

Capital Region's ONLY regional magazine  
dedicated to home building, remodeling, design!

Inspiring ... Informative ... Targeted

Reserve space today in CRB&D's next Edition

## Saratoga's Winning Homes

*An in-depth look at this year's  
award-winning Saratoga Showcase homes  
(see page 2 for winners' list)*

**Call TODAY!**

**Space deadline: November 30**

**BUILDING  
&  
DESIGN**  
CAPITAL  
REGION  
AN RCS PUBLICATION

- ✓ Full color, glossy bi-monthly magazine
- ✓ Thousands of copies distributed free in 6 counties in the Capital Region at numerous locations
- ✓ Targets the specific demographics of prospective buyers you seek
- ✓ Email notice to industry professionals with a link to the digital edition
- ✓ Feature and advertorial opportunities
- ✓ Reprints available for marketing use



This edition will feature articles about the various winning 2016 Saratoga Showcase homes with builder input and photos by award-winning architectural photographer Randall Perry.

As an advertiser get the *same great ad discounts* as for the Showcase Guide and if your products/services are featured in story photos we will *credit you in the captions* too. We might even do an article on your company!

**In Print and Online** ⇨

Phone/Fax (518) 786-6575 E-MAIL: [rsc1prod@nycap.rr.com](mailto:rsc1prod@nycap.rr.com) [www.rcspublications.com](http://www.rcspublications.com)  
CRB&D ... connecting industry professionals with each other and with consumers.



PHOTOS © RANDALL PERRY PHOTOGRAPHY

## 2016 Saratoga Showcase Winners

### 2016 CLASSIC HOMES

*Landscaping*  
**BONACIO CONSTRUCTION/  
 SUNSHINE LANDSCAPING**

*Interior Decorating*  
**BONACIO CONSTRUCTION/  
 FINISHING TOUCHES HOME DECOR**

*Best Kitchen*  
**BONACIO CONSTRUCTION/  
 THE SIGNATURE CABINET GROUP**

*Workmanship*  
*Best Master Bath*  
*Exterior Design*  
*Interior Floor Plan*  
**MCPADDEN BUILDERS**

### 2016 EXECUTIVE HOMES

*Best Master Bath*  
**BELMONTE BUILDERS**

*Exterior Design*  
*Interior Floor Plan*  
**CARUSO HOME BUILDERS**

*Landscaping*  
*Workmanship*  
**VOLPE CUSTOM HOMES**

*Interior Decorating*  
**VOLPE CUSTOM HOMES/  
 VOLPE CUSTOM INTERIORS**

*Best Kitchen*  
**VOLPE CUSTOM HOMES  
 MINICK KITCHEN DESIGN**

### 2016 LUXURY HOMES

*Landscaping*  
**TERRACE HOMEBUILDERS/  
 NEW DIMENSIONS OUTDOOR  
 SERVICES**

*Best Master Bath*  
**TERRACE HOMEBUILDERS**

*Exterior Design*  
*Interior Floor Plan*  
**LA FEMME HOME BUILDERS**

*Best Kitchen*  
*Workmanship*  
**WITT CONSTRUCTION**

*Interior Decorating*  
**WITT CONSTRUCTION/  
 E TANNY DESIGN**

### 2016 TOWNHOMES

*Landscaping*  
**MALTA DEVELOPMENT/  
 NEW DIMENSIONS OUTDOOR SERVICES**

*Workmanship - Tie*  
**MALTA DEVELOPMENT  
 BARBERA HOMES**

*Best Master Bath*  
**BARBERA HOMES**

*Exterior Design*  
**MALTA DEVELOPMENT**

*Interior Decorating*  
**BARBERA HOMES/  
 BLAIRHOUSE INTERIORS GROUP**

*Best Kitchen*  
**BARBERA HOMES/  
 BELLEVUE BUILDERS SUPPLY**

*Interior Floor Plan*  
**BARBERA HOMES**



# BUILDING & DESIGN

CAPITAL REGION AN RCS PUBLICATION

## Reservation Form

- Please reserve the advertising space(s) noted.  
 I would like more information about advertorial opportunities for my company (requires minimum of one-quarter page ad) in future editions. Please contact me:  Email  Phone

Please fill in the requested information (PRINT) and sign where indicated. Then email or fax the form as noted below.

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

Please fill in for our office use only

Contact \_\_\_\_\_

Email \_\_\_\_\_

Signature (required) \_\_\_\_\_ Date \_\_\_\_\_

### NOTICE TO ADVERTISER

**PAYMENT:** Payment is due within 30 days of invoice date. **A 5% discount applies when payment accompanies signed contract.** A 1.5% per month finance charge will be added to overdue balances.

In the event it becomes necessary for the Publisher to place this agreement in the hands of an attorney or collection agency for purposes of debt collection, the advertiser agrees to pay reasonable attorney fees and any other costs incurred by the Publisher or its assignees.  
**CONTRACT CANCELLATION:** Unfulfilled contracts will be short rated.

**COPYRIGHT RESPONSIBILITY:** Advertiser or the advertiser's agency will bear full responsibility for withholding advertising materials which may violate any law, regulation, or ruling of the Federal Trade Commission or infringe any copyright, trademark, or patent and shall defend, indemnify and hold harmless the Publisher from all third party claims on account thereof.

**ACCEPTANCE POLICY:** The Publisher reserves the right to reject any advertisement, photograph or illustration which is not deemed in keeping with the standards of the publication.

**CONTRACT RETURN:** Signed contract must be returned for ad to run.

**ADVERTISER FINANCIAL RESPONSIBILITY:** RCS Publications Ltd. and Capital Region BUILDING & Design magazine hold no financial responsibility for poor ad reproduction when provided by an outside source without appropriate colormatch proof and print production specifications.

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**PLEASE NOTE ADDRESS! PO Box 9338 • Niskayuna, NY 12309**

Phone/Fax (518) 786-6575 E-MAIL: rcs1prod@nycap.rr.com www.rcspublications.com

### ADVERTISER OPTIONS

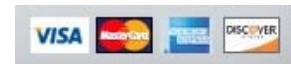
- ✦ TAKE 15% OFF the CRB&D rates below for this issue. OR
- ✦ TAKE 20% OFF if an SBA member.
- ✦ TAKE an extra 5% OFF for prepayment (credit card or check).

### AD SIZES/SINGLE INSERTION RATE

- Full page \$1375.
- 2/3-page (vertical only) \$1100.
- 1/2-page  horiz  vert \$ 925.
- 1/3-page  square  vert \$ 775.
- 1/4-page  horiz  vert \$ 650.
- 1/6-page  horiz  vert \$ 425
- Business Card (prepaid) \$ 200.

Discount offers do NOT apply to business cards.

See rate card for LOWER PRICES on multiple insertions.



### CHECKOUT

Rate (per insertion) \$ \_\_\_\_\_

Addl Discount \_\_\_\_% \$ \_\_\_\_\_

Addl Discount \_\_\_\_% \$ \_\_\_\_\_

5% Prepay Discount \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

Credit Card (Circle type: MC V AE D )

# \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signed \_\_\_\_\_

Please bill me

Make checks payable to RCS Publications Ltd. Additional ad agency discounts do not apply..

### 4-COLOR CAMERA-READY

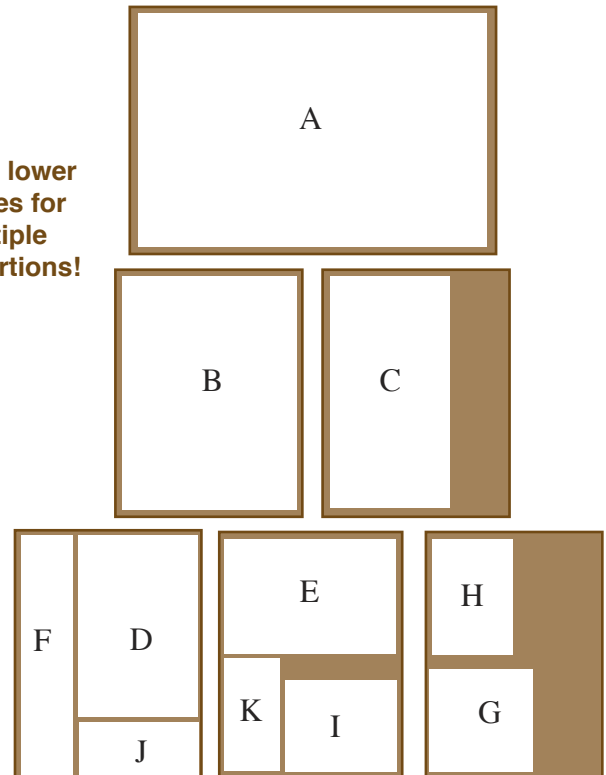
SIZE	INSERTIONS (per)		
	1x	3x	6x
2-p Spread	\$2100	\$1975	\$1800
Cover 4	1625	1525	1425
Covers 2, 3	1500	1400	1300
Full page	1375	1275	1175
2/3 page	1100	1000	900
1/2 page	925	825	725
1/3 page	775	675	575
1/4 page	650	550	450
1/6 page	425	400	300

**CRB&D MARKETPLACE:** Business card section (ad size: 3.5 x 2 inches) @ \$200 (4-color) prepaid only.

**AD SET UP:** Minor ad adjustments provided at no charge. For ad creation a minimum fee of \$100 will be charged to the advertiser, additional time at \$75 per hour.

New lower prices for multiple insertions!

### DISPLAY AD MECHANICAL SPECIFICATIONS



- A. 2-Page Spread—16" x 10" (Full bleed: 17-1/4" x 11 1/4")
- B. Full Page—7-1/2" x 10" (full bleed: 8-3/4" x 11-1/4")
- C. 2/3 Page Vertical only—4-7/8" x 10"
- D. 1/2 Page Vertical—4-7/8" x 7-1/2"
- E. 1/2 Page Horizontal—7-1/2" x 5"
- F. 1/3 Page Vertical—2-5/16" x 10"
- G. 1/3 Page Square—4-7/8" x 5"
- H. 1/4 Page Vertical—3-1/2" x 5"
- I. 1/4 Page Horizontal—4-7/8" x 3-3/4"
- J. 1/6-Page Horizontal—4-7/8" x 2-5/16"
- K. 1/6 Page Vertical—2-5/16" x 5"

#### Mechanical Requirements:

- Publication trim size is 8-1/2" x 11"
  - Bleed page size 8-5/8" x 11-1/4" before trim.
  - Printing is sheet-fed offset and saddle-stitched.
  - Macintosh Platform
- ACCEPTABLE FILE FORMATS include:  
high-res PDF, jpeg, tiff or eps files only (must be at correct ad size); *no guaranteed color match without high-res color proof*. NO NATIVE FILES ACCEPTED.
- jpeg and tiff files should be 100% at 300 dpi. All files and components should be CMYK for 4-color ads.
  - Illustrator EPS files should be CMYK at 100% at 300 dpi. Fonts MUST be converted to outlines. Images MUST be embedded.

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