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.
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
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

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### Files accepted:
- 300 dpi, CMYK – flattened PDF, TIFF, EPS, or JPEG
- Upload files to:
  - fwpi.com/upload-ad.php
  - Select the “ROBEX” folder

### FREE ad design available!

### 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 OFFICIAL MAGAZINE OF BUILDERS EXCHANGE

Trim size: 8-1/8” x 10-7/8”
Please keep 1/4” from trim
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

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 or 1-800-344-0559