



HAWAII

BUILDING PRODUCTS

DIRECTORY



Showcase Your Company in CSI's National Award Winning Directory!

2017 Advertising Rates

COVERS*

Back Cover	\$3390
Inside Front Cover	\$3190
Inside Back Cover	\$2885
Double Truck	\$4515

*Cover rates include 4-color, bleed and premium position charges.

FULL COLOR ADVERTISING

Full page	\$2685
2/3 Page (v)	\$2370
1/2 Page (v or h)	\$2000
1/3 Page (v or h)	\$1545
1/4 Page (v)	\$1460
1/6 Page (h)	\$1135

FULL COLOR BANNER ADS

SIZE	WidthXHeight	1X	3X	6X
Size A	2¼" x 1¼"	\$220	\$205	\$185
Size B	2¼" x 2"	\$315	\$280	\$265
Size C	2¼" x 2¾"	\$400	\$360	\$340

For 34 years the **Hawaii Building Products Directory** has been the authoritative guide for construction materials and services. Published in partnership with the Construction Specifications Institute (CSI), Honolulu chapter, the publication reaches all purchasing decision makers in the state's construction industry, including the following:

- contracting companies
- architectural firms
- engineering firms
- condominium managers
- property managers
- developers
- all members of the statewide construction industry associations
- county, state and federal agencies

Published Annually — Hawaii Building Products Directory will be issued August 2017.

DON'T MISS THIS OPPORTUNITY! Call Now!
Space Reservation Deadline: July 7, 2017

Michael George-Sanchez • 738-4990 • mike@tradepublishing.com
Charlene Gray • 738-4938 • charlene@tradepublishing.com
Richard DeGutis • 738-4939 • rich@tradepublishing.com
Barry Redmayne • 738-4950 • barry@tradepublishing.com
Ann Marie Ingham • 738-4946 • ann@tradepublishing.com

PRODUCTION REQUIREMENTS

Hawaii Building Products Directory is produced utilizing the latest printing technologies. Finished publication-ready layouts can be accepted as email attachments, uploads to our FTP site, or on CDs or DVDs. Files should be Macintosh compatible. **We do not accept negatives, Microsoft Publisher files or PowerPoint files.**

Materials submitted for in-house production including photography, line art, and logos will reproduce best from original artwork. Inferior quality originals may require extra production time and fail to reproduce to expectations. For more information on specifications or how to upload to our FTP site, please call our production department at (808) 738-4942, or email art@tradepublishing.com.

Our preferred file type is a 300-dpi PDF_x-la, with all fonts and images embedded. Always include document bleed. If unable to send a PDF, files should be Adobe InDesign CS 2-5, Adobe Photoshop CS 2-5, or QuarkXPress (v3.3-8). We also accept Freehand documents that are saved in EPS or PDF format. For all file types except PDF, include all native files, linked graphics and fonts.

Mechanical Specifications

SIZE	WIDTH X DEPTH (Inches)
Image	7 x 10
Trim	8.125 x 10.875
Full Page Bleed*	8.375 x 11.125
2/3 Page	4.625 x 10
1/2 Page (V)	4.625 x 7.375
1/2 Page (H)	7 x 4.937
1/3 Page (V)	2.25 x 10
1/3 Page (H)	4.625 x 4.937
1/4 Page (V)	3.437 x 4.937
1/6 Page (V)	2.25 x 4.937
1/6 Page (H)	4.625 x 2.5

*Text not permitted beyond image area in bleed advertising

PRODUCTION CHARGES

Additional production charges may be assessed for revisions to text, design, layout, illustrations, photography, and color.

SPECIAL REQUESTS

Preprinted inserts, or cards, are \$2090 per two-sided page or \$1560 per two-sided insert or card under half page. These rates are in addition to artwork, inserting and postal costs, which are available on request.

Please contact your account executive for more information on overruns, inserts, double-trucks, scotch doubles, position and special color requests.

PUBLISHING DISCLAIMER

Publisher reserves the right to reject any material submitted for publication. The advertiser agrees to indemnify Trade Publishing Company from any claims or expenses arising from the unauthorized use of any name, photograph, sketch, design or words protected by copyright or trademark in connection with advertising appearing in Construction Preview 2017.



TRADE
PUBLISHING & PRINTING

287 Mokauea St
Honolulu, Hawaii 96819
808.848.0711
www.tradepublishing.com