



SIGN BUILDER
ILLUSTRATED

MEDIA KIT

2025



WELCOME

TO SIGN BUILDER ILLUSTRATED

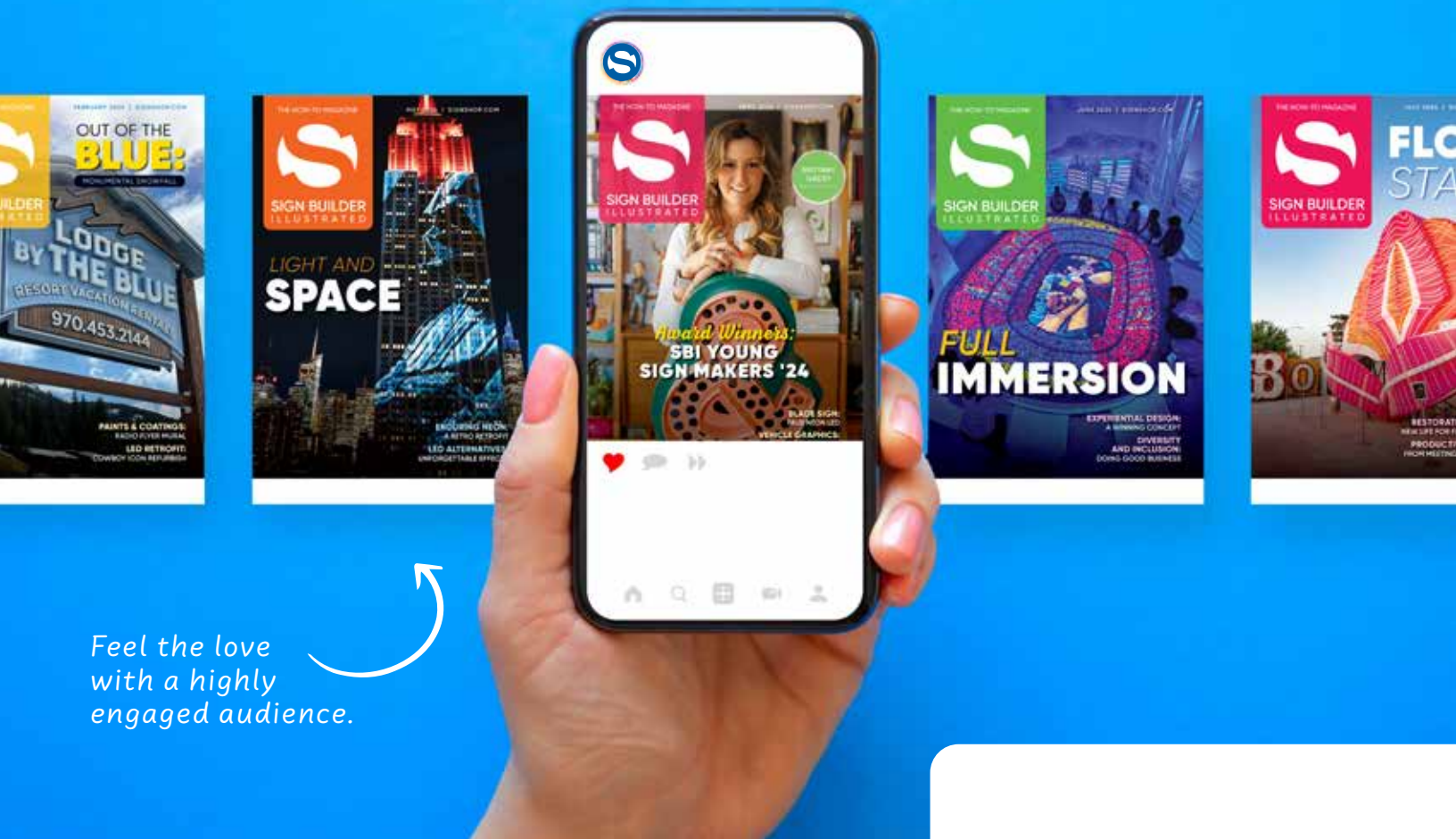
Sign Builder Illustrated (SBI) is more than a B2B media brand—we're a community of signage and graphics professionals driving the industry forward. Encompassing a variety of digital and print products, SBI offers a platform for experts to share valuable how-to advice on everything signs—from quality fabrication techniques to better business practices.

At SBI, we're evaluating what type of information sign shops will need to continue improving their craft and their bottom line in 2025 and beyond. We know today's sign pros need more than a magazine. So we're devoted to delivering informative, educational and inspiring content to industry pros on the go—whether that be through videos, webinars, podcasts, newsletters, social media or our pages.

For more than 35 years, SBI has had a legacy of providing practical how-to stories while connecting buyers and sellers in the signage and graphics market. We will continue to adapt our strategy to help today's industry professionals navigate this rapidly changing, increasingly technical landscape.

Whether the challenge is negotiating with municipalities on local sign regulations, training and retaining new employees, breaking into the EMC space or refilling ink trays too often, we're here to help our audience. As a result, SBI delivers your brand message to top decision-makers in the industry—including shop owners, franchisees, purchasers and more.

Our engaged community needs the right products and services to operate more effectively. Thank you for considering SBI for your marketing needs. We look forward to working together to boost your business.



Feel the love
with a highly
engaged audience.

WHO WE ARE

SBI IS THE VOICE OF THE SIGN COMMUNITY.

Connect. Inspire. Inform. Through a variety of how-to resources and contributions from industry experts, SBI helps sign leaders create quality work, run profitable businesses, make smart management decisions and find the right suppliers for their projects.

SBI delivers your brand message to independent shop owners, franchisees, purchasers, in-house sign departments and other senior managers. Regardless of your marketing goals, we're here to help.

WHAT WE DO

PRINT MAGAZINE

DIGITAL EDITION

WEBSITE

SOCIAL MEDIA

NEWSLETTERS

PODCASTS

VIDEO INTERVIEWS

WEBINARS

WHITE PAPERS

AWARD PROGRAMS

ASSOCIATION
PARTNERSHIPS



WHO WE SERVE

SBI DIRECTLY
CONNECTS YOU TO
THE INDUSTRY'S
TOP INFLUENCERS.

**GET NOTICED BY DECISION-MAKERS
WITH BUYING POWER**

- INDEPENDENT SHOP OWNERS
- FRANCHISEES
- PURCHASERS
- HEADS OF IN-HOUSE SIGN DEPARTMENTS
- SENIOR MANAGERS

**REACH KEY BUSINESSES IN
SIGNAGE AND GRAPHICS**

- ELECTRIC AND DIGITAL SIGN MANUFACTURERS
- ILLUMINATED AND NEON SIGN SHOPS
- COMMERCIAL SIGN COMPANIES
- SIGN ERECTION AND MAINTENANCE PROFESSIONALS
- VINYL/WRAP SHOPS
- ARCHITECTURAL AND GRAPHIC DESIGNERS
- INSTALLERS
- IN-HOUSE SIGN DEPARTMENTS
- SUPPLY DISTRIBUTORS
- MANUFACTURER REPS AND RESELLERS



SBI MAGAZINE

STAY ON THE PULSE OF THE INDUSTRY.

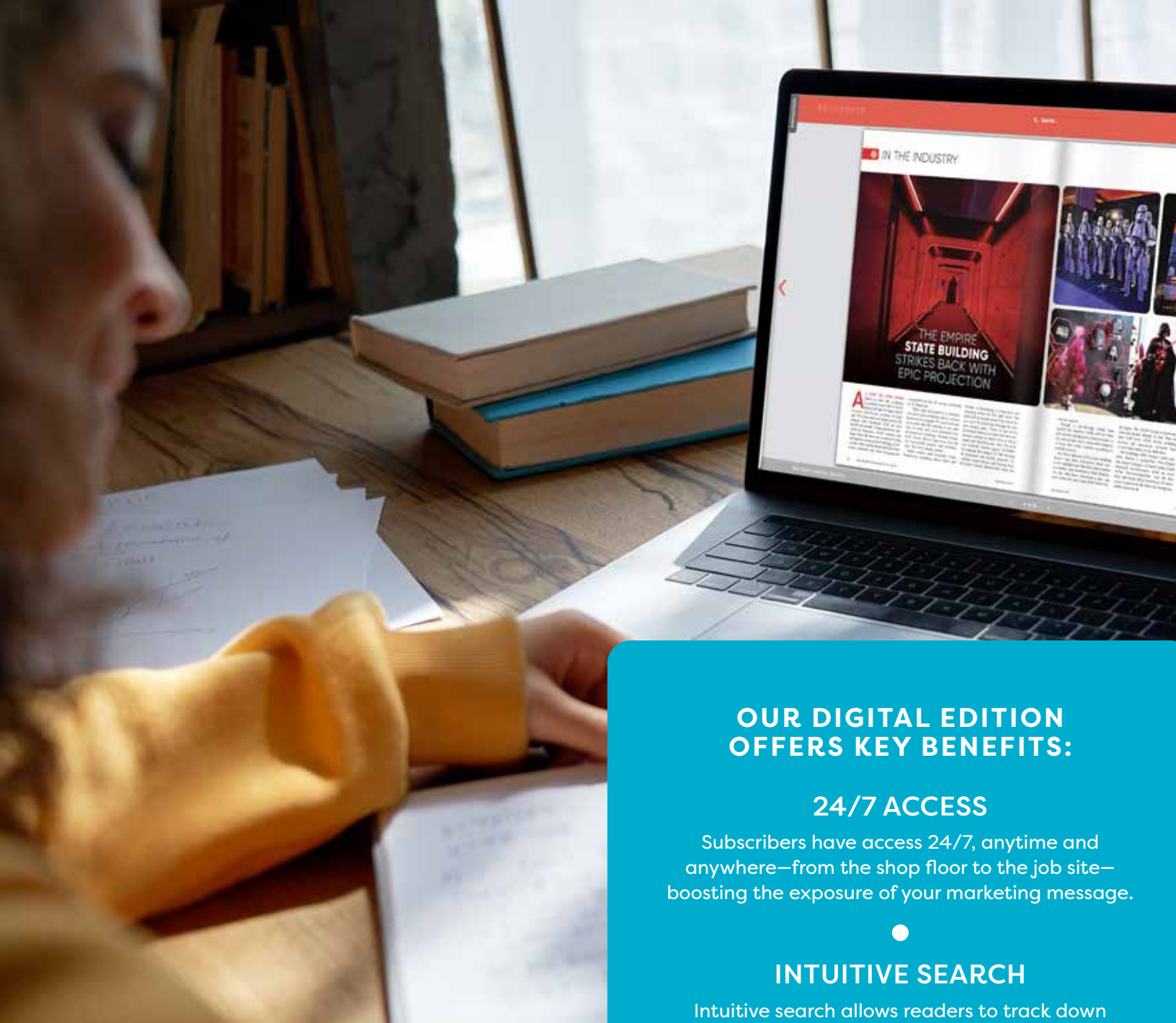
Sign Builder Illustrated (SBI) magazine is the signage and graphics community's go-to, how-to resource exploring what's next for the market. For over 35 years, SBI has been a trusted source of relevant sign news, insightful market analysis, inspiring project features, innovative products and valuable business advice.

SBI's print and digital editions are read by nearly 19,000 sign shop professionals—most of whom own an independent sign shop, run a sign franchise or manage an in-house sign department.

With SBI's striking visuals and quality content designed to help sign shops stay competitive, your brand message will be seen by highly engaged, senior-level decision-makers, buyers and influencers.



Access SBI's
digital edition
from any device.



DIGITAL EDITION

Sign making isn't a stationary activity. Today's industry readers want to access content where they are, when they need it. As more magazine readers move to digital publications, we've invested in a new online platform that enhances the audience experience and creates new promotional opportunities for your business.

OUR DIGITAL EDITION OFFERS KEY BENEFITS:

24/7 ACCESS

Subscribers have access 24/7, anytime and anywhere—from the shop floor to the job site—boosting the exposure of your marketing message.



INTUITIVE SEARCH

Intuitive search allows readers to track down company names in any edition within our digital archive, including advertiser names in ads.



VIDEO CONTENT

Ability to incorporate video into ads and sponsored content, increasing visibility and reader engagement.



SHARE BUTTON

Share button helps advertisers repost coverage from any issue via a social media function that automatically creates a URL.



NEW FOR 2025

GO AHEAD, JUDGE US
BY THE COVER.

This year we unveil the revitalized look of Sign Builder Illustrated magazine, the signage and graphic community's go-to, how-to resource exploring what's next for the industry.

DIGITAL EDITION EXCLUSIVES

- SBI On the Floor interviews
- Podcasts from industry pros

DEBUT DEPARTMENTS

- **BEHIND THE BUILD:** A spread featuring one sign with a breakdown of the process and materials behind each component.
- **SCRAPBOOK:** Our editors' snapshots and takeaways from industry events such as ISA Sign Expo, PRINTING United Expo and more.
- **FROM THE FEED:** Entertaining and informative social media posts by your industry peers.
- **EXIT EXPERT:** A last-page Q+A with an industry pro on sign trends to watch, business best practices and today's other must-know topics.

FAN FAVORITES

- **NEWS TICKER:** Previously titled "In the Industry," this department highlights the month's top headlines in signage and graphics.
- **SIGN SHOW:** The latest products from leading sign industry manufacturers.
- **HOW-TO COLUMNS:** Advice you can trust from sign influencers with first-hand experience.

SBI MAGAZINE IS PERFECT FOR ADVERTISERS OF:

- 3D Printers
- ADA/Wayfinding
- Awnings/Fabrics/Textiles
- CAD/CAM Systems
- Channel Letters
- Sign Cabinets
- Digital Printing Equipment/Supplies
- Dimensional Signs
- Electronic Messaging/Video Displays
- Engravers/Laser Cutters
- Hand Tools
- Adhesives
- Grommets/Stand-Offs
- Letters/Lettering
- Lighting/LED/Neon
- Magnetics
- Monuments/Pylons
- Paints/Coatings/Finishes
- Routers
- Service Vehicles
- Sign Blanks/Boards
- Software
- Vinyl/Films/Laminates
- Wholesale Signs & Graphics
- Plus More!

PRODUCT SECTORS

SBI's 2025 editorial calendar is packed with an expansive array of sign projects, new products and fabrication methods. Our readers include purchasing decision-makers at top sign companies throughout the U.S. and Canada, and our editors are on the scene at the industry's biggest trade shows.



EDITORIAL CALENDAR

January



THE SIGN COMMUNITY

Our first issue of the year celebrates design with a cover and lead feature created by a sign company. Includes how-to articles written by experts.

Potential Advertisers:

CAD Systems, Printers, Lighting, Paints/Coatings, Engravers/Laser Cutters, Routers, Software, Materials

February



INCLUSIVITY MATTERS

Featuring wayfinding and ADA projects, this annual issue highlights ways to improve diversity and inclusion at your sign shop and in your work.

Potential Advertisers:

ADA/Wayfinding, Printers, Digital Displays, Engravers/Laser Cutters, CAD/CAM Systems, Software, Materials, Wholesale Signs

March



BACK TO THE FUTURE

Innovations in digital, manufacturing and materials are shaping the future of sign shops. This issue features projects that embrace the latest technology.

Potential Advertisers:

3D Printers, Digital Displays, CAD/CAM Systems, Printers, LED, Engravers/Laser Cutters, Software, Materials

April



SBI YOUNG SIGN MAKERS

SBI Young Sign Makers recognizes up-and-coming sign professionals with individual profiles and a celebration at ISA Sign Expo 2025.

Potential Advertisers:

Routers, Engravers/Laser Cutters, Printers, CAD/CAM Systems, Digital Displays, Lighting, Paints/Coatings, Service Vehicles

BONUS DISTRIBUTION:

ISA Sign Expo
April 23-25 | Las Vegas

JANUARY

Space Close:
12/5/2024

Materials Due:
12/12/2024



FEBRUARY

Space Close:
1/6/2025

Materials Due:
1/13/2025



MARCH

Space Close:
2/5/2025

Materials Due:
2/12/2025



APRIL

Space Close:
3/5/2025

Materials Due:
3/12/2025

EDITORIAL CALENDAR

May



SHOP SECRETS

Packed with advice for workflow and efficiency, this edition explores how successful projects move from sales and design to fabrication and installation.

Potential Advertisers:

Service Vehicles, Software, CAD/CAM Systems, Printers, Digital Displays, Engravers/Laser Cutters, Routers, Wholesale Signs

June



IMMERSIVE EXPERIENCES

Get real. This issue dives into experiential signage and how different fabrication techniques can come together to create extraordinary wow moments.

Potential Advertisers:

Digital Displays, Lighting, Projectors, Printers, 3D Printers, Wayfinding, CAD/CAM Systems, Software, Materials

BONUS DISTRIBUTION:

SEGD Exhibition + Experience Design

Date TBA

July



GOOD MANAGEMENT

Short-staffed? You're not alone. This issue offers strategies for hiring, retaining and training employees—plus tips in sales, service and planning to help boost your shop's ROI.

Potential Advertisers:

Software, Service Vehicles, Wholesale Signs, CAD/CAM Systems, Printers, Engravers/Laser Cutters, Hand Tools, Routers

BONUS DISTRIBUTION:

Mid-South Sign Association (MSSA)
SignConnexion

July 30–August 2 | Mobile, Alabama

August



HAPPY DAYS

Whether revitalizing original details or updating a historic design, these sign restorations and retrofits pay proper tribute to their storied pasts.

Potential Advertisers:

Lighting, Routers, Engravers/Laser Cutters, Hand Tools, Paints/Coatings, Service Vehicles, Wholesale Signs

BONUS DISTRIBUTION:

Tri-State Sign Expo

August 12–14 | Quapaw, Oklahoma

MAY

Space Close:
4/4/2025

Materials Due:
4/11/2025

JUNE

Space Close:
5/5/2025

Materials Due:
5/12/2025

JULY

Space Close:
6/6/2025

Materials Due:
6/13/2025

AUGUST

Space Close:
7/7/2025

Materials Due:
7/14/2025

EDITORIAL CALENDAR

September



SIGN DESIGN COMPETITION

Good signage is an artform. SBI's first-annual Sign Design Competition showcases the best sign designs submitted from around the world.

Potential Advertisers:

CAD/CAM Systems, Printers, ADA/Wayfinding, Materials, Engravers/Laser Cutters, Hand Tools, Lighting, Paints/Coatings, Routers

BONUS DISTRIBUTION:

SEGD Conference Experience Dallas

Date TBA | Dallas, Texas

October



MATERIAL WORLD

Just stick to it. From vehicle, wall and window wraps to soft signs and banners, this issue covers print graphics, materials and installation techniques of all kinds.

Potential Advertisers:

Fabrics/Textiles, Printers, Software, Hand Tools, Adhesives, Paints/Coatings, Sign Blanks/Boards, Vinyl/Films/Laminates

BONUS DISTRIBUTION:

PRINTING United Expo

October 22-24 | Orlando, Florida

November



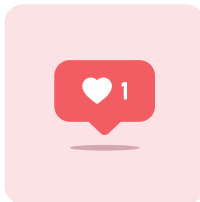
LIGHTEN UP

This edition sheds light on LED vs. neon and why there's still room for both, as well as the production challenges behind illuminated signage.

Potential Advertisers:

LED, Neon, Digital Displays, Engravers/Laser Cutters, Hand Tools, Routers, Service Vehicles, Wholesale Signs

December



INTERNATIONAL ICONS

Draw inspo beyond borders. Our final issue of the year features a round-up of some of the world's most impressive and most-loved signs. Includes a 2026 trends forecast.

Potential Advertisers:

Lighting, Digital Displays, Printers, Engravers/Laser Cutters, Routers, Service Vehicles, CAD/CAM Systems

SEPTEMBER

Space Close:
8/5/2025

Materials Due:
8/12/2025

OCTOBER

Space Close:
9/5/2025

Materials Due:
9/12/2025

NOVEMBER

Space Close:
10/6/2025

Materials Due:
10/14/2025

DECEMBER

Space Close:
11/5/2025

Materials Due:
11/12/2025

SBI AWARDS

SUPPORT INDUSTRY EXCELLENCE.

SBI's award programs honor and elevate the work of top sign shop professionals with editorial features, video interviews and in-person celebrations.

SBI YOUNG SIGN MAKERS

SBI Young Sign Makers highlights outstanding up-and-coming sign professionals with features in the April edition and a celebration at ISA Sign Expo 2025. This annual program honors individuals shaping the future of signage and graphics and brings together winners from all industry sectors. Honorees are thoughtfully selected by SBI's editorial team. Sponsorship opportunities available.

SBI SIGN DESIGN COMPETITION

Every high-quality sign starts with good design. Our first-annual SBI Sign Design Competition showcases top designs submitted from around the world. Eleven categories include wayfinding, channel letters, monuments, pylons, blade signs, dimensional, digital and experiential displays, print graphics and banners, vehicle wraps, sign painting and other fabrication techniques. Winners are selected by a panel of esteemed industry judges and profiled in SBI's September edition.



Brittany Gacsy,
Young Sign Makers
2024 gold winner



NEWSLETTERS

MEET CUSTOMERS WHERE THEY ARE.

SBI's selection of targeted email newsletters delivers your brand message directly to the inboxes of influential, qualified buyers.

SBI UPDATE

Our trusted editorial newsletter keeps sign professionals in the know via timely news, relevant how-tos, industry innovations, trends to watch and on-the-scene interviews. With newsletters multiple times per week and highly engaged subscribers, these emails offer an open rate of 47% and a unique open rate of 34% on average.

SBI ESSENTIALS: KEY PRODUCTS + SERVICES FOR SIGN SHOPS

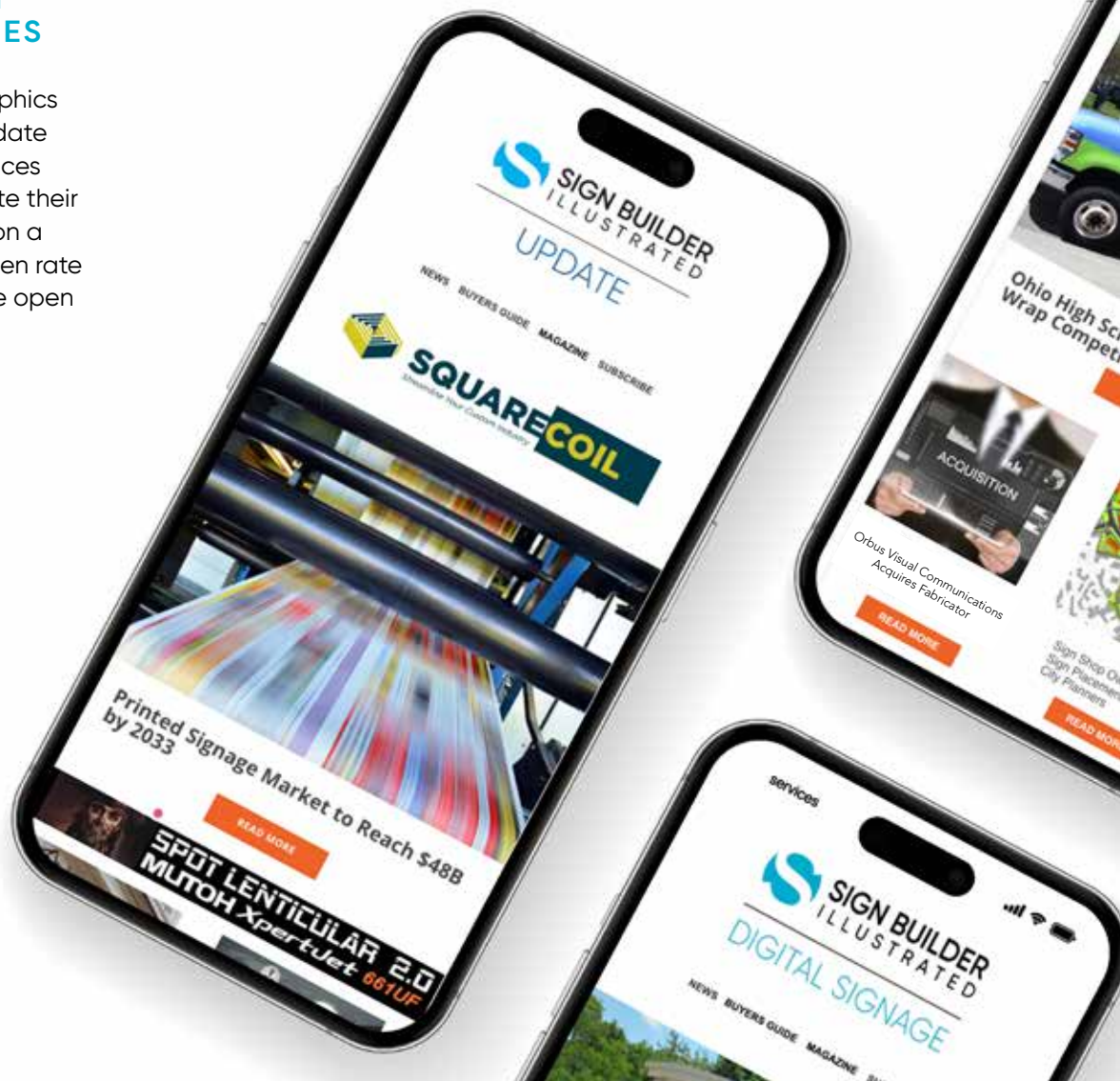
SBI provides signage and graphics decision-makers with up-to-date info on the products and services needed to successfully operate their shops and serve their clients on a weekly basis. The average open rate is 48% with an average unique open rate of 35%.

SBI DIGITAL SIGNAGE

Cash in on one of the fastest-growing industry sectors. This bi-weekly newsletter is packed with the latest digital display projects, manufacturer innovations and installation tips to help sign pros thrive in this rapidly changing landscape. The average open rate is 48% with an average unique open rate of 35%.

SBI OPERATIONS

Sign shop owners need tools to operate more effectively. This bi-weekly newsletter gives industry leaders valuable tips to improve business management, boost sales, meet customer expectations and enhance efficiency on the shop floor. The average open rate of 53% with an average unique open rate of 38%.



SBI DIGITAL

QUALITY CONTENT, ON THE GO.

The sign community can access valuable how-to advice anywhere from the shop floor to the service truck with SBI's digital offerings.

SIGNSHOP.COM

Signshop.com is the real-time information source for sign shop professionals on the go. The mobile-friendly website offers how-to coverage and breaking news on topics like sign fabrication, installation, design and more.

SBI NEWSLETTERS

SBI produces four highly regarded newsletters—SBI Update, SBI Digital Signage, SBI Operations and SBI Essentials—which collectively deliver 55,000 newsletters to subscribers every month. With exceptionally high open rates, these e-letters provide an opportunity to directly share your marketing message with qualified sign shop buyers.

SHOP TALK PODCASTS

SBI podcasts are sourced from sign industry influencers and provide insightful commentary on changes and opportunities in the market. Coverage includes sign projects, business financing, shop profiles and more.

SBI EDU WEBINARS

SBI's educational webinar series focuses on ways to increase sales, boost operational efficiency, and tap into growing and emerging markets like digital signage. These are perfect opportunities to receive qualified leads from engaged viewers, align your brand with relevant topics and position your business as an industry thought leader.

ON THE FLOOR VIDEOS

Conducted by SBI team members, our engaging video interviews feature insight from industry leaders, manufacturers and suppliers, and other sign experts. These conversations take place everywhere from sign shops to tradeshow floors, making them an ideal opportunity for exhibitors who want to enhance their post-event exposure.



PRINT ADVERTISING RATES

MAGAZINE AD RATES

AD UNIT	1X	3X	6X	12X
Full Page	\$3,650	\$3,525	\$3,415	\$3,280
2/3 Page	\$3,415	\$3,290	\$3,055	\$2,950
1/2 Page	\$3,220	\$3,105	\$2,985	\$2,860
1/3 Page	\$2,465	\$2,355	\$2,230	\$2,120
1/4 Page	\$2,230	\$2,355	\$2,010	\$1,880
1/6 Page	\$1,445	\$1,325	\$1,170	\$1,055

COLOR CHARGES

Four-Color \$495

PREMIUM POSITIONS (Call For Availability)

Back Cover	Add 25%
Inside Front Cover	Add 10%
Inside Back Cover	Add 10%

AD SIZES

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 Island	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	7" x 2 7/16"
1/6 Page	4 9/16" x 2 5/16"
1/12 Page	2 3/16" x 2 5/16"

PRINT SPECIFICATIONS

Printing method: Web Offset

Binding method:

Saddle-Stitched

Ink: Standard Process

Trim Size: 8.125 x 10.875

DIGITAL REQUIREMENTS

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

Production charges will be added to the insertion cost for ads that do not meet 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.

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.

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

Contact sales representative for rates. All rates are net.

DIGITAL ADVERTISING RATES

WEBSITE RATES *(per month)*

Run of Site 728 x 90 Leaderboard \$1,290 per month
+ 300 x 250 Medium Rectangle

MONTHLY NEWSLETTER RATES

SBI UPDATE, SBI DIGITAL SIGNAGE, SBI OPERATIONS

Top Leaderboard	\$1,105 per month
Second Leaderboard	\$1,025 per month
Third Leaderboard	\$925 per month
Medium Rectangle	\$755 per month
SBI ESSENTIALS:	\$950 per month

SPONSORSHIP OPPORTUNITIES

SPONSORED WEBINARS \$3,630
(Client Created)

EDITORIAL WEBINARS \$2,975
(Sponsorships Available)

WHITE PAPERS \$3,380

SPONSORED CONTENT \$2960

CUSTOM EMAIL \$1,185

PODCAST SPONSORSHIP \$1,150

Put your
products front
and center.



DIGITAL SPECS

CUSTOM EMAIL SPECIFICATIONS

- All files must be received a minimum of 7 days prior to deployment date to allow for full testing.
- Send a fully assembled HTML file with all links and images hosted on advertiser's server. All images should be uploaded to advertiser's server and linked by absolute URLs.
- Provide subject line for email - 50 characters max recommended
- Submit test list/seed list email addresses and optional suppression list
- Maximum file size is 100K.
- Recommended width of HTML is 500 to 700 pixels.
- All images should be resized prior to uploading to advertiser's server.
- To avoid triggering SPAM filters and increase deliverability, avoid the following items: image maps, animated gifs, forms, style sheets (CSS), background images, third-party tags, words in all caps, unusual punctuation, and excessive use of special characters.
- Use proper HTML codes for special characters to ensure they render correctly in different email clients.
- Use basic HTML to allow for differences in email clients, as in no layers, rollovers, or CSS. Use inline styles only.
- Many popular email programs automatically block images in emails so please keep all essential information in the text of your file. The use of alt text on images is highly recommended.
- Production charges will be added to the cost of custom emails that do not meet specifications. A minimum of \$150.00 will be charged for any changes necessary.

EMAIL BANNER SPECS

- Ads may be in the following formats: JPEG or GIF.
- Please note some email clients do not support animated GIFs.
- All ad files must be under 45 KB.
- Advertiser must include the URL the ad should link to and optional alt text.
- Submit ad materials to the salesperson and Leia Sills at lsills@sbpub.com a minimum of five business days prior to start of schedule

WEBSITE SUBMISSION REQUIREMENTS

Materials should be submitted to the salesperson and Leia Sills lsills@sbpub.com a minimum of five business days prior to start of scheduled run.

FILE SPECIFICATIONS

We accept creatives from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager.

- JPEG , PNG and GIF files must be below 1MB.
- Advertiser must include the clickthrough URL that the banner should link to.

HTML5 REQUIREMENTS FOR AD MANAGER

- We accept HTML5 creatives in the form of a single zip file for following two sizes: 300x250 and 728x90.
- Please follow all of the guidelines as specified by Google Ad Manager at the following link: <https://support.google.com/admanager/answer/7046799?hl=en>
- All HTML5 creatives must have a fixed dimension of either 300x250 or 728x90. No flexible "fluid" sizes are acceptable.
- You must add clickable exits in the coding and add click-throughs that use the "clickTag" variable.
- We don't recommend hard-coded click-through URLs in your asset because it prevents Ad Manager from tracking clicks and prevents traffickers from updating the URL.
- An example of html that uses the clickTag variable: `<ahref="javascript:void(window.open(clickTag))">`
- **Please provide a clickthrough URL to link to the creative.**

LIMITATIONS OF HTML5 CREATIVES IN AD MANAGER

- Ad Manager does not currently support creatives that use SVG tags within HTML files. Instead, you can include standalone .svg files and reference them in the HTML.
- Also, Ad Manager macros are not currently supported within HTML files or destination URLs.

THIRD PARTY TAGS

- We accept third-party coding.
- Tags must be sent to us in a Text or Excel file that has been compressed into a ZIP file. This ensures that no coding gets stripped while being transferred.
- Please include detailed instructions on where to put clickthrough macros and cachebusting macros within your tags. We use Google's Ad Manager to serve banners.
- Third-party tags must be live at time of submission to enable testing prior to launch.
- We accept creative from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager's Support Center.

NEWSLETTER BANNER SPECIFICATIONS

- Leaderboard: 728x90 pixels; Medium Rectangle: 300 x250
- All creative must be submitted at least five business days prior to start of schedule.
- Send all materials to Leia Sills at lsills@sbpub.com and salesperson.
- All ad files must be under 45 KB.
- Accepted formats: JPEG, GIF, PNG.
- Animated GIFs: If you are providing an animated GIF, please provide a static version of the banner for email clients that do not support animated GIFs. The first frame of all animated GIFs should contain all pertinent branding and info.
- Include URL that banner should link to



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