PRINT ADVERTISING SPECIFICATIONS

MAILING AND SHIPPING INSTRUCTIONS

Contracts, Insertion Orders, Printing Materials: Mail to *BUILDINGS,* c/o Stamats Commercial Buildings Group, 615 5th Street SE, Cedar Rapids, IA 52401, Attn: Candy Holub. Fax insertion orders to: 319-364-4278. Inserts: contact Candy Holub, Production Manager, at 800-553-8878, ext. 5025, for complete shipping instructions.

INSERTS
Sizes:
1 Page Insert   7 ½" x 10 ⅜" (Minimum 4"x5")
Stock: 60# minimum; 100# maximum; book weight.
MarketPlace Rates: $75 per column line for Regular Classified ($60 additional for reader response number); $340 per column inch for Display Classified (no additional charge for reader response number).
Regional Advertising Available: Call production department for rates.
Agency Commission: 15% of gross billing to recognized advertising agencies on space, color, special position. NOTE: NO CASH DISCOUNTS. NET 30 DAYS. A finance charge of 1.5% per month (18% per year) will be added to all past due accounts.
Publisher's Copy Protective Clause:
Advertiser and advertising agency assume liability for all content of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark. The publisher reserves the right to reject any advertising. The publisher is not responsible for errors in key numbers, Advertising Index or Reader Service Numbers. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severely liable for such monies as are due and payable to the publisher.

Short Rates and Rebates: We encourage advertisers to plan all placements and promotional activities in advance in order to garner the best rates and positioning and to guarantee availability. As a courtesy, we extend frequency discounts to scheduled advertisers in advance of schedule completion. The discount is earned only upon fulfillment of the space commitment for the entire ad schedule. In the event that the frequency discount is not earned within a 12-month period, the rates will be adjusted to reflect the actual earned frequency and you will be invoiced for the difference.
Rate Protection Clause: A minimum of 60 days notice will be given preceding any rate increase. On effective date of new rates, earned frequency on space run to-date will apply to new rates.

DIGITAL REQUIREMENTS
Media: CD, CD-R, DVD, or DVD-R.
FTP: For FTP site access (the preferred file transfer method), contact Megan Kommes at (megan.kommes@stamats.com).
Software: Our production department is Mac-based and uses computer-to-plate technology. We prefer press-ready PDF-X1a files (file must include bleed, trim marks and exact trim size: 8 ⅛" x 10 ⅞"). We also accept native files created with the following software: Adobe InDesign, Adobe Photoshop, Adobe Illustrator
Images: Photographic images must meet the following guidelines:
Resolution: 300dpi   **Color mode:** CMYK or Grayscale (convert all Pantone and RGB images to CMYK)
File formats: TIFF (Image Compression: None; Byte Order: Macintosh) or EPS (save Encoding as Binary, not as ASCII or JPEG). Low-res JPEG files will NOT be accepted.
Fonts: Use only Mac postscript fonts in your document. Do not use TrueType fonts. If your document was created using PC fonts, they will need to be substituted for Mac postscript fonts. If your document was created in an illustration program, please convert all fonts to paths to avoid font conflicts.
Trapping: All items in the document must be trapped to fit. We DO NOT provide trapping, and will not be responsible for undesirable results due to improper trapping.

Proofs: If a color proof is not included with the ad, we will not be responsible for undesirable printing results. Supply a high-resolution color proof or equivalent, or PDF file. Ad color will not be guaranteed unless the above type of proof is supplied.

MECHANICAL REQUIREMENTS
Printing: Web Offset.
Binding: Saddle-Stitched.
Color: Black and White, 2-Color and 4-Color Screen: 150 lpi. 4-color **Density:** Maximum 300%. Provided only one color is solid.
Inking: Use Specifications for Web Offset on 50-60lb. machine coated.
Rotation of Colors: Black, cyan, magenta, yellow – Web.
Material Storage: Printing material will be stored for 12 months and then destroyed unless advised otherwise.

PRODUCT DIGEST
· 50 words of copy
· Photo/logo
· Click-thru URL

ISSUANCE AND CLOSING DATES
Publishing Date: 5th of issue month.
Closing Date for Orders: 1st of preceding month.
Closing Dates for Materials: 1st of preceding month for printing materials and inserts to be printed; pre-printed inserts must arrive at printer by the 15th of the preceding month. Cancellation Dates: No cancellations after 1st of preceding month.

CLOSING DATES FOR 2019 ISSUES

BUILDINGS	Adv Date	Materials Due
January	12/3/18	12/7/18
February	1/4/19	1/11/19
March	2/1/19	2/8/19
April	3/1/19	3/8/19
May	4/1/19	4/8/19
June	5/3/19	5/10/19
July	6/3/19	6/10/19
August	7/1/19	7/8/19
September	8/2/19	8/9/19
October	9/3/19	9/10/19
November	10/4/19	10/11/19
December	11/1/19	11/8/19

ADVERTISING DIMENSIONS
Publication Trim Size: 8⅛" x 10⅞"

	NON-BLEED		BLEED	
	WIDTH	HEIGHT	WIDTH	HEIGHT
2-Page spread	15 1/4"	10"	16 1/2"	11 1/8"
1 Page	7 1/8"	10"	8 3/8"	11 1/8"
2/3 -Page vertical	4 1/2"	10"	5 1/8"	11 1/8"
1/2 -Page island	4 5/8"	7 1/2"	5 1/8"	8 3/16"
1/2 -Page vertical	3 1/2"	10"	3 7/8"	11 1/8"
1/2 -Page horizontal	7 1/8"	4 7/8"	8 3/8"	5 9/16"
1/3 -Page vertical	2 1/4"	10"	2 5/8"	11 1/8"
1/3 -Page square	4 5/8"	4 7/8"	5 1/8"	5 9/16"
1/4 -Page	3 3/8"	4 7/8"	3 7/8"	5 9/16"
1/2 -Page horz. spread	15 1/4"	4 7/8"	16 1/4"	5 9/16"
Classified MarketPlace	2 1/8"	4 7/8"	NA	NA

FULL-PAGE BLEED

FULL-PAGE

1/2 V

1/2 IS

1/2 H

1/4

1/6

1/3 H

1/3

1/6 H
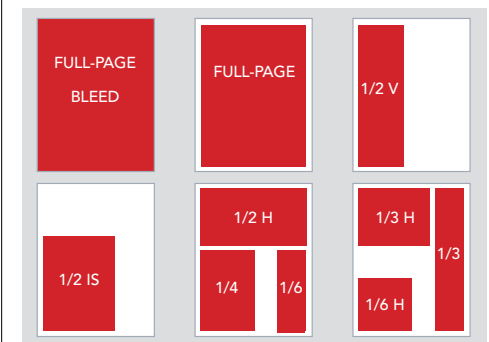
E-MEDIA ADVERTISING SPECIFICATIONS

E-NEWSLETTER SPECIFICATIONS

- Leaderboard: 728 x 90 pixels
- Text Sponsorship: 75-words including headline and linking text. Image size: 130 x 130 pixels. Image as static JPEG or GIF format only, Max file size: 30k, 72 dpi

ONLINE DISPLAY SPECIFICATIONS

- Leaderboard: 728 x 90 pixels, 40k, 3 loop limit, 15 sec. duration, 24 fps
- Super Leaderboard: 970 x 90 pixels, 40k, 3 loop limit, 15 sec. duration, 24 fps
- Half Page: 300 x 600 pixels, 40k, 3 loop limit, 15 sec. duration, 24 fps
- Medium Rectangle: 300 x 250 pixels, 40k, 3 loop limit, 15 sec. duration, 24 fps
- Catfish: 955 x 75 pixels, 40k, 3 loop limit, 15 sec. duration, 24 fps
- Billboard: 970 x 250 collapsed to 970 x 31, 40k, 3 loop limit, 15 sec. duration, 24 fps
- Wallpaper: 1660 x 1000 pixel PNG, background must fade to white or transparent, use of psd template required.
- 72 dpi JPEG, static or animated GIFs
- File format: HTML 5, file size limit 75-100kb after compressing. .zip file must include all referenced code and assets. External JavaScript libraries and web fonts are allowed to be loaded from CDN and count against the max file size limit. Polite loading of assets is allowed. Must include click tag.
- Need click-thru/tracking URL in separate document
- We accept third-party tags, such as Mediaplex, Mediamind and Pointroll

PRODUCT DATABASE CATEGORY SPONSOR

- Leaderboard: 728 x 90 pixels, 40k, 72 dpi, 3 loop limit; plus click-thru URL
- Medium Rectangle: 300 x 250 pixels, 40k, 3 loop limit; plus click-thru URL

PRODUCT DATABASE SUB CATEGORY SPONSOR

- Product description (up to 150 words)
- Stock product photo or application shot
- Click-thru URL

VIDEO SPECIFICATIONS

PREFERRED FORMAT:

- Quick Time (MOV)
- Windows Media (WMV)

ADDITIONAL REQUIREMENTS:

- Company logo and 75 word video description

OTHER USABLE FORMATS:

- MPEG-1, MPEG-2, MPEG-4/H.264 3GPP, AVI DV (digital file only)

UNACCEPTABLE FORMATS:

- Real media (.RM) formatted DVD, formatted CD-ROM, Any tape base format

We do not accept pre-formatted/authored DVDs or CD-ROMs. However, this does not exclude digital files on those media, as long as they are burned as "data" DVDs or CD-ROMs.

CONTEXTUAL ADVERTISING SPECIFICATIONS

Please provide **one of two** material options below.

- 130 x 130 pixel image
- 150 character text write-up
- Company or targeted URL to link customers to your site
- The word(s) you want to own

OR

- 300 x 250 pixel static image
- Company or targeted URL to link customers to your site
- The word(s) you want to own

LEAD GENERATION SPECIFICATIONS

- PDF file of document for download
- 500-character description + title
- Company logo: 130 pixels wide
- E-mail address for lead delivery

SPONSORED CONTENT SPECIFICATIONS

- Headline (with searchable keywords)
- Summary/abstract (optional) up to 50 words
- Body copy (up to 750 words)
- Up to six images (300 x 250 pixels, <40k each at 72dpi, RGB). Photo captions are optional.
- Company logo, plus click-thru URL
- Tag-words for the post
- Keywords associated with the post
- Meta-description associated with the post
- Author's name, title and company

ONLINE AD REMARKETING SPECIFICATIONS

Image Sizes:

- Leaderboard: 728 x 90
- Medium Rectangle: 300 x 250
- Half Page: 300 x 600
- Non Animated Image ad formats: JPEG, JPG, PNG, GIF File Size: 150 KB or smaller
- Animated ad formats: .GIF File Size: 150KB or smaller Animation length: Must be 30 seconds or shorter Animation looping: The animations must stop after 30 seconds Animated GIF ads must be 5 fps or slower
- HTML 5 format: file size limit 150KB or smaller after compressing. .zip file must include all referenced code and assets. External JavaScript libraries and web fonts are allowed to be loaded from CDN and count against the max file size limit. Polite loading of assets is allowed. HTML ad must include click tag.
- Destination URL required. Redirect URLs not accepted unless it contains part of the destination URL.

SPONSORED LINKS SPECIFICATIONS

- 150 character text write-up
- Company or targeted URL

WEBINAR/ONLINE COURSE SPECIFICATIONS

- Company logo
- Click-thru company URL
- Lead delivery email address

PARTNER SOLUTIONS E-BLAST SPECIFICATIONS

- Your company logo (eps format)
- Hero poduct image, 580 pixels wide x max of 315 pixels high, 30k, 72 dpi
- Body copy in Word doc., 150 words max.
- Product photos, 3 images, 280 x 280 pixels, 30k each, 72 dpi
- Click-thru URL
- Subject line
- Email test list (up to 3 contacts) for test launches and proofing

CUSTOM E-BLAST SPECIFICATIONS

- Complete HTML file (see requirements below)
- Opt-out message and link on HTML
- Physical address on HTML
- Current opt-out List to be purged with our list
- From name
- Subject line
- Email test list (up to 3 contacts) for test launches and proofing
- Contact to receive final test launch and to give final approval

SPECIFIC HTML REQUIREMENTS:

- HTML file should contain a title (<title>... </title>)
- HTML should be created as tables and nested tables, no background images
- Max. width of the table should be 700 pixels
- All images are to be hosted on the BUILDINGS server – and linked to using complete URLs
- All images must include "alt tags"
- Image maps should not be used, as these will not be supported in all clients
- In-line styles should be applied where required, Font tags (<font...>...) should not be used
- A physical address must be included on the HTML if being sent from client
- An opt-out clause and a functional opt-out link must be displayed on HTML if being sent from client

DIGITAL EDITION ADVERTISING SPECIFICATIONS

LEADERBOARD AD

Image size: 728 x 90 pixels

Image type: JPG, GIF or animated GIF

Link to advertiser

Max file size: 500k

URL link to advertiser

Supports JavaScript ad tag (must work in iFrame)

LEFT OF COVER

Full page built to magazine specs

File type: High resolution PDF

URL link to advertiser

EMBEDDED VIDEO

File Type: h264 (preferred), or mpeg4, mov, flv, wmv, avi

100 MB maximum

Max length: Up to 4:00 minutes

BLOW IN

Use rich media to create action and drive customers to your Web site.

Image size: maximum width 500 pixels. Max height 300.

File Type: JPG, GIF or animated GIF

Max file size: 500k

URL link to advertiser

SLIDE SHOW

Use product imagery to demonstrate your company's product offerings and increase Web site traffic.

Image size: no smaller than Portrait: 576 wide x 768 high pixels/ Landscape: 768 wide x 576 high pixels

Image type: JPG, GIF, PNG, TIF, BMP

Minimum of 2 images, suggested maximum of 50 images

Images should be RGB (not CMYK)

Caption text (if seperate from image) appears in translucent field at bottom of module. If seperate, please provide captions in list with corresponding image names.

Suggested maximum of 450 characters per caption including spaces.

BELLYBAND

Use a horizontal image that extends across your ad.

TWO-PAGE SPREAD AD

Image size: maximum width 800 pixels. Max height 175.

SINGLE PAGE AD

Image size: maximum width 500 pixels. Max height 175.

File Type: JPG, GIF or animated GIF

Max file size: 500k

URL link to advertiser

DIGITAL ALERT LEADERBOARD AD

Place your leaderboard ad at the top of our digital alert email.

Image size: 728 x 90 pixels static

File Type: JPG, GIF or PNG

URL link to advertiser

MOBILE APP ADS

Image sizes:

Small: 320 x 50 pixels static

Medium: 728 x 90 pixels static

Large: 960 x 90 pixels static

File Type: PNG

Click-through URL for each banner

No transparent backgrounds allowed

MATERIAL UPLOAD

BUILDINGS

interiors+sources®

BOMA Magazine

Journal of the National Institute of **BUILDING SCIENCES**

Welcome to CBG File Manager
Please enter your credentials:

User name: [＿＿＿＿＿＿＿＿]
Password: [＿＿＿＿＿＿＿＿]
Language: [English ▾]
☐ Remember me
[Login]

Web File Manager © GleamTech

Use our File Transfer System to upload your ad materials.

URL: http://transfer.buildings.com
USER NAME: Buildings
PASSWORD: Transfer

- Create a new folder titled with your company name. If you are a submitting agency, please title the folder with your clients name.

- Click on the blue up arrow to upload and drag and drop your files into your folder.

Once your files have successfully uploaded, please notify Candy Holub, Production Manager, by e-mail to: candy.holub@stamats.com and indicate the file name.

FileVista

	Name	Size	Type	Date Modified
▸	ARCHIVES_do_not_Upload		File Folder	9/3/2013 6:49 AM
	CAS_JNIBS_IMAGE		File Folder	8/31/2013 7:17 AM
	CintasSignature		File Folder	8/31/2013 7:17 AM
	Cool Roof Presentation		File Folder	8/31/2013 7:17 AM
▸	Editorial		File Folder	8/31/2013 7:18 AM
	For Doug Knapp from Jane Scott at TKE		File Folder	8/31/2013 7:18 AM
	GE Sponsored Content_Aug_Sep		File Folder	9/3/2013 11:24 AM
	KONE UltraRope		File Folder	8/31/2013 7:18 AM
	October JNIBS-JHAZ How to Make Mitigation Work ...		File Folder	8/31/2013 7:18 AM
	Roof Leak Investigation (BES)		File Folder	8/31/2013 7:18 AM
	AKH171_HTML	100 KB	ZIP File	9/9/2013 9:16 AM
	CBG_2013_SmartRoofingExpo_KIRBY 2	13.06 MB	PPTX File	8/19/2013 9:49 AM
	Gary Thompson - Bio	11 KB	DOCX File	8/15/2013 7:03 AM
	Gary Thompson	4.47 MB	JPG File	8/15/2013 7:03 AM

Buildings — 10 subfolders, 6 files, 23.61 MB