

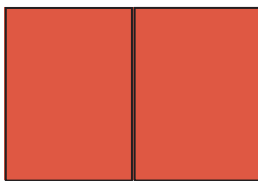
THE CONSTRUCTION INDUSTRY'S MONTHLY MAGAZINE OFFERING STATEWIDE REACH

Ad Rates

Ad Size	Open (1-5 issues)	8X (6-11 issues)	12X (12 issues)
Back Cover	\$1,325	\$1,200	\$1,075
Inside Front Cover	1,250	1,133	1,015
Two-page Spread	1,765	1,596	1,427
Inside Back Cover	1,250	1,133	1,015
Full Page	1,175	1,065	955
1/2 Page	875	795	715
1/3 Page	650	593	535

All rates are net. Preferred placement is available, subject to availability. All rates include 4-color.

Ad Dimensions



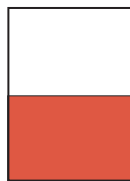
TWO PAGE SPREAD

Width: 14.50"
Depth: 9.5"



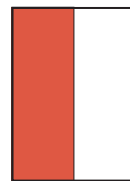
FULL PAGE

Width: 7.25"
Depth: 9.5"



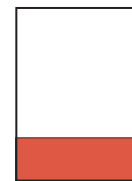
1/2 HORIZONTAL

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Depth: 4.8"



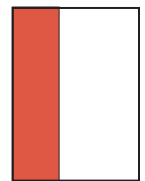
1/2 VERTICAL

Width: 3.55"
Depth: 9.75"



1/3 HORIZONTAL

Width: 7.25"
Depth: 3"



1/3 VERTICAL

Width: 2.25"
Depth: 9.75"

Advertorial Rates

Product Profile:

A showcase of the latest products and services available to the construction industry

Company Profile:

A professionally written profile of your company, its history and achievements

Profile Rates:

1/3 Page — \$700
1/2 Page — \$925
Full Page — \$1225

Our talented editorial staff will profile your company or product at no additional cost. All profiles include full-color.

Color Charges

All Wisconsin Builder advertisements include 4 color.

Creative Services

Need design direction? Let our creative professionals work for you.

There's no charge for ad design.

To make the process of submitting advertising as simple as possible, we can create a custom ad for you.