

THE

HOME BUILDER

Dallas Builders
ASSOCIATION

www.DallasBuilders.org



2026 Newspaper Advertising Rates & Specifications

Circulation

Approximately 2,100 copies of the Association's monthly newspaper flip book, *The Home Builder*, are emailed to member firms of the Dallas BA, along with their employees who have signed up to receive communications.

Digital archives of *The Home Builder* are available at DallasBuilders.org.

Deadlines

Space reservations by 9 a.m. third Monday of the month;
materials due by Thursday of same week.

Graphics Resolution

300 dpi: .jpg, png, .pdf, .eps, .tif

Advertising in *The Home Builder* is available to Dallas BA Members only.
Member company name must be included in the ad.

The Home Builder Rates

Size	Width	Depth	1X	6X	12X
Full page with bleed	8-1/2" *allow 1/4" trim	11" **allow 1/4" trim	\$1,500	\$1,250	\$1,000
Full page w/o bleed	8"	10-1/8"	\$1,500	\$1,250	\$1,000
1/2 page H	8"	5"	\$ 750	\$ 625	\$ 500
1/2 page V	3-7/8"	10-1/8"	\$ 750	\$ 625	\$ 500
1/3 page	3-7/8"	6-3/4"	\$ 625	\$ 575	\$ 450
1/4 page	3-7/8"	5"	\$ 475	\$ 425	\$ 375
1/8 page	3-7/8"	2-1/2"	\$ 300	\$ 250	\$ 200

**Ads not conforming to these specifications will be calculated on commensurate basis.*

STAFF CONTACT:
Gena Godinez
gena.godinez@dallasbuilders.com
214-624-3178