

# BUILDING PRODUCTS



## Frequent Advertiser 4-Pack Special

Maximize your product's exposure in BUILDING PRODUCTS magazine, the **#1 lead generating magazine** in the industry. More than 50,000 high-volume builders and remodelers turn to BUILDING PRODUCTS to make their purchasing decisions. With information on more than 325,000 building products, BUILDING PRODUCTS magazine is the authoritative resource in the industry.

Special frequent advertiser packages are designed to help you reach the largest audience of high-volume building professionals who rely on BUILDING PRODUCTS magazine for reliable product reviews and trends.

### special frequent advertiser rates

	Open Rate	Special Rate	Net Savings
<b>4-Pack</b>	\$29,600/net	\$20,000/net	\$9,600

### advertiser benefits

- Guaranteed full page ad in every issue
- Premium positioning in every issue

## 2010 editorial line-up

Issue	Feature	Bonus Opportunities
<b>Winter</b> Close Date: 1/22/10	International Builders' Show Wrap-up	<ul style="list-style-type: none"> <li>• Hot Product Trends (digital product guide)</li> </ul>
<b>Spring</b> Close Date: 3/25/10	Top 100 Products	<ul style="list-style-type: none"> <li>• PCBC The Premier Building Show</li> <li>• Top 100 Products (special advertising section)</li> </ul>
<b>Summer</b> Close Date: 6/25/10	MVP Awards	<ul style="list-style-type: none"> <li>• The Remodeling Show</li> <li>• MVP Awards (special advertising section)</li> </ul>
<b>Fall</b> Close Date: 9/24/10	Green Product Awards	<ul style="list-style-type: none"> <li>• Surfaces</li> <li>• Green Produce Awards (special advertising section)</li> </ul>

For more information, contact your sales manager or visit [buildingproductsmediakit.com](http://buildingproductsmediakit.com)