



## ADVERTISING RATES FOR PIPELINE

A BI-MONTHLY PUBLICATION OF THE DISTRICT OF COLUMBIA BUILDING INDUSTRY ASSOCIATION  
(NET RATES)

<u>Ad Position</u>	<u>Ad Size</u>	<u>Six (6) Inserts*</u>
Back Page	7 ½ " w x 10" h	\$ 3,000
Inside Front or Back Covers	7 ½ " w x 10" h	\$ 3,000
Full Page	7 ½ " w x 10" h	\$ 2,400
½ Page	7 ½ " w x 5" h	\$ 1,800
¼ Page (on page with Copy)	3 ½ " w x 5" h	\$ 1,500
¼ Page (on page with other ads)	3 ½ " w x 5" h	\$ 1,300

### RATES FOR ADVERTISING INSERT

¼ Page Ads Only @ 6 times Ad Size: 3 ½" w x 4 ¾" h	\$ 1,200
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### **GENERAL INFORMATION:**

Rates quoted are for color ads. Circulation is approximately 5,000 with pass-along readership estimated at 7,000 or higher. Line screen required for photographs is 175. Pipeline is published six times a year. The ad copy provided by the client will be used for all consecutive issues unless advised otherwise. Advertising opportunities are available to DCBIA members only.

\*To advertise in less than six consecutive issues, please send an email to:[info@dcbia.org](mailto:info@dcbia.org); or call Gail Edwards at 202-661-8170.