

NEW JERSEY

BUILDING CONTRACTOR

OFFICIAL PUBLICATION BUILDING CONTRACTORS ASSOCIATION OF NEW JERSEY

2012

BCANJ

Published by the Building Contractors Association of New Jersey

Raritan Center Plaza II • Fieldcrest Avenue

Edison, New Jersey 08837

732-225-2265 • 732-225-3105 fax • www.bcanj.com

ADVERTISING & PUBLICATION SPECIFICATIONS:

ADVERTISING Dimensions: As noted throughout

Printing Method:

Sheet-fed, Offset

DIGITAL REQUIREMENTS:

Digital Media Delivery:

MAC formatted 100MB ZIP, or CD ROM. A printed directory is to be included with the file.

NOTE: Hard copies without line screens will be accepted and scanned by the publisher for a fee of \$100.00.

NOTE: Media will not be returned.

Software Supported:

Macintosh Platform, Quark Express, Pagemaker, Illustrator, Freehand and PhotoShop.

Preferred Files:

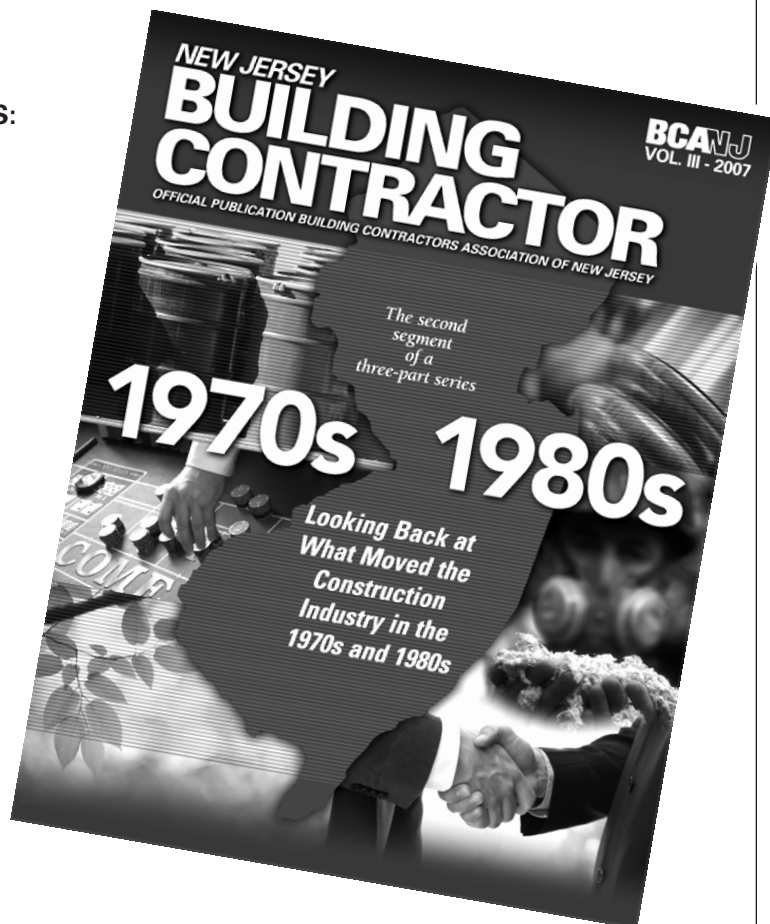
Furnish native files, include all screen fonts, and high resolution images as EPS or TIFF files. Use Postscript fonts only. Truetype fonts are not acceptable. Convert all spot and PMS colors to CMYK. Images not in CMYK, of adequate resolution (300 dpi) to produce a 150 line screen, and have a maximum density of 280. Use imported, high resolution images at (100%) of actual size. Enlarging images will reduce their resolution.

High Resolution Adobe PDFs:

High resolution Adobe PDFs are preferred. Often referred to as "Camera Ready". To be provided on CD or e-mailed to dparkin5@verizon.net.

NOTE: Color match to other proofs will not be guaranteed.

NOTE: Minimum charge for publisher to correct a problem is \$250.00.



2012 ADVERTISING DEADLINES:

VOL. I- FEBRUARY 13, 2012

VOL. II- JUNE 12, 2012

VOL. III- OCTOBER 16, 2012

FOR MORE INFORMATION CONTACT:

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Dave Parkin: Creative Director/Designer, tel: 856-589-6440 • fax: 856-589-6995 • e-mail: dparkin5@verizon.net

ADVERTISING DIMENSIONS:

Full Page

H: 10 inches
W: 7.5 inches

Full Page Bleed

H: 11 inches
W: 8.5 inches
Add .25 bleed off trim size

1/2 Page Horizontal

H: 4.5 inches
W: 7.5 inches

1/2 Page Vertical

H: 6.875 inches
W: 4.625 inches

1/3 Page Horizontal

H: 3 inches
W: 7.5 inches

1/3 Page Vertical

H: 9.125 inches
W: 2.25 inches

1/3 Page Square

H: 4.625 inches
W: 4.125 inches

1/9 Page Horizontal

H: 2 inches
W: 4.125 inches

1/9 Page Vertical

H: 4 inches
W: 2.25 inches

1/9 Page Banner

H: 1.5 inches
W: 7.5 inches

Common Issues & Explanations

What's a .pdf? (portable document format)

(PDF) The native file format for Adobe Systems' Acrobat software. PDF is the file format for representing documents in a manner that is independent of the original application software, hardware, and operating system used to create those documents. These documents can be one page or thousands of pages, very simple or extremely complex with a rich use of fonts, graphics, color, and images.

Can I use an image out of another publication?

This is considered a copy right fraud defined by three parts: (1) "copy" - an imitation or reproduction of an original; a duplicate, (2) "right" - conforming with or conformable to justice, law, or morality and (3) "fraud" - a deception deliberately practiced in order to secure unfair or unlawful gain. You need to have the rights (permission) to use an image or graphic element if it is taken from something NOT created or owned by you.

What is resolution or DPI?

The resolution is defined by the amount of dots (pixels) per square inch (DPI) that renders an image. All images/logos/other design elements, as well as all files (PDF, EPS, Photoshop, Illustrator files) need to be set at NOTHING LESS THAN 305 DPI at the actual print size for the image, graphic or advertisement to be clear.

Can I design my own advertisement?

A provided .pdf for your advertisement is preferred. This is commonly referred to as a "camera-ready" advertisement. All requirements listed to the left MUST be met when submitting the final advertisement. The publisher reserves the right to refuse designs that are not in-line with magazine standards.

Can I use images off the internet or a digital camera?

Internet: No because the image WILL be pixillated at 72 DPI which is much less than the 305 DPI requirement of the magazine. Digital Camera: Use the highest resolution available for your camera, 2 megapixels (or higher) cameras should give you high enough resolution to produce a medium-sized picture at 305 DPI. More than likely you will have to convert the picture from 72 to 305 DPI to make sure you are pleased with the quality at the actual print size.

What should I supply my sales representative to design my advertisement in-house?

Supply all components you wish to have in your advertisement to your sales representative along with a sketch of how they should be placed in the final design. Please use the guides on the following pages. Items would include all text, images, graphics and your logo. Please provide these well in advance.

Full Page

H: 10 inches

W: 7.5 inches

Full Page Bleed

H: 11 inches

W: 8.5 inches

Add .25 bleed off trim size

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W: 4.625 inches

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W: 7.5 inches

1/9 Page Banner

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W: 7.5 inches

1/9 Page Horizontal

H: 2 inches

W: 4.125 inches

1/9 Page Vertical

H: 4 inches

W: 2.25 inches

PRICING FOR 2012

	1 issue	2 issues	3 issues
FULL PAGE	\$500.00	\$900.00	\$1,350.00
2-COLOR	\$575.00	\$1,035.00	\$1,552.50
FULL COLOR	\$880.00	\$1,584.00	\$2,376.00
COVER	\$1,100.00	\$1,980.00	\$2,970.00
HALF PAGE	\$280.00	\$504.00	\$756.00
2-COLOR	\$320.00	\$576.00	\$864.00
FULL COLOR	\$530.00	\$954.00	\$1,431.00
THIRD PAGE	\$200.00	\$360.00	\$540.00
2-COLOR	\$225.00	\$405.00	\$607.50
FULL COLOR	\$300.00	\$540.00	\$810.00
NINTH PAGE	\$120.00	\$216.00	\$324.00
2-COLOR	\$140.00	\$252.00	\$378.00

ADVERTISING CONTRACT

Date: _____

B&W _____ 2 color _____ 4 color _____

You are hereby authorized to insert our advertisement in the BUILDING CONTRACTOR magazine to occupy:

- ☐ Full Page: A- 7 3/8 X 9 1/8
- ☐ One-Half Page: B- 7 3/8 X 4 1/2
C- 4 7/8 X 6 3/4
- ☐ One-Third Page: D- 7 3/8 X 3
E- 4 7/8 X 4 3/8
F- 2 3/8 X 9 1/8
- ☐ One-Ninth Page: G- 7 3/8 X 1 1/2
H- 4 7/8 X 2
I- 2 3/8 X 4
- ☐ Cover: J- Inside Front
K- Inside Back
L- Outside Back

Please check appropriate size and shape of advertisement. Orders placed without choice of shape will be shaped at discretion of Creative Director/Designer.

Please reserve the above space for:

- ☒ 3 issues ☒ 2 issues ☐ 1 issue commencing with the next available publication

Accepted by: _____



Company: _____

Address: _____

Title: _____

Telephone: _____

**Make checks payable to: Building Contractors Association of New Jersey,
Raritan Plaza II, Fieldcrest Ave., Edison, NJ 08837**

-  Our Check in the amount of \$ _____ has been enclosed.
-  Please bill us in the amount of \$ _____