

# GAHBA MEDIA GUIDE

*Atlanta Building News* quarterly magazine  
*Membership Directory and Builder Resource Guide*  
*Atlanta Building News Weekly* eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR** ➤  
ASSOCIATION SOLUTIONS

# BY THE NUMBERS

## 5<sup>th</sup>

GAHBA is the largest local home builders association in Georgia, with Atlanta ranked 5th among cities with the most new construction in the U.S.

## 1.9%

The home builders industry is expected to grow at an annualized 1.9% to \$115.3 billion over the next five years.

## \$1.9 B

Georgia is home to a \$1.9 billion home building industry.

## GAHBA MEMBERS

Many GAHBA members are key decision-makers responsible for purchasing decisions for their company. GAHBA communications reach home builders, re-modelers, developers, general and trade contractors, manufacturers, suppliers and distributors. Some products they are in the market for include:

- Ready-mix concrete
- Aluminum fittings
- Glass
- Electrical installations
- Structural steel
- Metal cladding
- Concrete panels
- And many more!



**Atlanta Building News**  
magazine

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\*Sources: IBIS Report 23611A, GAHBA Marketing Questionnaire

# 2019 EDITORIAL CALENDAR

ISSUE	THEMES	SPACE RESERVATION	AD COPY DATE
Spring 2019	2018: A Look Ahead • Features: HomeAid Atlanta, EarthCraft	January 9, 2019	February 2019
Summer 2019	Effective Marketing • Features: TBD	April 4, 2019	May 2019
Fall 2019	Recruiting & Retaining Talent • Features: TBD	June 25, 2019	August 2019
Winter 2019	2018 OBIE Awards • Features: TBD	October 11, 2019	November 2019

*\*Editorial Calendar is tentative and subject to change.*

## PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with GAHBA and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of GAHBA.

- 2-10 Home Buyers Warranty
- Academy Mortgage Corporation
- Access Control Systems, Inc.
- All Exterminating
- All Star Fence Co., Inc.
- Ameris Bank
- Arango Insulation
- Arke Stairs
- Arnold Flooring
- Atlanta Building Company
- Atlanta Gas Light Company
- Atlanta Peach Movers
- Atlas Roofing Corporation
- BB&T Home Mortgage
- Beck Owen & Murray
- Bonded Builders Warranty Group
- Bridgette Boylan Interiors
- Builder Specialties, LLC
- Builders Insurance Group
- Cabinet Resources Partners, LLC
- Caliber Home Loans, Inc.
- Canonbury Homes, Inc.
- Compleat Stair Co. Inc.
- Construction Resources, Inc.
- Correct Housewrap Installation
- Daniels Floors
- David Weekley Homes
- Don Jackson Chrysler Dodge Jeep RAM
- Dreaming Creek Timber Framing
- Endura Products
- Gaddy Surveying & Design, Inc.
- Georgia Home Theater
- Georgia Natural Gas
- Georgia Power Company
- Granite Garage Floors
- Gwinnett Place Ford
- Haven Design Works
- Home Elevators, Inc.
- Home Town Services
- Huio Development, LLC
- Interceramic Tile & Stone Gallery
- J.R. Bolton Services, Inc.
- Jackson EMC
- JX Nippon ANCI, Inc.
- Lennox Industries, Inc.
- LP Building Products
- Massey Services, Inc.
- Mast Custom Cabinets
- McMichael & Gray, P.C.
- Meridian Bank
- Meridian Brick & Masonry Supply
- Mule2Go
- New American Funding
- Norbord Industries Inc.
- O'Kelley & Sorohan, Attorney at Law
- OnSight Signage & Visual Solutions, Inc.
- Paces Funding
- Pestban
- Primatch
- Reliance Heating and Air Conditioning
- Rick Hendrick Chevrolet
- Samsung Home Electronic & Appliance
- SB Comm, Inc.
- SCANA Energy
- SEI Group, LLC
- ShepCo Paving
- Superior Distribution
- Superior Indoor Comfort, Inc.
- The Erosion Company, Inc.
- The Southern Agency
- Top South, Inc.
- Vantagepoint 3D, LLC
- Weissman, Nowack, Curry & Wilco, PC
- White Rock Drywall

# ATLANTA BUILDING NEWS MAGAZINE

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	1x	2-3x	4x
Double Page Spread	\$ 3,169.50	\$ 3,009.50	\$ 2,849.50
Outside Back Cover	\$ 2,569.50	\$ 2,479.50	\$ 2,379.50
Inside Front or Inside Back Cover	\$ 2,369.50	\$ 2,279.50	\$ 2,179.50
Full Page	\$ 1,869.50	\$ 1,779.50	\$ 1,679.50
2/3 Page	\$ 1,639.50	\$ 1,559.50	\$ 1,479.50
1/2 Page	\$ 1,229.50	\$ 1,169.50	\$ 1,109.50
1/3 Page	\$ 869.50	\$ 829.50	\$ 779.50
1/4 Page	\$ 719.50	\$ 679.50	\$ 649.50
1/6 Page	\$ 539.50	\$ 509.50	\$ 489.50
1/8 Page	\$ 399.50	\$ 379.50	\$ 359.50

Black-and-White Rates	1x	2-3x	4x
Full Page	\$ 1,639.50	\$ 1,559.50	\$ 1,479.50
2/3 Page	\$ 1,399.50	\$ 1,329.50	\$ 1,259.50
1/2 Page	\$ 999.50	\$ 949.50	\$ 899.50
1/3 Page	\$ 709.50	\$ 669.50	\$ 639.50
1/4 Page	\$ 539.50	\$ 509.50	\$ 489.50
1/6 Page	\$ 409.50	\$ 389.50	\$ 369.50
1/8 Page	\$ 309.50	\$ 289.50	\$ 279.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

- ☐ **Leaderboard** | \$975
- ☐ **Top TOC Mobile Banner** | \$945
- ☐ **Rectangle** | \$840
- ☐ **2nd TOC Mobile Banner** | \$680
- ☐ **HTML5 Ad** | \$1,050
- ☐ **Small Digital Insert** | \$420
- ☐ **Large Digital Insert** | \$525
- ☐ **Digital Magazine Video** | \$260

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.



# ATLANTA BUILDING NEWS MAGAZINE

Extend your print advertising investment with the unique benefits of digital media!

Atlanta Building News is also available to members in a fully interactive digital magazine. Our digital magazine is mobile responsive and HTML5 optimized, providing readers with an exceptional user experience across all devices.

## THE DIGITAL MAGAZINE LETS YOU:

- Include ads on an HTML 5 and mobile responsive platform
- Link your ad to the landing page of your choice
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on GAHBA's website. A full archive of past issues is available, ensuring longevity for your online presence



## DIGITAL OPTIONS

### 1 Leaderboard | \$975

The leaderboard ad will appear right above the magazine on all pages of the replica page view.

### 2 Top TOC Banner | \$945

The top TOC mobile banner will appear as the top banner in the table of contents of the HTML reading view.

### 3 Rectangle | \$840

The rectangle ad will appear below the table of contents, locked on-screen for all pages of the replica page view.

### 4 2nd TOC Mobile Banner | \$680

The second TOC mobile banner will appear between key article listings in the table of contents of the HTML reading view.



Replica Page View



HTML Reading View

### HTML5 Ad | \$1,000

Placed between article pages in the digital magazine, this mobile responsive ad option gives you the freedom to include your content across a variety of devices. HTML5 ads allow you to include text, images, hyperlinks and video.

### Small Insert | \$420

Your message will display as a half-page ad between any article pages in the digital magazine.

### Large Insert | \$525

Your message will appear as a 2/3rds display ad between any article pages in the digital magazine.

### Digital Magazine Video | \$260

Displaying between or within digital magazine articles, the video option will let your company deliver it's message to your target audience.

For the latest online specs, please visit: <http://www.naylor.com/gtxcelspecs>

# MEMBERSHIP DIRECTORY AND BUILDER RESOURCE GUIDE

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine or directory.

**Revisions and Proofs:** \$50

**Position Guarantee:** 15% Premium

Full-Color Rates	Directory
Double Page Spread	\$ 3,259.50
Outside Back Cover	\$ 2,629.50
Inside Front or Inside Back Cover	\$ 2,419.50
Full Page	\$ 1,929.50
2/3 Page	\$ 1,699.50
1/2 Page	\$ 1,269.50
1/3 Page	\$ 899.50
1/4 Page	\$ 739.50
1/6 Page	\$ 559.50
1/8 Page	\$ 409.50
Tab	\$ 2,159.50

Black-and-White Rates	Directory
Full Page	\$ 1,699.50
2/3 Page	\$ 1,439.50
1/2 Page	\$ 1,029.50
1/3 Page	\$ 729.50
1/4 Page	\$ 559.50
1/6 Page	\$ 419.50
1/8 Page	\$ 319.50

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## Directory Digital Branding Opportunities

**Sponsorship** | \$1,020

**Sponsorship Max** | \$1,135

**Skyscraper** | \$1,020

**Toolbar** | \$560

**Leaderboard** | \$1,020

**Bellyband** | \$1,000

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## MEMBERSHIP DIRECTORY AND BUILDER RESOURCE GUIDE

Extend your print advertising investment with the unique benefits of digital media!

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on GAHBA's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, the magazine and directory are also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



### • **Toolbar | \$560**

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

### • **Skyscraper | \$1,020**

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

### • **Belly Band | \$1,000**

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

### • **Leaderboard | \$1,020**

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

### • **Sponsorship\* | \$1,020**

### • **Sponsorship MAX\* | \$1,135**

Your message will be prominently displayed directly across from the cover of the magazine.

\*Video capabilities are not supported for Sponsorship MAX.

For the latest online specs, please visit: <http://www.naylor.com/onlinespecs>

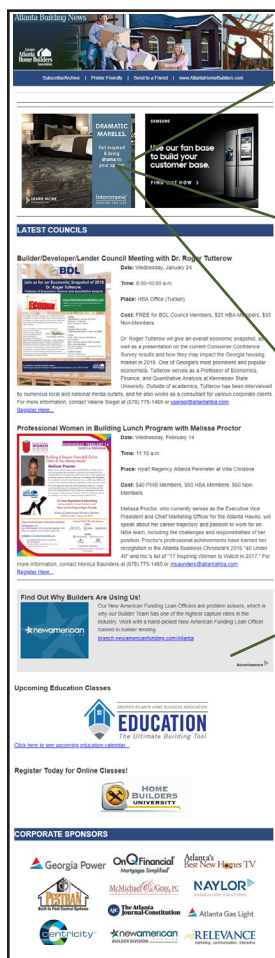
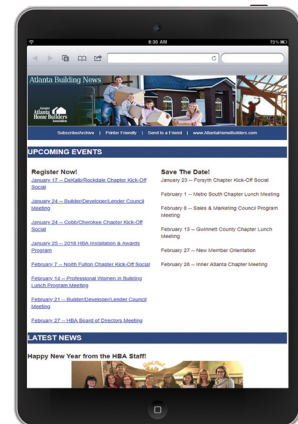
# ATLANTA BUILDING NEWS WEEKLY

ABOUT THE ENEWSLETTER – [WWW.NAYLORNETWORK.COM/GAH-BUILDINGNEWS](http://WWW.NAYLORNETWORK.COM/GAH-BUILDINGNEWS)

Now more than ever, professionals consume information on the go. Our *Atlanta Building News Weekly* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

## Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of decision-makers on a regular basis
- In addition to GAHBA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other GAHBA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



### Top Rectangle | (300 x 250 pixels)

12 Months | \$4,640

- Only two spots available – NO ROTATION
- Located at the top of the eNewsletter

### Middle Rectangle | (300 x 250 pixels)

12 Months | \$4,095

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### Bottom Rectangle | (300 x 250 pixels)

12 Months | \$3,545

- Only two spots available – NO ROTATION
- Located toward the bottom between popular sections of the eNewsletter

### Sponsored Content | (180 x 150 pixels)

12 Months | \$3,445 (first tile)    12 Months | \$2,915 (second tile)

- Headline: Advertiser supplies 5-7 words (depends on the length of the words)
- Summary text: Advertiser supplies up to 70 words max (depends on the length of the words). Advertiser supplies good quality logo to fit within 180 x 150 pixel image area.

## Distributed every Tuesday!

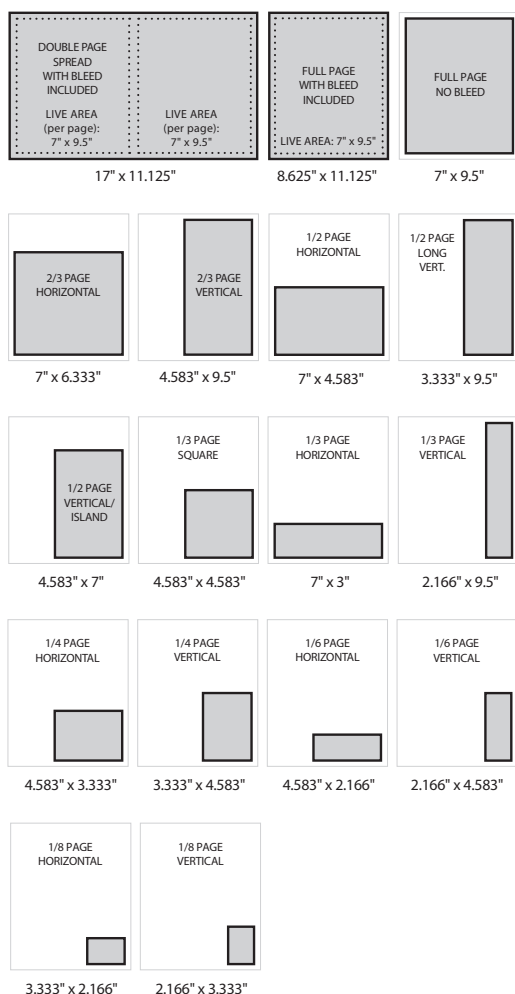
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# PRINT ADVERTISING SPECIFICATIONS

## ATLANTA BUILDING NEWS MAGAZINE MEMBERSHIP DIRECTORY AND BUILDER RESOURCE GUIDE

Magazine/Directory Trim Size: 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"  
 1 Page / 2 surface: 8.375" x 10.875"  
 2 Page / 4 surface: 8.375" x 10.875"  
 Postcards: 6" x 4.25"  
 Heavy Card Stock Insert: 8.25" x 10.75"  
 Postal Flysheets: 8.5" x 11"

### Digital Edition

For more information, visit:

<http://www.naylor.com/onlineSpecs>

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