNewsletter/Banner on Buil	468x60	1	-
2016 Builder & Developer	133282947	Builder and Developer	BuilderandDeveloper_300x180 Video_June_PID: 164568	0x0	70,086	1
2016 Builder & Developer	133282947	Builder and Developer	BuilderandDeveloper_300x180 Video_June_PID: 164568	300x180	3	-
2016 Builder & Developer	133282958	Builder and Developer	160x300 Builder and Developer eNewsletter/Banner on Bu	160x300	59,830	8
2016 Builder & Developer	133282999	Builder and Developer	160x300 Builder and Developer eNewsletter/Banner on Bu	160x300	65,418	16
2016 Builder & Developer	133283702	Builder and Developer	Builder and Developer_PID:164568_300x600	300x600	15,870	23
2016 Builder & Developer	133411420	Builder and Developer	BuilderandDeveloper_300x250 Banner_June_PID:164568	300x250	16,077	32
Grand Total:					385,166	344

NOVUS placed their own ad-tracking tags underneath their digital assets and provided a final report on the results of the campaign. These are the assets we published and the highly-successful result.

The agency anticipated **570,000** impressions to be delivered during the two-month campaign. We delivered **632,956** impressions.

BUILDER.MEDIA

BUILDER BYTES

BDMAG.COM

NOVUS July 2016

Placement ID	Site (DCM)	Placement	Creative Pixel Size	Date	Impressions	Clicks
133280724	Builder and Developer	BuilderandDeveloper_728x90	728x90	2016-07-01 to 2016-07-31	62376	293
133281473	Builder and Developer	160x600 Builder and Developer	160x600	2016-07-01 to 2016-07-31	36062	9
133281856	Builder and Developer	BuilderandDeveloper_125x125	125x125	2016-07-01 to 2016-07-31	9801	1
133282947	Builder and Developer	BuilderandDeveloper_300x180	300x180	2016-07-01 to 2016-07-31	49678	0
133282958	Builder and Developer	160x300 Builder and Developer	160x300	2016-07-01 to 2016-07-31	70944	8
133283702	Builder and Developer	Builder and Developer_300x600	300x600	2016-07-01 to 2016-07-31	10633	7
133411420	Builder and Developer	BuilderandDeveloper_300x250	300x250	2016-07-01 to 2016-07-31	8296	14
Grand Total:					247,790	332

BUILDER AND DEVELOPER provides home building professionals with up-to-date news and information about the housing market as it pertains to home building and the U.S. housing business. In addition to our own highly-knowlegdable editorial staff, experts from every corner of the business contribute commentary to our issues and websites

Regular Contributors



JIM DOTI PH.D.
President of Chapman University for 25 years, he returned to faculty in 2016. He holds the Donald Bren Distinguished Chair in Business and Economics. Dr. Doti's articles have appeared in academic journals as well as periodicals such as The Wall Street Journal, The Chronicle of Higher Education, and Orange County Register.

Economics. Dr. Doti's articles have appeared in academic journals as well as periodicals such as The Wall Street Journal, The Chronicle of Higher Education, and Orange County Register.



PATRICK DUFFY
Mr. Duffy is a Principal with MetroIntelligence Real Estate Advisors, a group of trained land use consultants and economists who work with leading homebuilders, municipalities, land developers, real estate brokers, trade associations, and consulting firms on a wide range of market research and economic advisory services.

homebuilders, municipalities, land developers, real estate brokers, trade associations, and consulting firms on a wide range of market research and economic advisory services.



LINDA MAMET
Linda Mamet is the Vice President of Corporate Marketing for Tri Pointe Group. She has over 15 years of homebuilding experience in a variety of sales and marketing roles with Pulte Group Inc (NYSE: PHM) across various brands. She also served as Corporate Vice President of Sales and Marketing with John Laing

roles with Pulte Group Inc (NYSE: PHM) across various brands. She also served as Corporate Vice President of Sales and Marketing with John Laing



BOB MIRMAN
Bob Mirman is Founder and CEO and founder of Eliant, Inc. Bob is well recognized as one of the building industry's highest rated speakers and is a familiar face of the International Builder Show, Pacific Coast Builders' Conference, Housing Summit, and the boardrooms of many of the nation's most successful consumer-driven companies.

of the International Builder Show, Pacific Coast Builders' Conference, Housing Summit, and the boardrooms of many of the nation's most successful consumer-driven companies.



CHRISTOPHER THORNBURG PH.D.
Dr. Thornberg is Director of the UC Riverside Center for Economic Forecasting at the School of Business Administration (SoBA) and an Adjunct Professor at SoBA. He is also the Founding Partner of Beacon Economics LLC. He is widely considered to be one of the nation's leading economists.

(SoBA) and an Adjunct Professor at SoBA. He is also the Founding Partner of Beacon Economics LLC. He is widely considered to be one of the nation's leading economists.



JOHN BURNS
With degrees from Stanford University and UCLA, John founded John Burns Real Estate Consulting in to help business executives make informed housing industry investment decisions. The company's research subscribers receive the most accurate analysis possible to inform their macro investment decisions.

industry investment decisions. The company's research subscribers receive the most accurate analysis possible to inform their macro investment decisions.



JOHN DANIELIAN, AIA, LEED, AP
John is responsible for continuing Danielian Associates' tradition of high quality service and delivery excellence. This is accomplished in part through his management of many of the firm's high-density and mixed-use urban projects in the US and abroad.

part through his management of many of the firm's high-density and mixed-use urban projects in the US and abroad.



RON NESTOR, AIA, LEED AP, NCARB
Senior Principal at WHA, Ron has over 34 years of design and planning experience in a wide variety of product types ranging from single-family homes to downtown, high-rise corporate headquarters. His projects have been recognized by the industry as leading examples of new urbanism, and sustainability.

from single-family homes to downtown, high-rise corporate headquarters. His projects have been recognized by the industry as leading examples of new urbanism, and sustainability.



JEFF MEYERS
Mr. Meyers brings over 33 years experience in which time he founded, built, and sold the largest market research company serving the U.S. Homebuilding Industry. Mr. Meyers is quoted frequently in several national publications including The Washington Post, The Wall Street Journal, The Los Angeles Times, and The New York Times.

Industry. Mr. Meyers is quoted frequently in several national publications including The Washington Post, The Wall Street Journal, The Los Angeles Times, and The New York Times.



ADAM ARTUNIAN
A veteran of both research and consulting departments, Adam provides unique insight to John Burns Real Estate's apartment and home building consulting clients. He has also co-authored several white papers for clients, including research on foreclosure laws at the start of the housing crisis.

consulting clients. He has also co-authored several white papers for clients, including research on foreclosure laws at the start of the housing crisis.



MARY COOK
Chicago native Mary Cook is the president and founder of Mary Cook Associates, Inc., an award winning interior design firm. Over the past 20+ years, the company has grown to acquire national presence, implementing and managing hundreds of design projects across the United States.

years, the company has grown to acquire national presence, implementing and managing hundreds of design projects across the United States.



GRANGER MACDONALD
The National Association of Home Builders' 2017 Chairman of the Board Granger MacDonald is a Kerville, Texas-based builder and developer with 40 years of experience in the home building industry.

based builder and developer with 40 years of experience in the home building industry.



ALI WOLF
Ali Wolf is the Manager, Housing Economics for Meyers Research LLC in the Orange County office. In her role, she manages and analyzes content for Zonda and Meyers' published research. Prior to joining the Meyers team, Ali headed macro, regional, and metro-level monthly economic reports for a market research company. Ali was also a researcher for both the Canadian and UK Parliaments.

Zonda and Meyers' published research. Prior to joining the Meyers team, Ali headed macro, regional, and metro-level monthly economic reports for a market research company. Ali was also a researcher for both the Canadian and UK Parliaments.



MARK FLEMING, PH.D.
Chief Economist with First American Financial Corporation, a leading provider of title insurance, settlement services, and risk solutions for real estate transactions, Dr. Fleming leads an economics team responsible for analysis, commentary and forecasting trends in the real estate and mortgage markets.

solutions for real estate transactions, Dr. Fleming leads an economics team responsible for analysis, commentary and forecasting trends in the real estate and mortgage markets.



JILLIAN PRITCHARD COOKE
As the premiere eco-sensitive designer, Jillian Pritchard Cooke lends her expertise to the contract, hospitality, and residential design industries. As president of DES-SYN, Jillian draws her inspiration from her past, excitement of current trends and art, and vision for the future. She continues to challenge herself and the interior design industry by doing what she does best: making interior design personal.

industries. As president of DES-SYN, Jillian draws her inspiration from her past, excitement of current trends and art, and vision for the future. She continues to challenge herself and the interior design industry by doing what she does best: making interior design personal.



ROBERT DIETZ, PH.D.
Dietz's responsibilities as Chief Economist and Senior Vice President for Economics and Housing Policy include housing market analysis, economic forecasting and industry surveys, and housing policy research. He has published academic research on the private and social benefits of homeownership, federal tax expenditure estimation, and other housing and tax issues in peer-reviewed journals.

analysis, economic forecasting and industry surveys, and housing policy research. He has published academic research on the private and social benefits of homeownership, federal tax expenditure estimation, and other housing and tax issues in peer-reviewed journals.

B&D enjoys longstanding relationships with the National Association of Home Builders, HomeAid, the Urban Land Institute and the American Institute of Architects.

Builder & Developer is proud to support these fine associations



MONTH	SPECIAL ISSUE	THEME	SHOW/PRODUCTS	ADVERTISING EVENT	MATERIALS DUE
JANUARY 	IBS/KBIS Issue	<ul style="list-style-type: none"> 2018 Outlook IBS/KBIS Issue Industry experts and IBS speakers weigh in 	<ul style="list-style-type: none"> BRAND SURVEY WINNERS IBS PRODUCT PREVIEW 	IBS/ KBIS  June 9-11 Orlando, FL 	12/15/2017
FEBRUARY		<ul style="list-style-type: none"> 2018 Nationals Winners Exterior Design 	<ul style="list-style-type: none"> THE BEST OF IBS & KBIS /NEW FOR 2018 CURB APPEAL <ul style="list-style-type: none"> -Windows & Doors -Caulking & Flashing -Pavers -Garage Doors -Decorative -Siding, Stucco, Paint -Roofing -Mailboxes 		1/15/2018
MARCH 		<ul style="list-style-type: none"> Best Green, Production Builds Eliant Homebuyers' Choice Award Winners 	<ul style="list-style-type: none"> ECO-FRIENDLY WATER SMART PLUMBING <ul style="list-style-type: none"> -Pipes & Drains -Water Heating -Insulation -HVAC -Building Envelope -Thermostats -Faucets -Toilets -OSB 		2/15/2018
APRIL	Buyer's Guide	<ul style="list-style-type: none"> Buyer's Guide 	<ul style="list-style-type: none"> TOP 200 MANUFACTURERS DIRECTORY WITH PRODUCTS 		3/15/2018
MAY 	Production Builder 200	<ul style="list-style-type: none"> Production Builder 200 (Top 200 Most Successful Production Builders in the US) Partnered with  CoreLogic Big Builder Showcase 	<ul style="list-style-type: none"> SMART HOME TECH <ul style="list-style-type: none"> -Solar & Back Up -Thermostats BUILDING ENVELOPE <ul style="list-style-type: none"> -Weatherproofing -Siding -HVAC -Appliances -Insulation -OSB 		4/15/2018
JUNE	The Land Issue	<ul style="list-style-type: none"> 2018 Mid-Year Report Card Land Development Finance PCBC Show Issue 	<ul style="list-style-type: none"> PCBC PREVIEW 	PCBC  June 27-28 San Francisco, CA	5/15/2018
JULY 		<ul style="list-style-type: none"> Outdoor Living Gold Nugget Winners 	<ul style="list-style-type: none"> WWYW APPROVED GREEN PRODUCTS OUTDOOR LIVING <ul style="list-style-type: none"> -Decking, Patio -Water Heaters -Fireplaces -Pavers 	BONUS ADVERTORIAL	6/15/2018
AUGUST	The Millennial Issue	<ul style="list-style-type: none"> Millennial & First Time Buyer Builders Affordable Urban Infill 	<ul style="list-style-type: none"> INTERIOR PRODUCTS <ul style="list-style-type: none"> - Flooring - Countertops, Tile - Water Heaters -Appliances -Cabinets -OSB, Siding 	BONUS ADVERTORIAL	7/15/2018
SEPTEMBER 		<ul style="list-style-type: none"> Excellent Exteriors 	<ul style="list-style-type: none"> BUILDING ENVELOPE <ul style="list-style-type: none"> -Insulation -Siding ENERGY EFFICIENT PRODUCTS <ul style="list-style-type: none"> -HVAC -Weatherproofing -Trim -OSB-Paint -Membranes -Thermostats -Water Heaters 		8/15/2018
OCTOBER		<ul style="list-style-type: none"> Interesting Interiors 	<ul style="list-style-type: none"> INTERIOR PRODUCTS <ul style="list-style-type: none"> -Paint -Appliances -Windows & Doors -Molding -Flooring -Decorative -Trim 		9/15/2018
NOVEMBER 		<ul style="list-style-type: none"> Weather Friendly Design Winter Destination Markets (50+ and Move Up) 	<ul style="list-style-type: none"> WEATHERPROOFING <ul style="list-style-type: none"> -Membranes -Siding -Flashing & Calking GREENBUILD PRODUCT PREVIEW -Roofing -Insulation-Fireplaces -OSB 	Greenbuild Nov 14-16 Chicago, IL	10/15/2018
DECEMBER	Pubby Awards 2018	<ul style="list-style-type: none"> 2018 Awards Issue 	<ul style="list-style-type: none"> EDITOR'S CHOICE AWARDS 2018 BRAND SURVEY WINNERS 		11/15/2018

In Every Issue:

INDUSTRY OBSERVATIONS

Experienced Editorial Staff and Industry Experts comment in-depth on the hot topic of the month

INDUSTRY NEWS AND CALENDAR:

The only Calendar of Housing Industry Events in the business and the top news of the month compiled by editorial staff

DESIGN:

Each issue contains a design expert's advice on current trends

MARKET DATA:

Partnering with groups like Meyers Research, CoreLogic, John Burns Real Estate and MetrolIntelligence, specific market research and data provided with commentary from analysts every month

SALES & MARKETING:

Partnering with Eliant, monthly installments in the popular series provides the best advice in the business on lead generation, sales conversion, and customer satisfaction

MULTIFAMILY:

National Multi-Family Housing Council contributes market commentary and editorial staff researches and highlights at least one multi-family project in every issue

EXECUTIVE INTERVIEW:

Executives spanning the breadth and depth of the housing industry answer the questions that define their expertise

Printing: Printed on 70 lb. gloss paper.

Trim: 9" wide x 10.875" deep.

Binding: Bound on the 10.875" measure. Show issues are perfect bound.

Line Screen: 175 line screen.

Output: Direct to plate. We accept only digital ads – NO FILM.

Media: Please provide files on either CD or DVD, or send to our FTP site.

AD SIZES

DIMENSION	WIDTH (inches)	HEIGHT (inches)
(A) 2 Page Spread (w/bleed)	18 (18.5)	10.875 (11.125)
(B) Full Page Live Size:	9 (9.25) 8.5	10.875 (11.125) 10.375
(C) Back Cover	9 (9.25)	10.875 (11.125)
<i>Note: Must leave a 2.125" x 4.125" White Box at the edge of top right corner for Mailing Label</i>		
(D) 1/2 Vertical	4	9.875
(G) 1/3 Vertical	2.45	9.875
(E) 1/4 Vertical	4	4.75
(F) 1/2 Horizontal	8.125	4.75
(H) Business Card	3.875	1.75

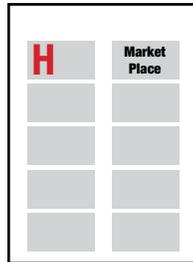
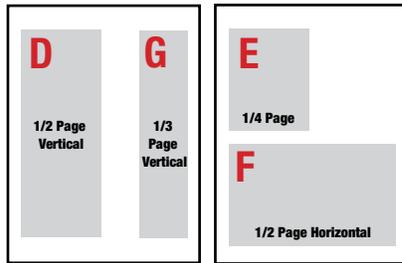
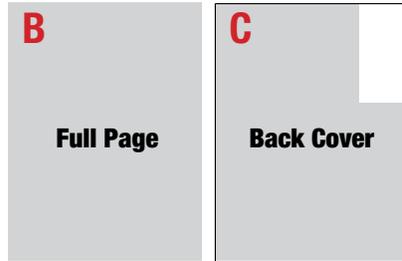
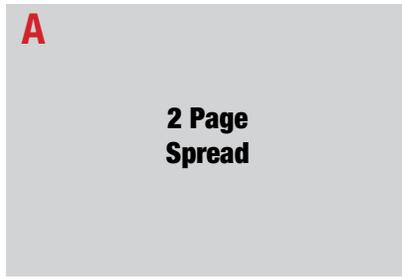
WEBSITE ADS

(I) Banner Ad	728 pixels	90 pixels
(J) Skyscraper	300 pixels	600 pixels
(K) Big Button	300 pixels	250 pixels
(L) Small Button	125 pixels	125 pixels

NEWSLETTER ADS

Skyscraper	160 pixels	600 pixels
------------	------------	------------

Using a web browser (i.e. Internet Explorer, Firefox, etc.) the domain and log-in information is:
www.penpubinc.com/ftp
Access Code: Publish12
Questions?: artdepartment@penpubinc.com



Digital Requirements:

- Digital Files Only: jpeg, gif, png, html5, pdf
- No Microsoft Publisher, Word, Corel Draw, Pagemaker, Paint or WordPerfect program files

File Requirements:

- We accept files from the following programs (in order of preference): Adobe PDF (Hi-Res, press ready), Photoshop & Illustrator (Flattened layers)
- Color images must be converted to CMYK mode. Please save Illustrator files as "EPS files with Placed Images." Also, remove any extra colors from your swatch pallets.
- Include all fonts – screen and printer docs – and all digital resources such as photo scans, logos, etc.

Artwork Resolution:

- All artwork must have a resolution of 300 dpi at 100 percent size for print; please save as CMYK
- Line art images at 1200 dpi (illustrations in bitmap)

Video Requirements:

- We accept the following video formats in bit rates between 320kbs-700kbs: MPEG-4 (.mp4)

E-Blast Requirements:

- Width: 576 pixels Height: 360 pixels



For advertising information, rates and programs email advertising@penpubinc.com or call 949-631-0308

The Fine Print

MATERIALS AND DEADLINES

All materials and artwork are due by the deadlines expressed on the Editorial Calendar. Materials should be sent by messenger or overnight mail. Publisher reserves the right to run the last published advertisement of a similar size in the event materials are not received by the scheduled deadline.

CANCELLATIONS

Cancellations must be made in writing at least one calendar month prior to the scheduled closing date of publication. Positioning of the advertisements, except for covers, is at the discretion of the publisher. Advertisers who do not complete or cancel their contracts will be re-billed and short-rated back to the earned frequency discount.

PAYMENT TERMS

Payment in full for the first month's advertising must be made when the order is placed. Subsequent ads may be billed and are payable net 30 days from invoice date. All advertising will be billed at the open rate unless a signed contract has been submitted for a

specific frequency rate and time period. Recognized and established advertising agencies may receive 15 percent off the gross only when invoice is paid inside 30 days from invoice date and if materials are sent camera ready and no make-ready work is required. Production charges are exempt. An eight percent late charge will be added to any items outstanding after 45 days. Interest rates are 1.5% per month and 18% annually on unpaid balances, in print and online. If legal action becomes necessary, clients will be re-billed per the current rate card at the rate and frequency which reflects their unpaid advertising. Previously negotiated discounts are waived.

TERMS AND CONDITIONS

In consideration of acceptance of advertising, the advertiser and its agency, together and separately, agree to indemnify and hold the publisher harmless from, and defend the publisher from any and all claims and suits, including but not limited to libel, copyright infringement, and invasion of privacy or plagiarism arriving out of any advertising published. Publisher reserves the right to refuse to accept advertising deemed inappropriate or in poor taste and will not be bound by any conditions or

requirements appearing on insertion orders, copy or contracts, that conflict with the provisions of this rate card or the policies of Builder and Developer magazine, unless signed by the publisher. The publisher will insert the word "Advertisement" prominently to any advertising that simulates editorial content. The Publisher will not be held liable for any color variations from advertiser-furnished proofs, due to inconsistencies inherent in web-offset printing. Supplied proofs are used as a guide only and, while we will do our best, it is impossible to faithfully match any proof.

ATTORNEY FEES

In the event that an arbitration, suit or action is brought by any party under this agreement to enforce any of its terms, or in any appeal therefrom, it is agreed that the prevailing party shall be entitled to reasonable attorney's fees to be fixed by the arbitrator, trial court, and/or appellate court. A signed insertion order will be deemed understanding and acceptance of these provisions. Signed advertising insertion orders or advertiser-generated space contracts will be deemed acceptance of these terms and conditions and must be received before any ad will be published.

The Green Home™ 4.0

TO BE CERTIFIED BY 8 GREEN BUILDING STANDARDS, the next home in the ABC Green Home Project is in Crestline, CA. The design team will be creating a modern sustainable, energy efficient family home using BIM software, allowing design and construction access to the entire project team, as well as showcasing the building materials suppliers and our Product Partners on the project.

Featuring a conditioned attic and full basement, the new four bedroom 3 bath home will feature a new kitchen, bathrooms, plumbing system, air conditioning, electrical system and framing advancements. A cool roof, solar panels, battery back up, WaterSense-approved plumbing products, smart appliances, sustainable materials and a smart home technology package.

Interested in participating? Contact Nick Slevin at nslevin@penpubinc.com



For more information please visit www.abcgreenhome.com