

Mass BUILDER

The Official Magazine of the Home Builders Association of Massachusetts

FOCUS

MassBuilder contains industry related articles highlighting finance, technology and legislation. Members of The Home Builders Association of Massachusetts' six local chapters contribute grass roots stories and features. MassBuilder also features the president's and chairman's messages, along with national news briefs. The total readership reaches over 20,000 industry professionals. It is mailed to every member of the Home Builders Association of Massachusetts and distributed in Banker & Tradesman.

DISTRIBUTION 7,600

MassBuilder reaches 1,600 builders, developers, remodelers and suppliers. This is in addition to the 5,500 Banker & Tradesman subscribers who are a part of the Massachusetts construction and real estate market.



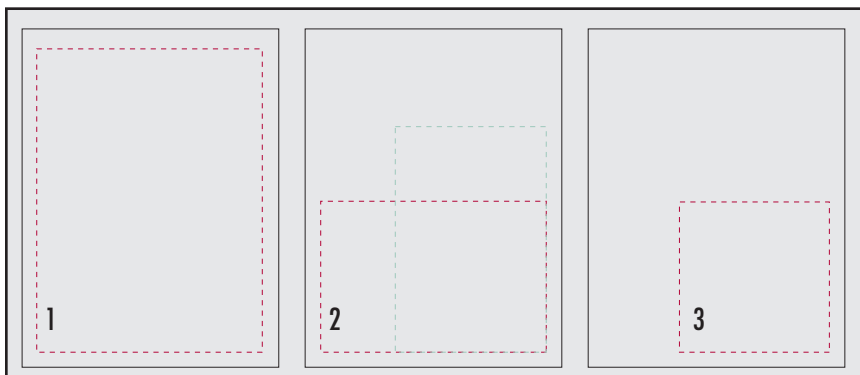
FOR MORE INFORMATION

CONTACT ADVERTISING AT 617.896.5344 OR EMAIL CUSTOMPUBS@THEWARRENGROUP.COM

2009 CALENDAR DATES

| QUARTER | Q1 | Q2 | Q3 | Q4 |
|------------------|-------------|----------|-----------|-------------|
| Ad CLOSING DATE: | JANUARY 08 | APRIL 09 | JULY 02 | OCTOBER 08 |
| MATERIALS DUE: | JANUARY 15 | APRIL 16 | JULY 09 | OCTOBER 15 |
| ISSUE DATE: | FEBRUARY 09 | MAY 11 | AUGUST 10 | NOVEMBER 09 |

ADVERTISING SIZES

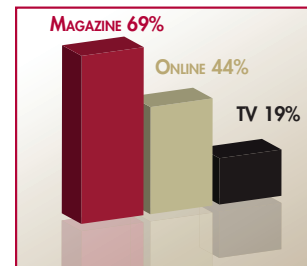


1. Full - 7.25" x 9.75"
Bleed - 8.375" x 10.875"
Trim - 8.125" x 10.625"

2. Half - 7.25" x 4.75"
Half - 4.75" x 7.25"

3. Third - 4.75" x 4.75"

RECOMMENDATION FOR REALLOCATION OF MEDIA SPENDING



Percentage of studies where spending should increase for medium

When marketers implemented the recommended reallocation of media, their average return on investment (ROI) increased 23% at comparable budget levels.

Source: Marketing Evolution, 2006

ADVERTISING COLOR RATES

| AD SIZE | 4 TIMES | 1 TIME |
|--------------|---------|---------|
| FULL PAGE | \$1,435 | \$1,750 |
| HALF PAGE | \$1,060 | \$1,250 |
| THIRD PAGE | \$895 | \$1,025 |
| BACK COVER | \$1,665 | N/A |
| INSIDE COVER | \$1,575 | N/A |

B&W pricing are available upon request • Pricing is per insertion
• All rates are net • All members receive a 10% discount