

MBAKS ADVERTISING SPECIFICATIONS & DEADLINES



MASTER BUILDER MAGAZINE

Ad specifications
Advertising rates
Artwork deadlines

MBAKS HOME REMODELERS DIRECTORY

Ad specifications
Advertising rates
Artwork deadlines

ART SUBMISSION GUIDELINES

Accepted file formats
Production notes
Submitting your ad
How to save a high resolution PDF

DIGITAL ADVERTISING

Up to Date weekly e-newsletter

FOR MORE INFORMATION

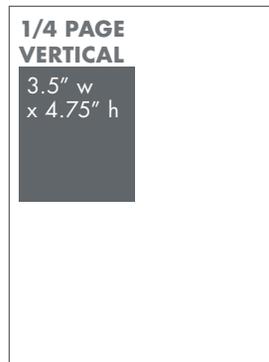
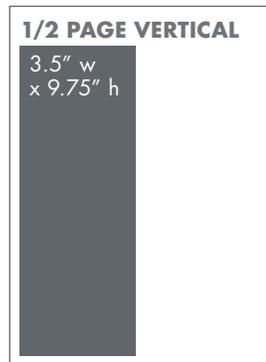
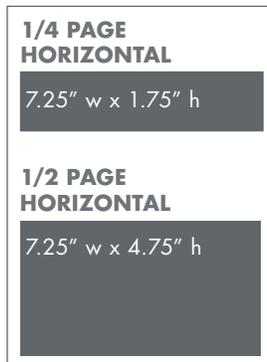
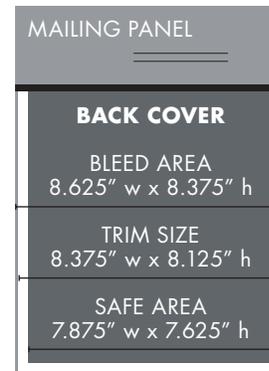
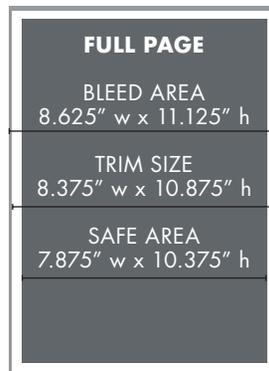
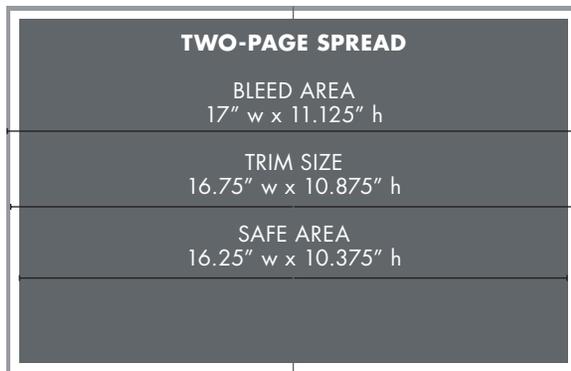
Craig Ball
Business Development Manager
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MASTER BUILDER MAGAZINE

- ▲ Published quarterly in Spring (March 15), Summer (June 15), Fall (September 1), and Winter (December 1)
- ▲ Distributed to approximately 3,000 MBAKS members via mail and to approximately 1,000 additional recipients at the MBAKS member center, Seattle Home Shows, and digitally via email and at mbaks.com
- ▲ Readership is approximately 10,000
- ▲ Features builder and associate members in the Puget Sound region and fosters networking, educational, and business opportunities for our members
- ▲ Includes current events, important legislative news, and trends that affect the residential building industry as a whole

AD SPECIFICATIONS



ADVERTISING RATES*

AD TYPE	PRICE
Two-Page Spread	\$3,099
Back Cover	\$2,199
Inside Front/Back Cover	\$2,399
Full Page	\$1,599
Half Page	\$1,199
Quarter Page	\$799

*Ad production costs not included.

2021 PUBLICATION DATES

- ▲ SPRING: Mar. 15
- ▲ SUMMER: Jun. 15
- ▲ FALL: Sep. 1
- ▲ WINTER: Dec. 1

2021 ARTWORK DEADLINES

- ▲ SPRING: Jan. 8
- ▲ SUMMER: Apr. 12
- ▲ FALL: Jun. 29
- ▲ WINTER: Sep. 27

HOME REMODELERS DIRECTORY

- ▲ Reaches approximately 30,000 Puget Sound residents
- ▲ Represents the largest and oldest local homebuilder's association in the nation
- ▲ Published biannually in Spring (February) and Fall (October)
- ▲ Features list of MBAKS Remodeler Council builder members

AD SPECIFICATIONS

TWO-PAGE SPREAD
BLEED AREA 12" w x 9.125" h
TRIM SIZE 11.75" w x 8.875" h
SAFE AREA 10.75" w x 8.375" h

FULL PAGE
BLEED AREA 6.125" w x 9.125" h
TRIM SIZE 5.875" w x 8.875" h
SAFE AREA 5.375" w x 8.375" h

1/4 PAGE
2.6" w x 3.97" h
1/2 PAGE
5.375" w x 3.97" h

ADVERTISING RATES*

AD TYPE	PRICE
Two-Page Spread	\$2,500
Back Cover	\$2,000
Inside Front/Back Cover	\$1,700
Full Page	\$1,250
Half Page	\$750
Quarter Page	\$450

*Ad production costs not included.

2021 PUBLICATION DATES

- ▲ SPRING: Feb. 16
- ▲ FALL: Oct. 11

2021 ARTWORK DEADLINES

- ▲ SPRING: Jan. 8
- ▲ FALL: Aug. 30



AUBURN
BIG SKY CONSTRUCTION INC.
 15916 SE 320th St
 Auburn, WA 98002
 253.833.1041
 bigskyremodel.com

BELLEVUE
ARMADA DESIGN & BUILD
 12727 Northrup Way #6
 Bellevue, WA 98005
 425.558.9450
 armadadiv.com

DESIGN GUILD HOMES
 11001 NE English St #201
 Bellevue, WA 98004
 425.452.3113
 designguildhomes.com

KITCHEN PLUS
 12121 Northrup Way #201
 Bellevue, WA 98005
 866.575.2128
 kitchenplus.com

LAKEVILLE HOMES
 1247 120th Ave. NE
 Bellevue, WA 98005
 425.453.8388
 lakevillehomes.com

PAZ CREATIVE
 2518 154th Ave. NE, Ste. 250
 Bellevue, WA 98007
 425.440.2877
 pazcreativehomes.com

SN ENTERPRISES LLC
 10911 SE English St
 Bellevue, WA 98004
 206.240.9521

TENHULZEN RESIDENTIAL LLC
 13208 NE 20th St, Ste. 300
 Bellevue, WA 98005
 425.855.9571
 tenhulzen.com

UNIQ INTERIORS
 12128 SE Newport Way
 Bellevue, WA 98006
 425.353.7402
 uniqi.pro

MONROE
JM BOGAN REMODELING COMPANY
 17261 147th St. SE #104
 Monroe, WA 98272
 425.788.2272
 jmbogco.com

PUYALLUP
REMODEL PROS II
 P.O. Box 73226
 Puyallup, WA 98373
 253.686.5560
 remodelprosw.com

RAVENSDALE
SOUND BUILDERS INC.
 P.O. Box 568
 Ravensdale, WA 98051
 206.246.7100
 soundbuilders.com

REDMOND
RIDDLE CONSTRUCTION & DESIGN
 13606 Woodlawn-Belmont Road NE
 Redmond, WA 98052
 425.424.3445
 riddleconstructiondesign.com

SABER CONSTRUCTION
 8611 154th Ave. NE
 Redmond, WA 98052
 425.882.1015
 sabercnstruction.com

UNIPLEX CONSTRUCTION LLC
 14727 NE 87th St
 Redmond, WA 98052
 206.323.4320
 uniplexconstruction.com

RENTON
BEST CHOICE HOME IMPROVEMENTS
 325 Sunset Blvd. N., Unit B
 Renton, WA 98057
 425.453.4419
 bestchoicewindows.com



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ART SUBMISSION GUIDELINES

ACCEPTED FILE FORMATS

▲ HIGH-RESOLUTION PDF

▲ **JPG FILES** Must be high-resolution, saved as CMYK, 300 dpi at 100%

▲ **EPS** Vector files may be submitted only if all fonts are converted to paths and high-resolution images are embedded (not recommended)

PRODUCTION NOTES

▲ **SPOT COLORS** will be converted to CMYK

▲ **LINE ART** 1,200 dpi, CMYK

▲ **BLEED ADS** Art file must include .125" bleed all around **without** crop marks and all critical information should be a minimum of .25" from page edge (safe area)

▲ **ISLAND ADS** May be keylined at editor's discretion

SUBMITTING AD

▲ **EMAIL FINAL FILE** to advertising@mbaks.com

HOW TO SAVE A HIGH-RESOLUTION PDF

Use these guidelines to avoid production problems.

NON-BLEED ADS

- ▲ Select PDF/X-1a:2001 and Acrobat 8/9 Compatibility
- ▲ Select "Marks and Bleeds" tab
- ▲ Ensure that none of the "Marks" boxes are selected
- ▲ Save file

BLEED ADS

- ▲ Select PDF/X-1a:2001 and Acrobat 8/9 Compatibility
- ▲ Select "Marks and Bleeds" tab
- ▲ DO NOT select any of the "Marks" boxes
- ▲ DO select "Use Document Bleed Settings"
- ▲ Select .125" and ensure that bleed elements extend to fill bleed area in file
- ▲ Save file

UP TO DATE WEEKLY E-NEWSLETTER

▲ Keeps member informed on association events, education, products, and housing advocacy

ADVERTISING RATES*

FREQUENCY	MEMBER	NON-MEMBER
1 Month	\$500 (4/\$125)	\$700 (4/\$175)
3 Months	\$1,495 (13/\$115)	\$2,145 (13/\$165)
6 Months	\$2,730 (26/\$105)	\$4,030 (26/\$155)
12 Months	\$4,940 (52/\$95)	\$6,240 (52/\$120)

*Ad production costs not included.

AD SPECIFICATIONS

AD UNIT	DIMENSIONS
Leaderboard	600x90
Billboard	600x250
Banner	600x315
Button	300x250

ARTWORK DEADLINE

▲ Two weeks before publication, which is every Monday, excluding holidays

UP TO DATE NEWS AND UPDATES



LEADERBOARD
600x90

BILLBOARD
600x250

UPCOMING EVENTS & CLASSES

June 12 [PWB Lunch](#)

June 14 [RBC Breakfast](#)

June 14 [Fast Track to Success](#)

June 15 [Spoke Training](#)

June 15 [Dialing for Doughnuts](#)

June 19 [GRIP Claims 101™](#)

June 19 [Design Mix](#)

June 28 [RC Dinner](#)

July 5 [SBC Breakfast](#)

BANNER
600x315

TOP STORY

PWB LUNCH

TAKE NOTE

Remodelers Council Dinner
 June 28, 6-8:30 p.m., Glendale Country Club, Bellevue
 Learn how to achieve long-term success from remodeling finance guru Judith Miller, a contributor to Remodelers Advantage magazine and Remodeling Magazine. Miller will share the three most important strategies to grow a successful company through her personal experiences. [Register](#)

BUTTON
300x250