

# ROBEX

The brand-new magazine from  
**Builders Exchange of Rochester**

Rochester, NY



## 2017 RATE CARD

*Advertise your business to more than*  
**2,000 companies and business owners**  
*serving the construction industry in Western New York.*



# A Message from the President

Thank you for considering taking part in the inaugural issue of ROBEX magazine, the Rochester area's premier publication for the construction industry. Placing an ad in the magazine shows that your business supports the mission of Builders Exchange and – at the same time – showcases your company to general contractors and subcontractors, and key owners of construction companies in Rochester, Buffalo and Syracuse.

You'll find that our advertising rates are affordable and cost effective. Research shows that print magazine advertising inspires action. Magazine readers are more likely to have a favorable opinion of the advertiser, are more likely to purchase the product or service, and visit the advertiser's website. An ad in ROBEX will expose your business to more opportunities.

Revenue from the ads will support our advocacy efforts in Albany on behalf of the Rochester area, and help fund the educational programs we offer including safety, supervision, management, blueprint reading and others. Our advocacy efforts support the entire local community – schools, the City of Rochester, Monroe County, local governments of all types, and more – because we help them meet their budgetary obligations.

As a printed publication featuring timely articles and features important to your success, ROBEX magazine itself is in keeping with our mission to be your educational partner.

As you read through this Rate Card, please know that we value your business and look forward to a continued relationship.

Aaron Hilger, President  
Builders Exchange of Rochester

## About Builders Exchange

The original Builders and Building Supply Dealers Exchange of Rochester, New York, was formed in 1888 by a group of construction industry visionaries dedicated to the city's commercial development market. The list of founders reads like a who's who of Rochester history, with the names T.W. Finnuccane; G.H. Powell, Jr.; F.C. Seitz and J.B. Pike, among others. Its mission then is the same today – to represent the best interests of its members, including contractors and labor, architects, company owners and public agencies.

Today, Builders Exchange of Rochester has more than 600 members and affiliates. It serves the commercial, industrial and governmental construction industry in Western and Central New York by offering discounted OSHA certification and safety training classes, online planroom access, construction updates and much more.



180 Linden Oaks  
Suite 100  
Rochester, NY 14625  
(585) 586-5460  
info@robex.com

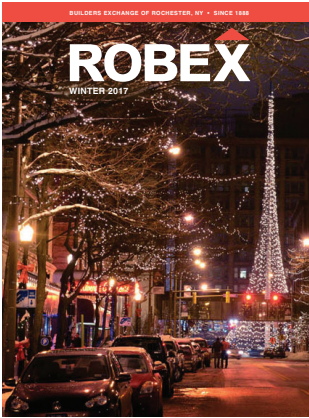
## About the Publisher

We have partnered with local publisher Fahy-Williams in Geneva for advertising sales, design and printing services. The firm has been producing magazines and directories for trade groups like ours nationwide for more than 30 years. Their clients include the Education Market Association, American Specialty Toy Retailing Association, International Art Materials Association, Society of Decorative Painters and the Craft & Hobby Association. In addition, Fahy-Williams produces trade magazines for three retail niches and the consumer lifestyle publication, *Life in the Finger Lakes*.



171 Reed Street  
Geneva, NY 14456  
(315) 789-0458

# Advertise in both issues for the greatest impact



## Spring 2017

Mailing: February 2017  
Reserve ad by: Dec 30  
Ad Materials Due: Jan 6



## Fall 2017

Mailing: September 2017  
Reserve ad by: Aug 11  
Ad Materials Due: Aug 18

## Editorial Content

### *In every issue*

- A message from the president
- The chairman's letter
- Updates on OSHA, insurance, health care, legal issues and finance/banking
- Industry news
- Safety tips
- Junior Builders Exchange (JBX)
- Government relations
- A member profile
- New products
- New members
- Event calendar

### *Topics for special features*

- Leadership/coaching
- Employee training
- Time management
- Marketing and social media
- Sales techniques
- Building design innovations
- Best practices in project management
- A project profile

## Our Readers

ROBEX members include architects, business owners, construction managers, developers, engineers, interior builders, manufacturers, general contractors, subcontractors, specialty contractors, school superintendents, university leaders and suppliers who work in all facets of the construction industry, including:

- Asbestos and hazardous materials abatement
- Asphalt/road/bridge/heavy highway construction
- Casework and millwork
- Communications and technology
- Concrete/masonry
- Demolition
- Electrical
- Elevators
- Equipment
- Evacuation, site work and irrigation
- Fabrication
- Facilities and building maintenance
- Flooring
- Glass and glazing
- HVAC
- Insulation
- Plumbing and piping
- Pools, foundations and water displays
- Pre-engineered metal building
- Restoration
- Roofing
- Security and fire alarm systems
- Sewer and water
- Signage
- Temperature control
- Testing and inspection services
- Waste management services



# Advertising Rates and Specifications

## Full Color Ad (net rate per insertion)

Ad Size	1x	2x	3x
Full-Page	495	450	435
2/3 Page	385	360	340
1/2 Page	335	305	295
1/3 Page	275	250	240
1/4 Page	195	175	170
1/6 Page	135	125	120

## Two-Color Ad (net rate per insertion)

Ad Size	1x	2x	3x
Full-Page	420	380	370
2/3 Page	325	295	285
1/2 Page	285	260	250
1/3 Page	235	215	205
1/4 Page	165	150	145
1/6 Page	115	105	100

## Black & White Ad (net rate per insertion)

Ad Size	1x	2x	3x
Full-Page	370	335	325
2/3 Page	290	265	255
1/2 Page	250	230	220
1/3 Page	205	185	180
1/4 Page	145	130	125
1/6 Page	100	95	90

## Premium Placements

Ad Size	1x	2x	3x
Center Spread	945	860	830
Belly Band	2500	2500	2500
Back Cover	<del>775</del>	<del>\$ 610</del>	<del>530</del>
Inside Front Cover	<del>680</del>	<del>\$ 610</del>	<del>580</del>
Inside Back Cover	<del>605</del>	<del>\$ 610</del>	<del>530</del>



**1/6 PAGE**  
Horizontal  
4-5/8" x 2-1/8"  
(W x H)



**1/6 PAGE**  
Vertical  
2-1/4" x 4-3/4"  
(W x H)



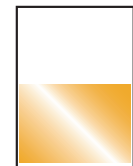
**1/4 PAGE**  
3-1/4" x 4-3/4"  
(W x H)



**1/3 PAGE**  
Horizontal  
4-5/8" x 4-3/4"  
(W x H)



**1/3 PAGE**  
Vertical  
2-1/4" x 10"  
(W x H)



**1/2 PAGE**  
Horizontal  
7" x 5"  
(W x H)



**1/2 PAGE**  
Vertical  
4-5/8" x 7-5/8"  
(W x H)



**2/3 PAGE**  
4-5/8" x 10"  
(W x H)



**Full PAGE**  
8-3/8" x 11-1/8"  
(W x H)  
Trim size: 8-1/8" x 10-7/8"  
Please keep 1/4" from trim

**FREE ad design available!**

### Files accepted:

300 dpi, CMYK – flattened PDF, TIFF, EPS, or JPEG

### Upload files to:

fwpi.com/upload-ad.php  
Select the "ROBEX" folder

**To reserve your advertising space please contact:**

**Tim Braden**

tbraden@fwpi.com

p: (315) 789-0458 • (800) 344-0559

f: (315) 789-4263

**ROBEX**  
THE OFFICAL MAGAZINE OF BUILDERS EXCHANGE

# Print advertising is an investment in your company, your products and your brand.

Consumers trust and believe magazine advertising more than advertising in other media and turn to magazines as a source of information on products and services.\*



**More Credible**

Magazines provide the lowest cost-per-contact of any other advertising medium.\*



**Lowest Cost per Contact**

Magazine advertising will increase brand awareness with key decision makers and is an effective way to top your competition.\*



**Better Branding**

# ROBEX

THE OFFICAL MAGAZINE OF BUILDERS EXCHANGE

Your advertising message with *ROBEX* will reach our loyal readership of over 2,000 members of the Rochester Builders Exchange.



**Targeted Audience**

Magazine advertising drives Web visits and searches more than any other form of media.\*



**Drives Web Traffic**

Studies have demonstrated that allocating more marketing dollars to magazines improves the overall Return on Investment across a broad range of product categories.\*



**Improved ROI**

Audiences are likely to find magazine advertising more acceptable and less interruptive than other media.\*



**More Engaging**

\*Source: Magazine Media Factbook 2015; MPA, The Association of Magazine Media

**Invest in your advertising plan today!**

**Contact Tim Braden at [tbraden@fwpi.com](mailto:tbraden@fwpi.com) or 1-800-344-0559**