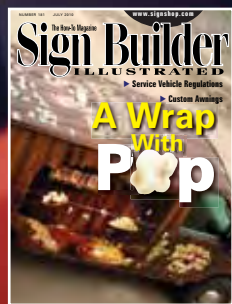


# HOW-TO



2011  
Media Planner

The How-To Magazine  
**Sign Builder**  
ILLUSTRATED

[www.signshop.com](http://www.signshop.com)

# 2011 Display Advertising Rates

# Mechanical Requirements

Black & White	1x	3x	6x	9x	12x
Page	\$3,630	\$3,485	\$3,310	\$3,110	\$2,890
2/3	\$2,805	\$2,695	\$2,560	\$2,405	\$2,235
1/2	\$2,225	\$2,135	\$2,030	\$1,910	\$1,775
1/3	\$1,635	\$1,570	\$1,490	\$1,400	\$1,300
1/4	\$1,195	\$1,145	\$1,090	\$1,025	\$955
1/6**	\$970	\$930	\$885	\$830	\$770
1/12**	\$545	\$525	\$500	\$470	\$435
Four Color	1x	3x	6x	9x	12x
Page	\$5,095	\$4,890	\$4,645	\$4,365	\$4,060
2/3	\$4,295	\$4,125	\$3,920	\$3,685	\$3,425
1/2	\$3,725	\$3,575	\$3,395	\$3,190	\$2,965
1/3	\$3,130	\$3,005	\$2,855	\$2,685	\$2,495
1/4	\$2,630	\$2,525	\$2,400	\$2,255	\$2,095
Spread	\$9,805	\$9,415	\$8,945	\$8,410	\$7,820

\*\*Sign Builder Marketplace only.

## 2-Color

Black + (Cyan, Magenta, or Yellow) . . . . . Add \$600  
 PMS color match . . . . . See 4C rates  
 Other requests . . . . . Call for information

## Premium Positions (Call for availability)

Full-page, four-color only, specified positions add 10% to rate.

- Inside Front Cover
- Inside Back Cover
- Back Cover
- First Right Page

## Contract Rates

An ad contract year is a 12-month period from/including the issue in which an advertiser's first ad appears. When ad frequencies set forth in the contract schedule are not completed, the advertiser/agency will be re-billed at the actual rate earned for all advertising during the contract year. In lieu of a signed contract, ads will be billed at open rate. **Ad rates are net.**

## Island Positions

For 1/2 page vertical ads, 15% above b/w page rate.

## Multi-Page Rates, Bind-In Inserts, Bind-In Cards,

## Tip-In Rates

Contact sales representative for rates

## Ad Sizes (Trim Size: 8 1/8" x 10 7/8")

**Keep all art and type 1/2" from trim on all sides**

Bleed Page	8 3/8" x 11 1/8"
Full Page	7" x 10"
2/3 page	4 9/16" x 10"
1/2 page horizontal	7" x 4 7/8"
1/2 page vertical	4 9/16" x 7 1/2"
1/3 page square	4 9/16" x 4 7/8"
1/3 page vertical	2 3/16" x 10"
1/4 page horizontal	7" x 2 7/16"
1/6 page horizontal	4 9/16" x 2 5/16"
1/6 page vertical	2 3/16" x 4 7/8"
1/12 page	2 3/16" x 2 5/16"

## Digital Requirements

**Electronic Format:** We prefer ads as PDFs at 300dpi.

**Color proofs must accompany all four-color ads.**

Production charges will be added to the insertion cost for ads that do not meet these specifications, without notice or advisement of price unless so requested on your insertion contract. A minimum of \$150.00 will be charged for any changes necessary.

	Closing Dates	Ad Material Due
January	11/30/10	12/7/10
February	12/29/10	01/7/11
March	01/28/11	02/7/11
<b>Buyer's Guide Winter/Spring 2011</b>		
	02/18/11	02/25/11
April	02/28/11	03/7/11
May	03/29/11	04/5/11
June	04/28/11	05/5/11
July	05/27/11	06/6/11
August	06/28/11	07/8/11
September	07/29/11	08/5/11
<b>Buyer's Guide Summer/Fall 2011</b>		
	08/19/11	08/26/11
October	08/30/11	09/8/11
November	09/29/11	10/6/11
December	10/28/11	11/7/11

## Print Specifications

Printing method: Web Offset • Binding method: Perfect Binding  
 Ink: Standard Process • Trim Size: 8.125 x 10.875



For Advertising Sales, contact

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 Simmons-Boardman Publishing Corp.  
 345 Hudson Street, 12th floor  
 New York, NY 10014  
 Phone 212/620-7200  
 Fax 212/633-1863  
 www.signshop.com

**Jeff Sutley**  
 East Coast  
 212/620-7233  
 jeffsutley@sbpub.com

**Don Rogers**  
 Mid West and West Coast  
 212/620-7214  
 drogers@sbpub.com

# 2011 Media Planner

## JANUARY

### SUPPLEMENT (GOING GREEN)

- DIGITAL PRINTING (DYE SUBLIMATION)
- LIGHTING (CHANNEL LETTERS)
- PAINTS (SPRAY)
- SIGN SUPPLIERS (BUSINESS)
- VEHICLE GRAPHICS (INSTALLATION)

## FEBRUARY

### DIGITAL SIGN EXPO ISSUE

- DIGITAL PRINTING (MEDIA)
- DIGITAL SIGN SYSTEMS (CONTENT)
- ENGRAVERS (LASERS)
- LED MODULES/TUBES (ARCHITECTURAL LIGHTING)
- POLYCARBONATES (FABRICATION)
- SOFTWARE (ESTIMATING/BUSINESS MANAGEMENT)
- VIDEO DISPLAYS (CONTENT)

## MARCH

- CNC ROUTER (PRODUCTION)
- EMC (MARKETING)
- MONUMENTS (DESIGN)
- NEON (ARCHITECTURAL)
- SIGN BLANKS (PVC)
- VINYL (TOOLS)

## APRIL

### ISA SHOW ISSUE

- AWNINGS (DESIGN)
- CHANNEL LETTERS (FABRICATION)
- DIGITAL PRINTING (TRENDS & TECHNOLOGIES)
- EMC (CONTENT)
- MAGNETS (APPLICATION)
- SERVICE EQUIPMENT (PURCHASING)
- SIGN BLANKS (HDU)

## MAY

### LIGHTFAIR ISSUE

- ACRYLICS/PLASTICS (DECORATION)
- LED MODULES/TUBES (SIGN CABINETS)
- NEON (LIGHTING)
- PANEL SAWS (MARKETING)
- VEHICLE GRAPHICS (MEDIA)
- VIDEO DISPLAYS (INSTALLATION)
- WAYFINDING (DESIGN)

## JUNE

### SEGD SHOW ISSUE

- ADA (CODES)
- ARCHITECTURAL (INFORMATIONAL)
- CNC ROUTER (PROJECTS)
- DIGITAL PRINTING (OUTDOOR)
- PAINTS (TOOLS)
- VINYL (WALL COVERINGS)
- SOFTWARE (DESIGN)



## JULY

### 2011 READERSHIP SURVEY ISSUE

- ADHESIVES (DIMENSIONAL)
- DIGITAL SIGN SYSTEMS (INSTALLATION)
- LIGHTING (CHANNEL LETTERS)
- MONUMENTS (FABRICATION)
- POST & PANEL SIGNS (PROJECTS)
- SIGN BLANKS (CEDAR/REDWOOD)
- SANDBLAST (TOOLS)

## AUGUST

### SUPPLEMENT (DIGITAL PRINTING-GROWTH & ROI)

- AWNINGS (FABRICATION)
- EMC (INSTALLATION)
- LED MODULES/TUBES (POWER SUPPLIES)
- SERVICE EQUIPMENT (ON-SITE)
- SIGN CABINETS (LIGHTING)

## SEPTEMBER

- APPLICATION FLUID (PROJECTS)
- CNC ROUTER (PRODUCTION)
- MONUMENTS (INSTALLATION)
- SIGN BLANKS (PANELS)
- SOFTWARE (RIP/DIGITAL PRINTING)
- VINYL (OUTDOOR)

## OCTOBER

### SGIA SHOW ISSUE

- ARCHITECTURAL (IDENTITY)
- DIGITAL PRINTING (HARDWARE)
- ENGRAVERS (ROTARY)
- MAGNETS (APPLICATION)
- PRINTWEAR (BUSINESS)
- VEHICLE GRAPHICS (DESIGN)
- VINYL (INSTALLATION)

## NOVEMBER

- ADA (DESIGN)
- AWNINGS (INSTALLATION)
- BANNERS (FABRICATION)
- CHANNEL LETTERS (INSTALLATION)
- PANEL SAWS (FABRICATION)
- SOFTWARE (VEHICLE GRAPHICS)

## DECEMBER

### USSC SHOW ISSUE SBI SIGN MAKING INNOVATION AWARD

- CNC ROUTER (PROJECTS)
- DIGITAL PRINTING (BACKLIT DISPLAYS)
- LED MODULES/TUBES (BORDER LIGHTING)
- SERVICE EQUIPMENT (MAINTENANCE)
- VEHICLE GRAPHICS (INSTALLATION)
- VIDEO DISPLAYS (MARKETING)
- VINYL (LAMINATION)

**SIGN BUILDER ILLUSTRATED** ALSO PUBLISHES THE FOLLOWING **HOW-TO COLUMNS** ON A REGULAR BASIS

#### ■ Digital Design

**Peter Perszyk** explores the different roles computers and software play in today's sign design and production.

■ **Electrifying Issues** Electric sign experts (LED, neon, fluorescent, etc.) provide their advice and knowledge.

#### ■ Hingst's Sign Post

**Jim Hingst** explains various sign making techniques and materials.

#### ■ New Dimensions

**Mark Roberts** provides an up-close look at the fabrication and/or installation of dimensional sign projects.

#### ■ Sales and Marketing

A review of the *business* side of operating a sign shop.

#### ■ Superfrog's Pond Butch

**"Superfrog" Anton** details his shop's work in a variety of fields (graphics, lettering, and even electric).

# Your Marketing Mix

*Sign Builder Illustrated* offers several merchandising services and products to assist advertisers in realizing the best possible return from their advertising investment.

## Products

**Sign Builder Illustrated**, the premier "How-to" publication for the sign industry.

**SignShop.com**, our Web site and the online resource for up-to-date sign news.

**SBI Update**, a monthly electronic newsletter updating our readers with timely information and industry insight.

**SBI Buyer's Guide**, a bi-annual publication of information on sign industry suppliers, manufacturers, and distributors designed for quick, repeated reference by sign professionals.

**SBI Digital**, a carbon copy of our print monthly magazine in a fully interactive digital format.

**Sign Builder Essentials**, a monthly e-blast designed to introduce your products to sign professionals who make purchasing decisions.

**Custom Email Blasts**, tailored e-blasts promoting your products and services.

## Services

**SBI InfoDirect™**, an electronic reader response system, through which inquiries are forwarded to you daily via e-mail.

**Mailing** of issue to major customers and prospects with personalized cover letter signed by the publisher.

**Access** to target subscriber list for direct mail.

**Laminated counter cards** of current advertising or pertinent editorial for use in office display, tradeshow, or convention exhibits.

**PDF files** of feature articles, covers, news items, etc., can be produced in-house and made available for purchase upon request.

**Reader Survey** measures the effectiveness of your display ad in our July issue. Additional reader feedback about your ad is also provided. This service is free of charge for those who place a display ad!

# www.signshop.com

An informal survey of advertisers in a recent issue of *Sign Builder Illustrated* shows that nearly 70 percent are directing readers to their own Web sites and email addresses.

But sometimes readers don't come directly to you. They come to us. And we're ready to serve. Every day, *Sign Builder Illustrated* helps sign builders sort through new products and technology, helping them find and use products right for them.

It's why we created *SBI's*

InfoDirect™, the leading-edge technology in reader response. With InfoDirect™, readers search for products



and services by category or company name. Results give a description of what your company offers and allows readers

to select which businesses they'd like to know more about. Leads are forwarded daily to your email. And because readers make a conscious decision to learn about your company, the leads you get are from people who matter.

Of course, *Sign Builder Illustrated* and your business are a team. You must do your part to make your advertising as persuasive as possible. And if you are among the majority asking readers to visit your own Web site, be ready to greet them.

## SBI Update, an E-Newsletter

**SBI Update** provides readers with expanded coverage of the sign industry and up-to-date news and information, including reports on industry-related legislation, details on new products, and announcements of new job appointments. A meetings and events section keeps subscribers abreast of industry happenings.



## Buyer's Guides – Winter/Spring and Summer/Fall 2011

**Sign Builder Illustrated** publishes two Buyer's Guides (mailed with the April and October issues of *SBI*). These Buyer's Guides are used by purchasers and shop owners when they need to buy products, so utilize these publications to highlight your offerings and list contact information. You can also run a display ad near your listing to increase exposure. Special discounts apply for insertions in both editions, and all advertisers receive a free logo, a copy of the Guide, and emailed sales leads from InfoDirect™.

### BONUS DISTRIBUTION!

**DIGITAL SIGN EXPO, ISA, LIGHTFAIR, SEGD, SGIA, AND USSC SHOWS.**

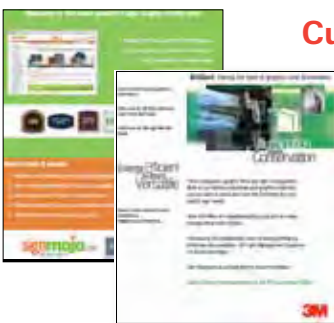
## Sign Builder Illustrated Digital

Always at the forefront of sign technology, *SBI* offers **Sign Builder Illustrated Digital**, which allows readers to view the latest issue in a fully interactive digital format. This dynamic feature opens up new ways for you to market your products. Readers are able to view content and ads sooner, and they are also able to link directly to your Web site and/or view special material you would like to include with your ad (video examples, product demonstrations, and animations).

An added bonus: Take a static ad and breathe some life into it. **ASK ABOUT THE AD-JOLT ADVANTAGE!**



## Custom Email Blasts



Expand your reach in the sign industry by creating a one-of-a-kind e-blast that promotes your products and services to all of our e-newsletter recipients, currently numbering 25,000+ and growing. Take advantage of **Custom Email Blasts** (CEBs) to put your company directly in the spotlight!

## Sign Builder Essentials, a Monthly E-blast

**Sign Builder Essentials** (SBE) is an e-blast dedicated to highlighting the innovative products being released in the industry. Each month, SBE provides readers with a brief description, a picture, and contact information on how they can learn more about the featured products. It is quickly becoming one of the chief sources in the industry for sign professionals looking to find out about the latest offerings of interest.



For more information and to reserve ad space, please contact:  
Jeff Sutley, at 212-620-7233, or Don Rogers, at 212-620-7214.