

# MBAKS ADVERTISING SPECIFICATIONS & DEADLINES



## MASTER BUILDER MAGAZINE

Ad specifications  
Advertising rates  
Artwork deadlines

## MBAKS HOME REMODELERS DIRECTORY

Ad specifications  
Advertising rates  
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## ART SUBMISSION GUIDELINES

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How to save a high resolution PDF

## DIGITAL ADVERTISING

Up to Date weekly e-newsletter

## FOR MORE INFORMATION

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cball@mbaks.com



# 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

TWO-PAGE SPREAD
BLEED AREA 17" w x 11.125" h
TRIM SIZE 16.75" w x 10.875" h
SAFE AREA 16.25" w x 10.375" h

FULL PAGE
BLEED AREA 8.625" w x 11.125" h
TRIM SIZE 8.375" w x 10.875" h
SAFE AREA 7.875" w x 10.375" h

MAILING PANEL
<b>BACK COVER</b>
BLEED AREA 8.625" w x 8.375" h
TRIM SIZE 8.375" w x 8.125" h
SAFE AREA 7.875" w x 7.625" h

1/4 PAGE HORIZONTAL
7.25" w x 1.75" h
1/2 PAGE HORIZONTAL
7.25" w x 4.75" h

1/2 PAGE VERTICAL
3.5" w x 9.75" h

1/4 PAGE VERTICAL
3.5" w x 4.75" h

## 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 326th St.  
Auburn, WA 98002  
253 833 1041  
bigskyprint.com

**BELLEVUE**  
ARMADA DESIGN & BUILD  
12727 Montlake Way #6  
Bellevue, WA 98005  
425 558 9450  
armadabuild.com

**DESIGN GUILD HOMES**  
12001 NE 54th St. #201  
Bellevue, WA 98004  
425 452 3113  
designguildhomes.com

**KITCHEN PLUS**  
12121 Montlake Way #201  
Bellevue, WA 98005  
866 575 2128  
kplkplus.com

**LAKEVILLE HOMES**  
1247 120th Ave. NE  
Bellevue, WA 98005  
425 453 8388  
lakevillehomes.com

**PAZ CREATIVE**  
2018 154th Ave. NE, Ste. 250  
Bellevue, WA 98007  
425 440 2877  
pazcreativehomes.com

**SEN ENTERPRISES LLC**  
10111 SE 84th St.  
Bellevue, WA 98004  
206 340 9101

**TENHOLZEN RESIDENTIAL LLC**  
13209 NE 20th St., Ste. 300  
Bellevue, WA 98005  
425 585 9871  
tenholzen.com

**UNIQ INTERIORS**  
16138 SE Newport Way  
Bellevue, WA 98006  
425 353 7402  
uniq-pro.com

**MONROE**  
JM BOGAN REMODELING COMPANY  
12651 147th St. SE #10A  
Monroe, WA 98272  
425 788 2272  
jmlbogan.com

**PUYALLUP**  
REMODEL PROS II  
P.O. Box 73226  
Puyallup, WA 98373  
253 486 5560  
remodelprosonline.com

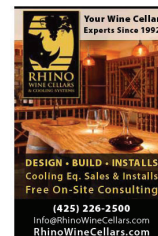
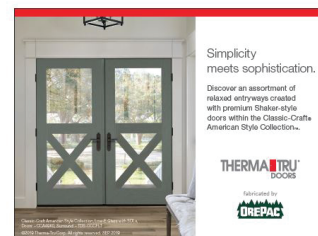
**RAVENSDALE**  
SOUND BUILDERS INC.  
P.O. Box 568  
Ravensdale, WA 98051  
206 246 7100  
soundbuilders.com

**REDMOND**  
RIDDLE CONSTRUCTION & DESIGN  
13606 Woodmonte-Belmont Road NE  
Redmond, WA 98052  
425 424 3445  
riddleconstructionanddesign.com

**SABER CONSTRUCTION**  
8681 154th Ave. NE  
Redmond, WA 98052  
425 882 1015  
saberconstruction.com

**UNIPLEX CONSTRUCTION LLC**  
14717 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



# 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](mailto: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	<a href="#">PWB Lunch</a>
June 14	<a href="#">RBC Breakfast</a>
June 14	<a href="#">Fast Track to Success</a>
June 15	<a href="#">Spike Training</a>
June 15	<a href="#">Dialing for Doughnuts</a>
June 19	<a href="#">GRIP Claims 101™</a>
June 19	<a href="#">Design Mix</a>
June 28	<a href="#">RC Dinner</a>
July 5	<a href="#">SBC Breakfast</a>

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