

## Our Advertisers Say...

I have advertised with *Remodel Spokane* magazine since its inception and I could not be happier with the service I get from the magazine's staff and the response I get from the general public. It is a great venue for any business associated with the building trades. **I don't advertise in any other outlet than this one.** It has served me well.

*Tom Lamb C.G.R., Tom Lamb Construction, Inc.*

...Not less than a week from my first ad with you, **I received a call which turned into a nice \$120,000 job** two weeks later. I would have to say in closing, that since our partnership 1½ years ago, I can attribute an **increase in sales of 30-40%** due to the advertisements I entrust to you in each issue. Many thanks!

*David Covillo, President, Renovations by Dave Covillo Inc.*

The informative articles and beautiful photography bring a lot of attention to the contents of the magazine and readers will keep each issue for many months to come. As an advertiser, that is exactly what we want to have happen. **Our business increased greatly in the Spokane/Coeur d'Alene area due to our partnership with Remodel Spokane magazine.**

*Bill Morgan, Creative Building Resources, LLC*

As a business, when you find an avenue that not only gets your name out there in front of potential clients but **actually generates business**, you have found gold. That is exactly what Remodel Spokane has done for us. We are very happy with our association with *Remodel Spokane*.

*Robin Wong, Designer, Kitchen/Interior Showcase*

I am **very pleased at the results** TimberTech gained this deck building season by advertising in *Remodel Spokane* Magazine. Our message to homeowners, contractors and dealers was well received. We thank the attentive people who did a great job at *Remodel Spokane* and **TimberTech will use this advertising vehicle again** in future issues.

*Frank Guarino, TimberTech Territory Manager*

**Call Today**  
**509/926-1746**

www.remodelspokane.org

509/926-1746 Fax 509/926-3531

1521 N. Argonne  
Suite C, #209  
Spokane, WA 99212

**GRAPHIC**  
*business*  
**SYSTEMS**



# REMODEL spokane

M A G A Z I N E



With more than 30,000 readers and a 15,000 first run distribution, **Remodel Spokane** is mailed quarterly to approximately 3,000 subscribers, including all Spokane Home Builder Association members. "Free trial issues" are mailed to doctors, dentists, beauty salons, accountants and attorneys, and thousands will be given away at local home shows.

## Quarterly PRINT Ad Pricing

Size	1 Issue	2 Issues or 1 Issue with SHBA Discount	4 Issues or 2 Issues with SHBA Discount	4 Issues with SHBA Discount
<b>Double Spread</b>	2 Full Pages with Bleeds			
	3,725	3,495	3,235	2,965
<b>Full Page</b>	8.375 x 10.875" with 1/8" Bleeds			
	2,245	2,045	1,880	1,745
<b>2/3 Page</b>	Vertical - 4.70 x 9.375"			
	1,795	1,635	1,505	1,395
<b>1/2 Page</b>	Horizontal - 7.125 x 4.625" Vertical - 4.75 X 7.375" Long Vertical - 3.5 x 9.375"			
	1,395	1,295	1,195	1,115
<b>1/3 Page</b>	Horizontal - 7.125 x 3" Square - 4.7 x 4.625" Vertical - 2.25 x 9.375"			
	1,120	995	895	825
<b>1/4 Page</b>	Horizontal - 7.125 x 2.25" Vertical - 3.5 x 4.625"			
	895	795	695	625
<b>1/6 Page</b>	Horizontal - 4.75 x 2.25" Vertical - 2.25 x 4.625"			
	755	635	545	485

## Monthly WEB Ad Pricing

Visit [www.remodelspokane.org](http://www.remodelspokane.org) for examples and more information.

<b>Home Page Leaderboard</b> 728 x 90 pixels. Visible from all pages on the site except magazine viewing pages. Links directly to your website or contributor page. Animation available. Includes a FREE Contributor Home Page or applicable discount.	\$95			
<b>Current Magazine Issue Sidebar</b> 336 x 280 pixels. Your message shows the entire time a visitor is reading the current issue online. It's like having your ad on every page! Includes a FREE Contributor Home Page or applicable discount.	\$95			
<b>Category Page Side Bars</b> 250 x 250 pixels. Includes a FREE Contributor Home Page or applicable discount.				
Position	1 Spot	2 Spots	3 Spots	4 Spots
Premium Position on our Most Popular Categories	\$55	\$83 <b>SAVE \$28</b>	\$98 <b>SAVE \$67</b>	\$110 <b>SAVE \$110</b>
Standard Position or Other Categories	\$35	\$53 <b>SAVE \$18</b>	\$63 <b>SAVE \$42</b>	\$70 <b>SAVE \$70</b>
<b>Contributor Home Page</b> (FREE with any print ad!)				\$20



Advertising that goes directly to people who are **ACTIVELY LOOKING** for YOUR goods and services.

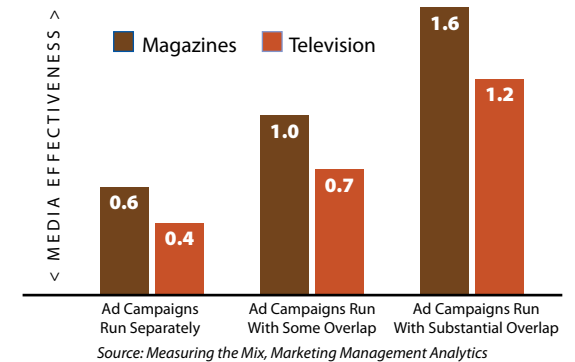
## Top 10 Reasons to Advertise In Magazines:

**Magazine advertising engages:** Consumers are likely to find magazine advertising less obtrusive and more enjoyable than in other media.

**Magazine advertising is considered valuable:** When readers were asked to pull ten pages that best demonstrate the essence of their favorite magazines, three out of ten pages pulled were ads.

**Magazine advertising moves readers to action, including visiting and searching on the Web.**

**Magazine advertising improves advertising return on investment:** Multiple studies have demonstrated that allocating more money to magazines in the media mix improves marketing and advertising ROI.



**Magazine advertising sells**—and it delivers results consistently throughout the purchase funnel.

**Magazine advertising is relevant and targeted.**

**Magazines reach the most desirable consumers:** Heavy magazine readers are likely to be among the highest spenders across most product categories.

**Consumers refer to magazines multiple times,** even saving them, giving advertisers the opportunity for multiple exposures.

**Magazines influence Influentials®:** Magazines are the medium that "Influential Americans" turn to the most for making purchase decisions and recommendations.

**Magazines supply credibility:** Consumers trust and believe magazine advertising more than in other media. Consumers turn to magazines as a source for information on new products.

Sources: Starcom; Northwestern University Magazine Reader Experience Study; Affinity Research; How Media Measure Up; Documenting the Role of Magazines in the Mix; ROI for DTC; ROI for Kraft; Measuring the Mix; What Drives Automotive Sales; American Advertising Federation (AAF) Study; Retail Advertising and Marketing Association (RAMA) Study; Measuring Media Effectiveness; Dynamic Logic; Ephron on Media; Initiative; MRI Fall 2006; Roper; Hearst Engagement Factor Study.