



MINNESOTA BUILDERS EXCHANGE

BLUEPRINT

The Official Publication of the Minnesota Builders Exchange



WHO ARE WE?

The Minnesota Builders Exchange (MBEX) is focused on **helping our members grow their businesses** through the exchange of plans through our industry-leading digital plan room, the sharing of knowledge through channels such as *Blueprint* magazine and the creation of industry connections through powerful events. This **statewide** publication is a great networking tool that will reach **general contractors, trade contractors, architects and government and school administrators**. When our readers are ready to buy or recommend products and services, make sure they think of you first.

WHY MBEX?

- The *Minnesota Builders Exchange Blueprint* audience includes **all MBEX members plus decision-makers in Minnesota** who represent top general contractors, major architectural firms, city and county governments, and school districts.
- Our membership is highly engaged, with about **80% of MBEX members** accessing the digital plan room more than once per week.

NET ADVERTISING RATES

Print Edition Advertising	1-2x
Premium Position*	\$1,915
Full Page	\$1,530
1/2 Page	\$1,070
1/4 Page	\$765
1/8 Page	\$535
Digital Edition Advertising	1-2x
Tile + Interstitial Digital Package	\$1,035
Tile + Landing Page Digital Package	\$1,035
Tile + Interstitial Print Package**	\$865
Tile + Landing Page Print Package**	\$865
Tile à la Carte	\$575

[CLICK HERE FOR AD EXAMPLES](#)

Nonmember fee: \$500 annually

All rates are for full-color advertisements.

**Premium Position includes: inside front cover, inside back cover, page 3 and back cover.*

***Discounted digital+print package available with 1/2-page ads or larger.*

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!



EDITORIAL CALENDAR

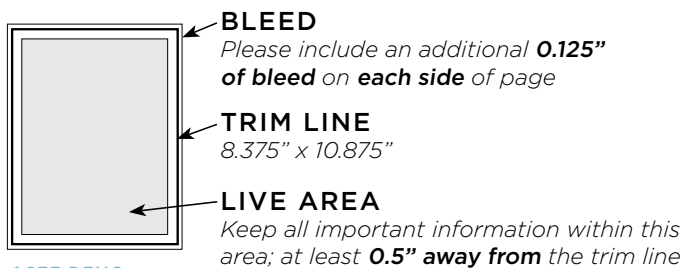
Issue Number	Artwork Due	Delivered to Members
Volume 2 Issue 1	4/22/24	July 2024
Volume 2 Issue 2	10/21/24	January 2025

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

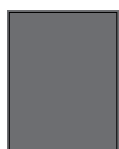
Print Ad Size	Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/4 Page	3.875" x 4.937"
1/8 Page Horizontal	3.875" x 2.34"

Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels

* Full-page ads are intended to bleed off the page [SEE DEMO](#)



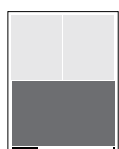
[SEE DEMO](#)



Full Page (with bleed)



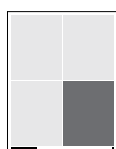
Back Cover (with bleed)



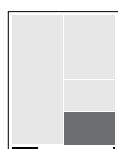
1/2 Horizontal



1/2 Vertical



1/4 Page



1/8 Horizontal

ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.