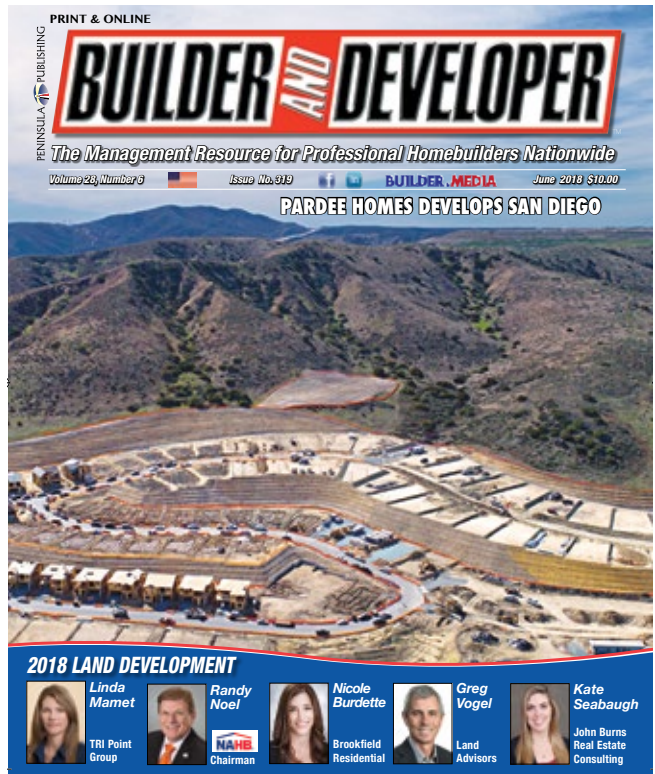




BUILDER AND DEVELOPER

The Management Resource for Professional Homebuilders Nationwide



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U.S. homebuilding business
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"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

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“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.”

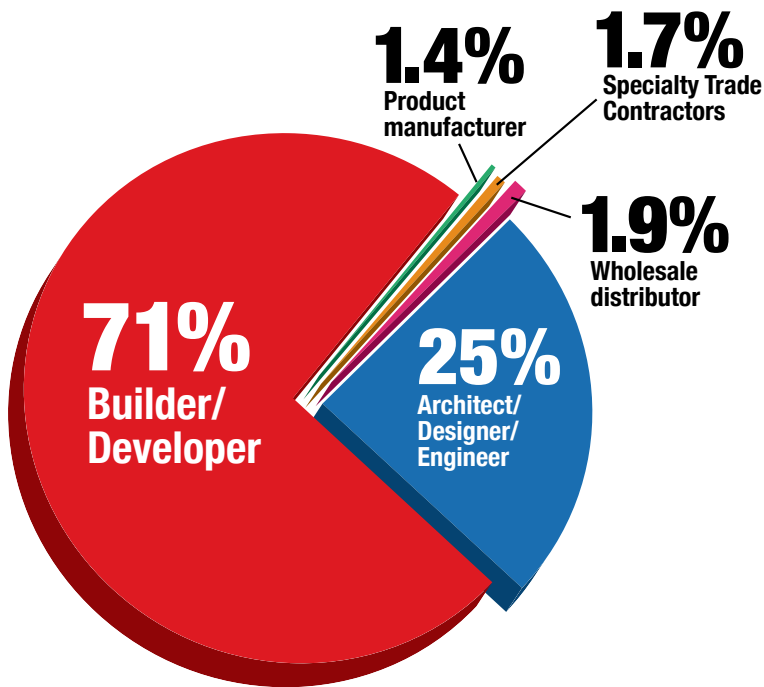
— Brian Kincaid, Panasonic Eco Solutions North America, Western Sales Manager, Eco Products Division

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.

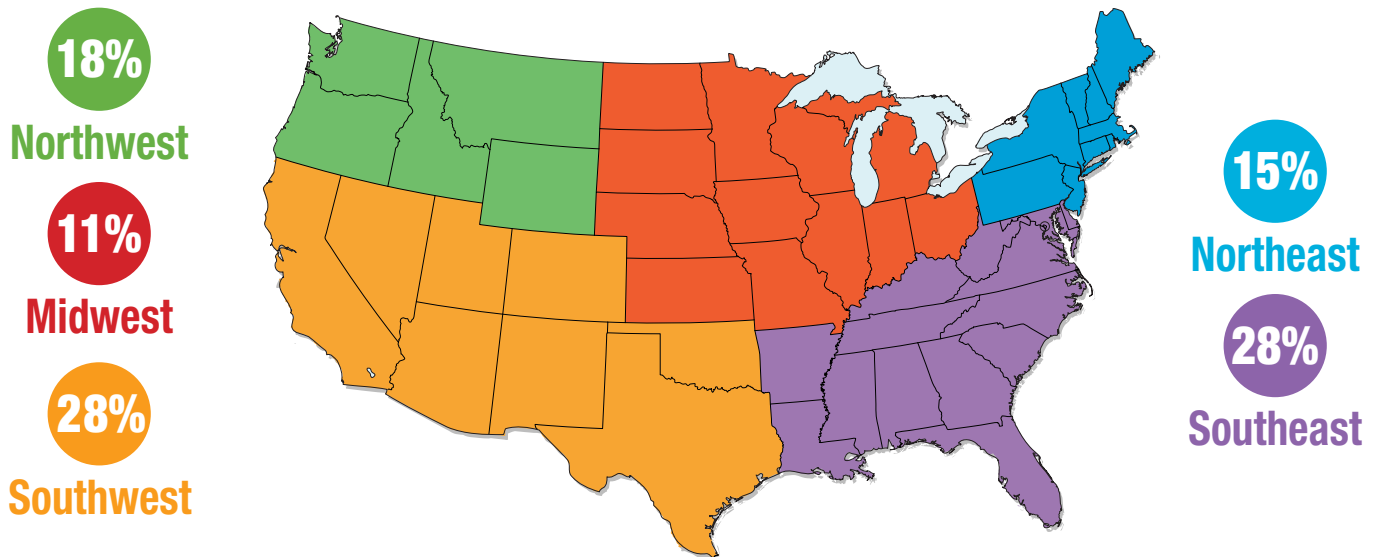
*2016 Subscription Card Survey, BLB Independent Market Research



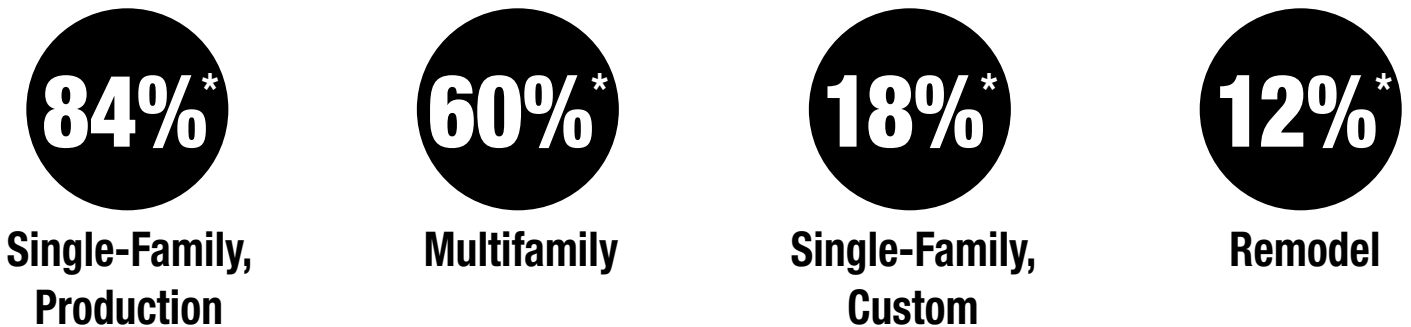
Readership & Circulation:

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



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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

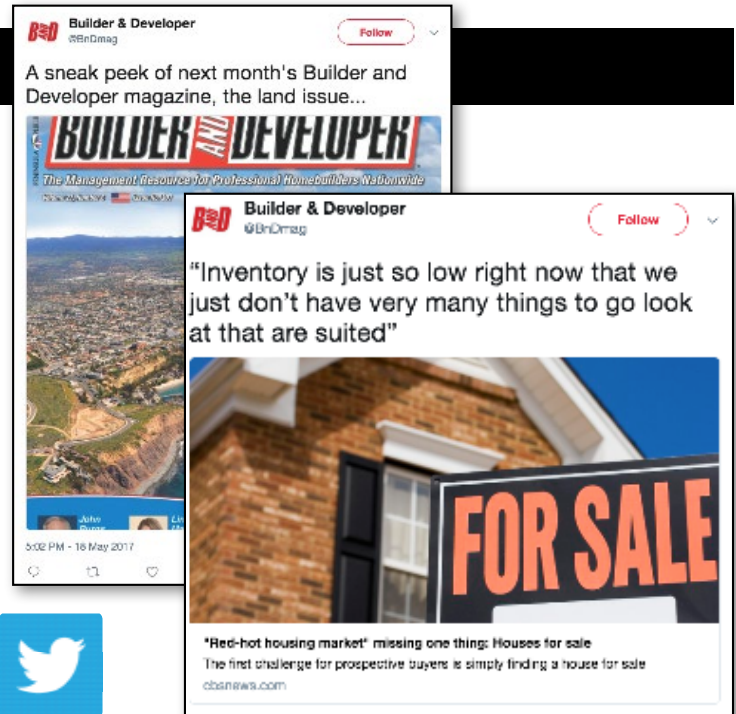


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- Channel Build-Ups
- Event Marketing program
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- Homebuilding Technologies



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 2019

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 2019

Debuting in 2019, 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.



Builder's Bash

For 29 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 5.0) 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 MUNICIPAL MANAGEMENT INDUSTRY

- Fregg Abbott, Governor of Texas**
Fregg Abbott, the 58th Governor of Texas, continues building on record of strong, conservative leadership. Previously the longest-serving Attorney General in Texas history and a Justice on the Texas Supreme Court, Governor Abbott has long defended constitutional principles on which state and our nation were founded.
- Marwan Abboud, Senior VP, ARCADIS**
Abboud is ARCADIS Senior Vice President for Traffic, Planning and Intelligent Systems Operations Manager and Technical Knowledge and Innovation (TKI) Director with 32 years of experience in the fields of transportation planning, traffic engineering and highway design.
- Steve Adler, Mayor of the City of Austin**
Steve Adler was elected Austin's 52nd Mayor in December 2014, and looks forward to doing big things to improve the quality of life for everyone in Austin. As the Mayor of this historic first new 10-1 Council, Mayor Adler plans to lead Austin's government to a new level of inclusive civic engagement between residents and their elected officials.
- James E. Baker, City Manager of Chesapeake**
James E. Baker was appointed Chesapeake City Manager on January 14, 2013. He holds a B.S. degree in chemistry from the University of Missouri and a law degree from Washington University in St. Louis. He has also completed an intensive training course for Senior Executives in State and Local Government.

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.





Our database of 170,000 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.



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- Our newest brand covers the most important, timely topics in the building industry
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- Daily updates, Popular articles from across our brands, and Original content all find a home on Builder. Media
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- 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 170,000 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.

“LA Build Corp is so excited to be included in the June issue of Builder & Developer, so thank you so much for working with us on this!

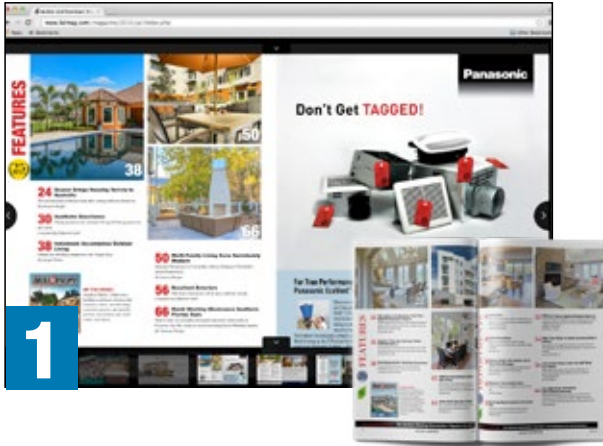
I wanted to touch base with you to let you know that I just read the byline on LA Build Corp in the digital issue and it is beyond wonderful! Thank you so much for working with us on this - Ami and the firm are beyond thrilled!”

- Shaye Price - PR Representative A Design Partnership

OH MY GOSH!!! This is sooo awesome! Well done.... This publication is terrific.

- Cece Karnopp, Sales Counselor for Highland Homes





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 170,000 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.
- **\$5,950 per digital postcard.**

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.
- email program must include a minimum 3 month print or digital Schedule
- **\$4,995**



“Hello Abby! I hope you had a great weekend! I wanted to say thank you for the editorial opportunity for KTG’s Marissa Kasdan article on page 34 of the August issue plus her smiling face on the front cover. Everyone was very pleased. It was a great issue!”

- Anne Monaghan - Monaghan Communications, INC.

“My opinion – it turned out great. I realize how much effort this takes so I do want to thank you for your work and featuring us.”

- Danel Kuhlmann - Corporate Marketing Manager of Century Communities

“Thank you again! It was great collaborating with you.”

- Alexa Upper, Marketing Manager for JayMarc Homes

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-knowledgeable 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.



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.



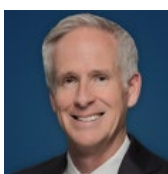
LINDA MAMET
Linda Mamet is the Vice President of Corporate Marketing for Tri Pointe Group. She has over 15 years of homebuilding experience in a variety of sales and marketing roles with Pulte Group Inc (NYSE: PHM) across various brands. She also served as Corporate Vice President of Sales and Marketing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



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.



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.



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.



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.



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.



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.



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.



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.



GRANGER MACDONALD
The National Association of Home Builders' 2017 Chairman of the Board Granger MacDonald is a Kerrville, Texas-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.



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.



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.



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.

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 	Exteriors	<ul style="list-style-type: none"> • 2019 Nationals Winners • Exterior Design 	<ul style="list-style-type: none"> • CURB APPEAL <ul style="list-style-type: none"> -Windows & Doors -Caulking & Flashing -Pavers -Garage Doors -Roofing -Decorative -Siding, Stucco, Paint -Mailboxes 		12/14/2019
FEBRUARY	IBS/KBIS Issue	<ul style="list-style-type: none"> • 2019 Outlook • IBS/KBIS Issue • IBS speakers weigh in • Industry experts and 	<ul style="list-style-type: none"> • THE BEST OF IBS & KBIS/NEW FOR 2018 Feb 19-21 • BRAND SURVEY WINNERS • IBS PRODUCT PREVIEW 	IBS/ KBIS  Las Vegas, NV	1/15/2019
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 -Faucets -Toilets 		2/15/2019
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 		3/15/2019
MAY 	Production Builder 200	<ul style="list-style-type: none"> • Production Builder 200 (Top 200 Most Successful Production Builders in the US) • Big Builder Showcase 	<ul style="list-style-type: none"> • SMART HOME TECH <ul style="list-style-type: none"> -Solar & Back Up Batteries -Thermostats • BUILDING ENVELOPE <ul style="list-style-type: none"> -Weatherproofing -Siding -HVAC -Appliances -Insulation -OSB -Sheathing Roofing 		4/15/2019
JUNE	The Land Issue	<ul style="list-style-type: none"> • 2019 Mid-Year Report Card • Land Development • Finance • PCBC Show Issue 	<ul style="list-style-type: none"> • PCBC PREVIEW 	PCBC  May 30-31 San Francisco, CA	5/6/2019
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 -Flashing -Fireplaces -Pavers 		6/14/2019
AUGUST	The Millennial Issue	<ul style="list-style-type: none"> • Summer Destination Markets • Outdoor Living Part 2 • Master Planned Communities 	<ul style="list-style-type: none"> • INTERIOR MERCHANDISING • Kitchen & Bath • Indoor Air Quality 		7/15/2019
SEPTEMBER 		<ul style="list-style-type: none"> • Millennial & First time Buyer Builders • Affordable • Boomers 	<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 -Membranes -Insulation 	-Paint	8/15/2019
OCTOBER		<ul style="list-style-type: none"> • Interesting Interiors • Kitchen & Bath 	<ul style="list-style-type: none"> • INTERIOR PRODUCTS <ul style="list-style-type: none"> -Paint -Appliances -Windows & Doors -Molding -Flooring -Decorative -Tile -Countertops 		9/16/2019
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 	Greenbuild Nov 20-22 Atlanta, GA	10/15/2019
DECEMBER	Pubby Awards 2019	<ul style="list-style-type: none"> • 2019 Awards Issue 	<ul style="list-style-type: none"> • EDITOR'S CHOICE AWARDS • 2019 BRAND SURVEY WINNERS 		11/15/2019

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

Includes both print and digital editions

All Rates are net

	Size	1x	3x	6x	9x	*12x
(A)	2 page	\$15,115	\$13,370	\$11,695	\$10,290	\$9,675
(B)	Full page	9,415	9,060	8,700	8,280	7,515
(D) (F)	1/2 page	4,985	4,555	3,795	3,675	3,610
(G)	1/3 page	3,710	3,435	3,160	2,885	2,615
(E)	1/4 page	2,795	2,675	2,515	2,395	2,200
(H)	Marketplace	820	710	665	625	605

*Strategic Partnership Packages



*Regional Ad, Digital and Insert Programs Available
Contact Your Representative for Details,
Pricing and Availability for Your Custom Ad Program.*

BUILDER AND DEVELOPER DIGITAL ADVERTISING RATES

All Rates are net.

Size	1 Month	3 Months	6 Months	9 Months	12 Months
Web Banner	\$2,180	\$2,005	\$1,825	\$1,645	\$1,465/ \$17,580
Skyscraper	\$3,965	\$3,660	\$3,350	\$3,040	\$2,730
Digital Postcard / E-Marketing	\$5,950	\$5,710	\$5,475	\$5,235	\$4,995
Builder Bytes (3x per week, 12x per month)	\$5,115	\$4,700	\$4,350	\$4,220	\$3,965

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
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Option 1: WeTransfer.com can be used to e-mail (use email address below) and compress large files.

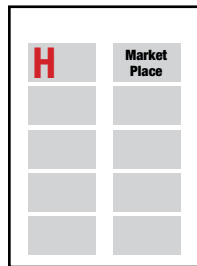
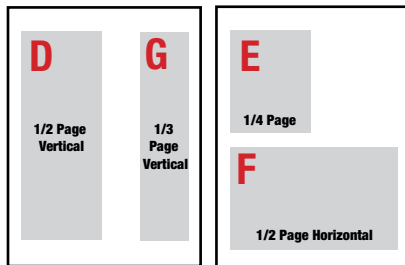
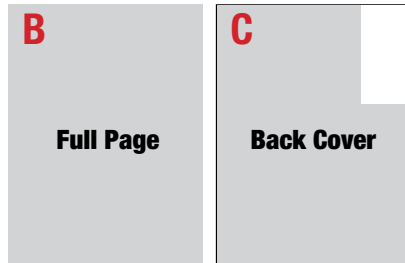
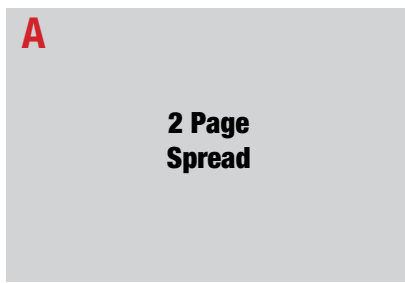
Option 2

Using a web browser, download FTP app

Domain and log-in information is: www.penpubinc.com/ftp

Access Code: Publish12

Questions?: stacy@penpubinc.com



I Web Banner Ad
728 x 90 pixels
Banner Ad

Digital Requirements:

- Digital Files Only
- 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 palettes.
- 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:

- images included as attachments
- tables must be used instead of div tags creative width should not exceed 600px (or does it need to remain at the 576x360)
- should include text version (not required)
- no embedded fonts pulling source from online as in google fonts
- no css (unless inline), javascript, flash, background images or image maps
- Please include any opt-outs or suppressions
- Please include desired subject line



300 x 600 pixels



300 x 250 pixels
Big Button



125 x 125 pixels
Small Button

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 arising 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 **ABC** Green Home™ 5.0 *Luxe Build*

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