

The Official Publication of the Charleston Home Builders Association

# CHARLESTON HOME BUILDER MAGAZINE

## WORKING TOGETHER

Home builders collaborate with many partners  
to construct a better Lowcountry

### Berkeley County

Planned communities are the key to growth

### Missing Middle

Why do we have an  
affordable housing crisis?



### Slice of Life

Regulations are costing you  
almost \$100K when you buy a home

### Building for Flooding

Trends and the water around us

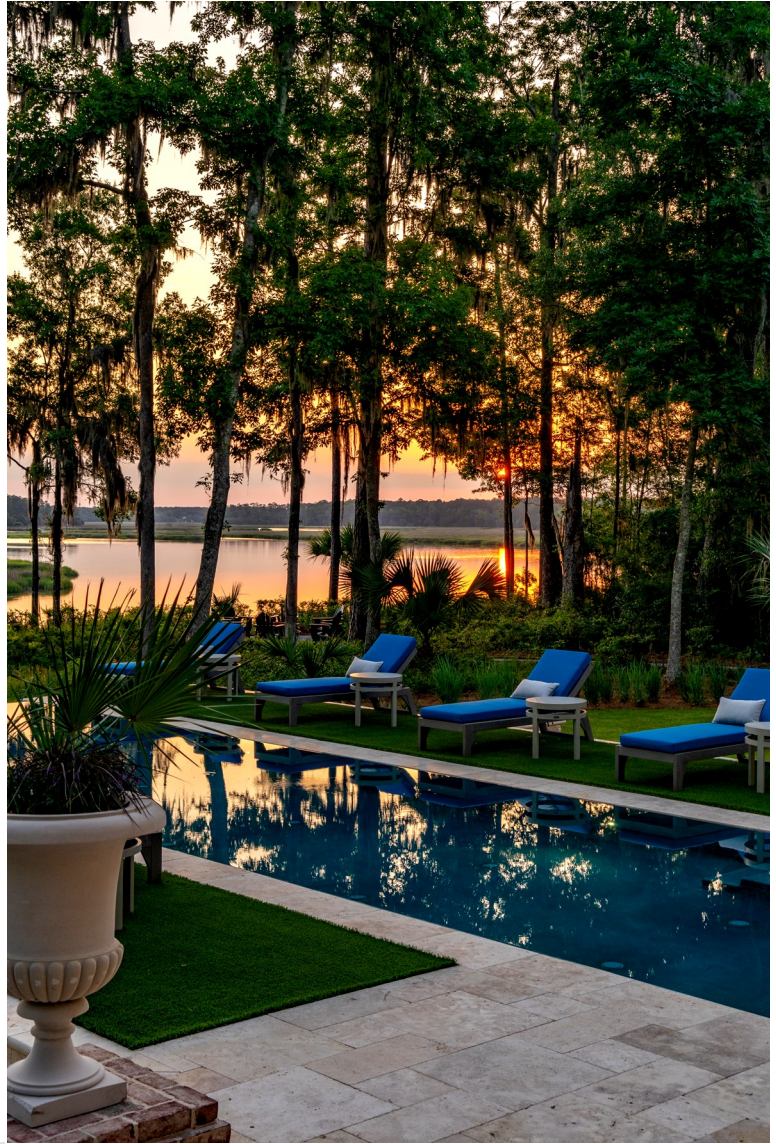


## OUR MISSION

A celebration of home ownership in the Lowcountry, CHARLESTON HOME BUILDER Magazine allows the opportunity to acquire information straight from the source on what makes the Charleston area so unique—from the latest trends, home improvement and building updates as well as market research.

## EDITORIAL

HOME TRENDS  
LOWCOUNTRY LIVING  
MARKET UPDATE  
EXECUTIVE DIRECTOR'S LETTER  
COMMUNITY HIGHLIGHT  
PRISM AWARD WINNERS



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[charlestonhomebuilder.org](http://charlestonhomebuilder.org)



## AD SIZES & RATES

DEADLINE TO RESERVE SPACE: FEB. 1, 2023

	MEMBER RATE	NONMEMBER RATE
<b>1/4 PAGE</b> 3.75"w x 5"h	\$745	NA
<b>1/2 PAGE</b> 7.75"w x 5"h	\$995	\$1750
<b>FULL PAGE</b> BLEED 8.5"w x 11"h (keep all type .375" from edge)	\$1745	\$2500
<b>TWO PAGE SPREAD</b> BLEED 16.75"w x 11"h (keep all type .375" from edge)	\$3445	\$4200

## COVERS & SPECIALTY ADS

<b>INSIDE FRONT COVER</b>	\$2500	\$3250
<b>PAGE 3</b>	\$3000	\$3750
<b>PAGE 5</b>	\$2500	\$3250
<b>CENTER SPREAD</b>	\$4000	\$4750
<b>INSIDE BACK COVER</b>	\$2500	\$3250
<b>BACK COVER</b>	\$3000	\$3750

All ads must be PDF format, 300 dpi, CMYK. Submit ads to [quinton@charlestonhomebuilders.org](mailto:quinton@charlestonhomebuilders.org).





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 Charleston Home Builders Association  
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## 2023 / VOLUME 6 ADVERTISING CONTRACT

### THE FOLLOWING IS A BINDING LEGAL CONTRACT

The following advertiser ("Advertiser") agrees to advertise in Volume 4 of Charleston Home Builder for the foregoing advertising rates. Charleston Home Builders Association ("Publisher") may not raise the advertising rates for the Advertiser, and Advertiser may not cancel this agreement during the agreed upon period. The Advertiser may make payment via check or credit card and accompany this contract or Publisher shall invoice the Advertiser upon signed agreement, and Advertiser must pay the advertising rate agreed upon in full by Advertiser upon receipt of such invoice, and prior to publishing of magazine.

**Advertiser Name**

**Billing Name**

**Billing Address**

**City/State/Zip**

**Advertiser Contact Name**

**Telephone**

**Email**

**ADVERTISER POSITION**

**ADDITIONAL TERMS** This agreement is subject to the following additional terms:

### TERMS AND CONDITIONS

1. Sending an order to Publisher shall constitute acceptance of all the rates and conditions under which advertising is being sold at the time of the order sent.
2. All advertising space rates are based on receipt of an exact size digital file. Advertising space rates shall apply from the most recent effective advertising rate card.
3. Publisher shall not be responsible for the production of advertising materials that are not supplied as an exact size digital file.
4. Publisher will not pay advertising commissions to third parties or outside agencies. Such commissions are a matter between Advertiser and its agency, if applicable.
5. In the event of an error caused by Publisher in any advertisement, Publisher shall not be responsible for any refund in excess of the cost of the advertisement in which the error appears.
6. Publisher shall not be liable for failure to print, publish, or distribute all or any portion of an issue in which an advertisement accepted by the Publisher is to appear if such failure is caused by circumstances beyond the control of the Publisher including, without limitation, acts of God, fires, war, strikes, lockouts, accidents, terrorism, posted delays, forces majeure, inability to obtain paper stock, and acts of government.
7. Publisher shall have absolute discretion to position an advertisement, except where Advertiser makes a written request for a specific preferred position and such position is paid for in advance by Advertiser and is acknowledged in writing by Publisher.
8. All advertisement content is subject to Publisher's approval in Publisher's absolute discretion. Publisher reserves the right to reject or cancel any advertisement or insertion order at any time.
9. No cancellations for advertising spaces, ad changes or downgrading of color or ad size will be accepted (either in writing or verbally) after Publisher's space closing date.
10. All advertisements shall be accepted and published by Publisher on the representation that Advertiser (and/or, to the extent applicable, Advertiser's Advertising Agency) is properly authorized to publish the entire contents and subject matter thereof. Advertiser agrees to and does assume responsibility for its respective acts or omissions which may give rise to any claim arising out of this Agreement, subject to the limitations set forth in Section 33-56-180 and/or Section 15-78-120 of the South Carolina Code. Publisher reserves the right to levy an additional charge for an advertisement containing difficult composition.
11. Publisher assumes no liability hereunder except for refund of amounts paid if for any reason it becomes necessary to omit an advertisement.
12. Advertisers shall be presumed to have (a) read and understood this contract and (b) agreed to its conditions, either written or email.

**ADVERTISER SIGNATURE SIGNIFIES ACCEPTANCE OF TERMS AND CONDITIONS AS STATED ABOVE.**

**Signature**

**Date**