

ADVERTISE IN...

THE BUILDING TRADESMAN

Official Publication
of the
Michigan Building and
Construction Trades Council
BUILDING MICHIGAN UNION



...and reach the *largest paid, direct-mail* labor audience in Michigan

MAILED
TO MORE THAN
45,000
LOYAL SUBSCRIBERS
EVERY TWO WEEKS!!

Rates

Insertions Per Year	Cost Per Column Inch
1X	\$15.50
6X	\$14.30
13X	\$13.70
26X	\$13.10

6 Columns per page (SAU)

- 1 column = 1 13/16"** (or 10.9 picas)
 - 2 columns = 3 13/16"** (or 22.75 picas)
 - 3 columns = 5 3/4"** (or 34.5 picas)
 - 4 columns = 7 11/16"** (or 46.3 picas)
 - 5 columns = 9 5/8"** (or 58 picas)
 - 6 columns = 11 9/16"** (or 69.5 picas)
- Page Depth: 21 1/2"**

(Published 26 times a year)

Space reservations: 5 p.m. Wednesday
of the week preceding publication
Copy deadline: Noon Friday of the week
preceding publication

Spot Color: \$3 an inch up
to a maximum charge of \$150
Full Color: \$6 an inch up to
a maximum charge of \$350

**NEW
COLOR
RATES!**

Advertising in The Building
Tradesman means advertising
in the newspaper delivered to
the homes of Michigan
construction workers and their
families. Build YOUR business
in The Building Tradesman.

The Building Tradesman

Since 1952
Official
publication
of the
 MICHIGAN
BUILDING AND
CONSTRUCTION
TRADES COUNCIL

1640 Porter St.
Detroit, MI 48216
(734) 558-6955
Fax (313) 961-2467
E-mail: btada@amentech.net
www.michiganbuildingtrades.org

Joe Hoshaw
Advertising Director

**(See the back of this sheet for
sample rates on standard ad sizes)**

**Call (734) 558-6955 or email
btads@ameritech.net for more info**

Rates on standard sizes

Sixteenth Page

1x	\$124.00
6x	\$114.40
13x	\$109.60
26x	\$104.80

*ADD SPOT COLOR FOR \$24!
ADD FULL COLOR FOR \$48!*

**8
column
inches**

Eighth Page

1x	\$248.00
6x	\$228.80
13x	\$219.20
26x	\$209.60

*ADD SPOT COLOR FOR \$48!
ADD FULL COLOR FOR \$96!*

**16
column
inches**

Quarter Page

1x	\$499.87
6x	\$461.17
13x	\$441.82
26x	\$422.47

*ADD SPOT COLOR FOR \$96.75!
ADD FULL COLOR FOR \$193.50!*

**32.25
column
inches**

Half Page

1x	\$999.75
6x	\$922.35
13x	\$883.65
26x	\$844.95

*ADD SPOT COLOR FOR \$150!
ADD FULL COLOR FOR \$350!*

**64.5
column
inches**

Full Page

1x	\$1990.50
6x	\$1844.70
13x	\$1767.30
26x	\$1689.90

**129
column
inches**

*ADD SPOT COLOR FOR \$150!
ADD FULL COLOR FOR \$350!*

**Custom sizing available to fit your
ad materials and promotional budget**



Be sure to inquire about
our 'Start-up Specials'
for new advertisers!

Plus, "Business Card" ads available starting at \$52.40 per insertion (based on 26X rate of \$13.10)