



MBI MEMBERSHIP DIRECTORY ADVERTISING OPPORTUNITIES :: 2011

The 2011-2012 Membership Directory is the only directory dedicated exclusively to the commercial factory built industry. Make sure your products are front and center. Don't miss placing your ad in the only industry purchasing resource that stays on your prospects' desks for a full year. Industry professionals look to the directory as an informative resource throughout the year. An advertisement in the MBI Membership Directory is a sure fire way to consistently place your marketing message in the hands of a targeted audience.

Company Logo

Full - and half page advertiser will be able to display their company logo above directory listing(s). (Upon receipt of B&W images) B/W logo images must be supplied in either high resolution tiff or eps format.

Company Highlight

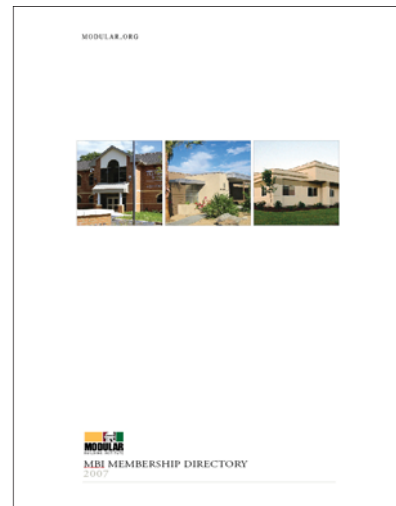
Throughout the directory, all advertisers will have their company listed in bold type - a way of highlighting your company to MBI members worldwide. All bold listings will be in the alphabetical by company section and the alphabetical by category section.

Non-advertising Companies

Whether or not placing an ad, all MBI members will be listed in the directory free of charge. This is a benefit of membership in the Modular Building Institute. However, only those members placing ads will receive any of the advertiser benefits listed above.

Just want the Logo?

For only \$250, you can still place your B&W company logo above your directory listing(s) even if you are not placing a traditional ad (full and half page advertisers). (Purchasing the logo placement alone does not qualify you for the bold highlight. Highlights indicate member companies with ads and are available only to advertisers.) B/W logo images must be supplied in either high resolution tiff or eps format.



*Simulation only.
Cover art subject to change.
Cover is color. Inside black and white.*

The directory features members listed alphabetically by institution, by state/country, by product/services and by contact person. Its long shelf-life gives your ad message year-long exposure. The directory is a quick and easy reference tool for those who need products or services like yours.

This FREE publication will be distributed to all MBI member main and branch locations all across the globe, as well as to high-profile trade shows like AIA, speaking engagements, and all MBI conferences and events, as well as anyone who contacts MBI requesting information about our members, such as general contractors and developers.

Rates

Black and White Ads

Full page	\$1500
1/2.....	\$1000
1/4.....	\$ 500

Cover Rates (color only, full page only)

Inside front cover.....	\$2000
Inside back cover.....	\$2000
Outside back cover	\$2500

Sizes

Full page	7 1/4 x 10
1/2.....	7 1/4 x 4 7/8
square.....	4 3/4 x 4 7/8

ADVERTISING REQUIREMENTS

All artwork will be due March 31, 2011 and can be submitted to erin@modular.org or via PC-formatted CD-ROM.

- :: Only PC-compatible digital files are acceptable
- :: All artwork must include complete contact information for artist/designer, in the event they must be contacted concerning the submitted files
- :: Advertisers will be charged \$120/hour for all work required to convert supplied materials to acceptable digital files
- :: Adobe InDesign* or Photoshop* artwork is accepted. Include all images and screen and printer fonts (files must be packaged and/or collected for output)
- :: All artwork for black and white ads must be submitted in black and white (we will not convert color images)
- :: All color ads must be in CMYK format, no RGB images
- :: Images should be hi-resolution scans at 300** dpi saved as TIFFs in a CMYK or BW format only
- :: Artwork can be submitted via PC-formatted CD-ROM or email
- :: Requested proofs will be provided as a screen pdf only

** We cannot guarantee print quality for images submitted in resolutions lower than 300 dpi

Important Note: You are responsible to ensure that your artwork does not violate any copyright infringements. We will print your artwork as submitted and you assume all liability from any copyright infringements that may result from your ad.

TERMS, CONDITIONS, CANCELLATIONS

Terms: Payment for each ad is required in US funds. Full payment, artwork and black and white logo must arrive at MBI headquarters no later than March 31, 2011.

Commissions: None

Cancellations: cancellations or changes must be made in writing and will not be accepted after closing dates.

Advertising contracts subject to rate change upon notice. Contracts may be cancelled at the time rate change is effective without incurring a short-rate. Advertisers not fulfilling contract obligations will be short-rated. Publisher reserves the right to reject any ad. Advertisers agree to indemnify and protect the publisher from claims or expenses resulting from the unauthorized use of names, photographs, drawings, or words protected by copyright or registered trademark. The publisher is not liable for delivery delays or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strike, weather legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting publishing or delivery in any way.

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THE VOICE OF COMMERCIAL MODULAR CONSTRUCTION