



# 2012 DBX Advertising Opportunities

The new website and monthly publication provide up-to-the-minute news that affects the building industry. Association-focused information will be of **great interest and importance** to our membership. *This means that the publication and website are **excellent vehicles** to receive exposure.*

It also means that your advertisement will not be lost to readers who are not able to make the decision regarding purchase. Our readership is comprised of the top executives from the diverse companies that make up the Miami Valley's Construction Industry.

## 2012 DBX Rates

### Premium Sponsorships:

#### Gold Sponsor

\$1500

Website Link

Team Building Night Sponsor

Annual Networking Event Sponsor

Full page ad in 1 issue

#### Silver Sponsor

\$1000

Website Link

Team Building Night Sponsor

Half page ad in 1 issue

#### Bronze Sponsor

\$750

Website Link

Annual Networking Event Sponsor

Quarter page ad in 1 issue

### Website Sponsorships:

#### Website Sponsor (1 year)

\$500

Logo with link to company site on Home page and "Links" page

### Newsletter Advertising – *The Construction Journal*:

|               | Quarterly | Annually | Specs                      |
|---------------|-----------|----------|----------------------------|
| Full Page     | \$750     | \$2700   | 7½ by 10"                  |
| Half Page     | \$400     | \$1450   | 7 by 4 7/8" or 4 ½ by 7 ½" |
| Quarter Page  | \$200     | \$750    | 3 ½ by 4 7/8"              |
| Business Card | \$100     | \$400    | 3 ½ by 2"                  |

#### Special Position/Color Charges

Premium Positioning or Four Color Process

Add \$200 to space costs

### For More Information Please Contact:

Leslie Klenk/Barb Burgie

Burgie MediaFusion

o: 800.713.0445

c: 614.554.6294

f: 888.390.0425

e: [leslie@burgiemediafusion.com](mailto:leslie@burgiemediafusion.com)

# 2012 DBX Advertising Agreement (p. 1 of 2)

NOTE: You may submit one form for multiple programs.

I have the authority to execute this ADVERTISING CONTRACT on behalf of the above named company (hereinafter "Company") and, with my signature hereon, authorize publishing of advertising as outlined below.

Company Name: \_\_\_\_\_

Advertising Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Level of Sponsorship:**

Gold  
\$1,500

Silver  
\$1,000

Bronze  
\$750

Website Sponsor  
\$500

**Newsletter Advertising  
The Construction Journal:**

|               | Annual Advertisers (12 issues per year) |                                    |                                    |       |
|---------------|---|------------------------------------|------------------------------------|-------|
|               | B&W                                     | Color                              | Special Position                   | Total |
| Full page     | <input type="checkbox"/> \$2700         | <input type="checkbox"/> add \$200 | <input type="checkbox"/> add \$200 |       |
| Half page     | <input type="checkbox"/> \$1450         | <input type="checkbox"/> add \$200 | <input type="checkbox"/> add \$200 |       |
| Quarter page  | <input type="checkbox"/> \$750          | <input type="checkbox"/> add \$200 | <input type="checkbox"/> add \$200 |       |
| Business card | <input type="checkbox"/> \$400          | <input type="checkbox"/> add \$200 | <input type="checkbox"/> add \$200 |       |

|               | Quarterly Advertisers (3 issues per quarter) |                                    |                                    |          |                       |       |
|---------------|--|------------------------------------|------------------------------------|----------|-----------------------|-------|
|               | B&W  | Color                              | Special Position                   | Subtotal | X # of Quarters (1-4) | Total |
| Full page     | <input type="checkbox"/> \$750               | <input type="checkbox"/> add \$200 | <input type="checkbox"/> add \$200 |          |                       |       |
| Half page     | <input type="checkbox"/> \$400               | <input type="checkbox"/> add \$200 | <input type="checkbox"/> add \$200 |          |                       |       |
| Quarter page  | <input type="checkbox"/> \$200               | <input type="checkbox"/> add \$200 | <input type="checkbox"/> add \$200 |          |                       |       |
| Business card | <input type="checkbox"/> \$100               | <input type="checkbox"/> add \$200 | <input type="checkbox"/> add \$200 |          |                       |       |

**Sponsorship Total:** \$ \_\_\_\_\_ + **Newsletter Total:** \$ \_\_\_\_\_ = **Grand Total:** \$ \_\_\_\_\_

**Payment:**

Check

Credit Card

**Dayton Builders Exchange**  
2077 Embury Park Road  
Dayton, OH 45414

Visa

MC

AMEX

Cardholder Name: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

# 2012 DBX Advertising Agreement (p. 2 of 2)

The company acknowledges that any changes in the above specifications, schedule and/or cancellation must be in writing and must arrive at BMF prior to the closing date for the issue in which the next insertion is scheduled. Ads cancelled after the space reservation deadline will be billed at 100 percent. If this contract is not fulfilled for any reason, the Company will be short rated (charged the highest applicable earned rate, which means that the rate on past and subsequent insertions will be adjusted to conform with the actual space used when it is less than the space originally contracted for by the advertiser or their agency).

Please note that a commitment via email constitutes advertising space is reserved and under contract. This advertising agreement is issued for formal signatures and payment information by Burgie MediaFusion. If it is your procedure to issue an Insertion Order, indicate that to the sales representative so it can be noted in your record.

The above-stated rate is valid only if this contract is signed and returned to BMF before the space reservation deadline.

The Advertising Contract is subject to all terms and conditions set forth in the Rate Card. The authorized representative of the Company has seen the rate card and understands the provisions therein.

Date: \_\_\_\_\_

Signed: \_\_\_\_\_  
Authorized Representative of Company

**Please sign agreement and return via fax, scan/email or U.S. Mail.**

Attn: Leslie Klenk/Barb Burgie | P.O. Box 1124 | Worthington, OH 43085  
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f: 888.390.0425 | e: [leslie@burgiemediafusion.com](mailto:leslie@burgiemediafusion.com)