

# BUILDER & BROKER JOURNAL

BUCKS  
CHESTER  
DELAWARE  
MONTGOMERY

BUILDER AND BROKER NEWS WORTH READING

Walker Publications • 207 West Gravers Lane • Philadelphia, PA 19118  
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## Rate Card

Effective January 2009 - Philadelphia Suburban Edition

All copy, artwork and photographs must be provided

**Contracts:** Contract rates are available on a 6-issue and 12-issue basis. Incomplete contracts will incur the short rate to the nearest contract, i.e. the 6-issue will default to the open rate and the 12-issue to the 6-issue rate (unless the 6-issue placement has not been met, in which case it would default to the open rate). Rates are non-commissionable.

**Continuation:** Contract shall automatically renew for same time agreed upon in initial contract period unless written notification of cancellation 30 days prior to expiration of original contract.

12-issue rates	6-issue rates	Open rates
Full Page: \$610.00	Full Page: \$720.00	Full Page: \$830.00
Half Page: \$460.00	Half Page: \$570.00	Half Page: \$680.00
¼ Page: \$305.00	¼ Page: \$415.00	¼ Page: \$525.00
Back Page: \$720.00*	Back Page: \$830.00*	Back Page: \$940.00*
Color rates: Spot color: \$120	Full Color: \$350	

**Circulation:** Printing of 3,000 copies monthly for Philadelphia Suburbs including Bucks, Montgomery, Delaware and Chester County's real estate offices and builders.

**Specifications:** Please provide artwork in electronic format, either PDF or Quark file. STAT (PMT) is accepted, no crop marks. Column width is 2.203, column height is 14 inches, gutter width is .187" inches. Total image area is 10.375" x 14". Printed on newsprint. 85-line screen accepted, 65-line screen recommended. All image sizes below are "live" image areas. Actual page is 11.375" x 15".

¼ Page: 5.094" w x 6.719" h  
Half Page: 10.375"w x 6.719" h (horizontal) or 5.094" w x 13.625"h (vertical)  
Full Page: 10.375"w x 13.625"h

**Terms:** Open rate advertising is cash in advance unless credit has been approved. Contracts with approved credit are net 15 with an interest charge of 1.5% monthly for any balance over 30 days plus a \$25 late payment charge.

**Deadlines:** Space reservations: First week of each month (New accounts only).  
Copy deadlines: By 18th of each month. December by 15th.  
Publication dates: During last week of each month.

\*Plus Full Color charge