



**AVAILABLE
OCTOBER 15**

We Build Dreams

Whether you're ready to start building or just want to be inspired by the latest trends, the Builders' Brand Consumers Guide to New Home Construction and Remodeling will help you find inspiration and connect with building and remodeling professionals in our area.



2021 Rates and Technical Specifications

Available October 15



JCAHBA Member Rates

Full Page	\$775
Half Page.....	\$450
Quarter Page	\$285

JCAHBA Non-Member Rates

Full Page	\$995
Half Page.....	\$595
Quarter Page	\$375

Cover Positions (not included in sponsorship)

Inside Front	\$1095
Inside Back	\$1095
Outside Back	\$1295

Ad Sizes

Full Page w/Bleed	8.625" x 11.125"
Full Page	7.875" x 10.25"
Half Page Horizontal	7.875" x 5"
Half Page Vertical	3.85" x 10.25"
Quarter Page	3.85" x 5"

Advertising Deadline: September 24 **Publication Date: October 15**

For more information, call **423.979.1300**

Robin Williams ...**423.794.6938** Kirsten Hall**423.502.0695** Jeff Derby.....**423.306.0104**

Or email marketing@jcnewsandneighbor.com for more information.

Photos

- Large format, high resolution photos are required for gloss magazines.
- Image size: minimum 240dpi, 300dpi preferred.
- No watermarks or time-stamps, if possible.

Text Submissions

- Text, Rich Text, Word Doc or in body of email
- NO Publisher documents please

Logos

- EPS Vector files are preferred, fonts must be converted to paths or included.
- High resolution JPEG or TIFF (240dpi, 300dpi preferred).

Digital File Submissions (Ads)

- High resolution PDF
- High resolution JPEG or TIFF (240dpi, max 300dpi).
- Indesign CC (with fonts & art packaged).
- Illustrator CC & Photoshop CC also accepted, fonts must be converted to paths or included.
- Color ad submissions should be 4-color (CMYK).

Full Page Trim and Bleeds (print to page edge)

- Page Trim Size is 8.375" x 10.875"
- Full Page Bleed: .125" OUT from the Trim Size, all around, for final ad size of 8.625" x 11.125"
- All copy should be .25" INSIDE the Trim Size