

BreakingGround

THE MAGAZINE OF THE MASTER BUILDERS' ASSOCIATION OF WESTERN PENNSYLVANIA



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Sponsoring in BreakingGround puts your message in front of top commercial construction and commercial real estate firms in Western Pennsylvania.

IN EVERY ISSUE:

- Publisher's Note
- Regional Market Update
- National Market Update
- What's It Cost?
- Feature Article
- Project Profile
- Legal Perspective
- Financial Perspective
- Management Perspective
- Trend to Watch
- Best Practice
- Industry & Community News
- Awards & Contracts
- Faces & Places
- Closing Out

SPECIAL ISSUE:

+ **NAIOP Pittsburgh Buyer's Guide**
September 2025

ABOUT OUR READERS

MBA

BreakingGround readers include Master Builders' Association of Western PA members **plus** C-level professionals working in design, construction and commercial real estate in our region.

- 73%** Hire the professional services on a project team
- 50%** Owners in their business
- 30%** Developers, Owners, Investors, Brokers, Managers
- 27%** General & Specialty Contractors, Materials Suppliers, & Building Services
- 20%** Architects & Engineers
- 8%** Economic Development & Government Officials
- 8%** Attorneys, Accountants, & Consultants
- 7%** Lenders, Insurers, Financial Services

SPONSOR RATES	1 issue	4 issues	6 issues
Full page	\$2,580	\$2,220	\$2,090
Inside back cover	\$2,740	\$2,325	\$2,190
Inside front cover	\$2,865	\$2,435	\$2,250
Outside back cover	\$3,112	\$2,645	\$2,480
2/3 page	\$1,850	\$1,570	\$1,460
1/2 page	\$1,550	\$1,320	\$1,240
1/3 page	\$1,045	\$895	\$830
1/6 page	\$495	\$420	\$395



MBA
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✉ Sending your files

Please email artwork to info@mbawpa.org. Files must be CMYK, 300 dpi, and in high-resolution PDF or JPEG formats. Content creation and layout support can be provided for an additional fee. Call **412-922-3912** for more information.

LAYOUT SIZES



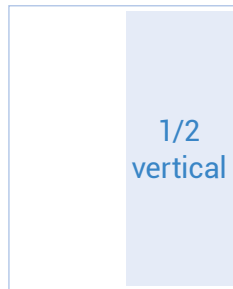
Full page
(with bleed)

Full page & covers
8 5/8" x 11 1/8" (trim)
7 7/8" x 9 3/4" (live)



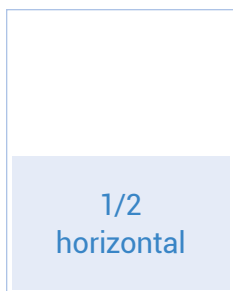
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vertical

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4 3/4" x 9 3/4"



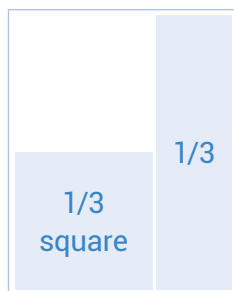
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3 13/16" x 9 3/4"



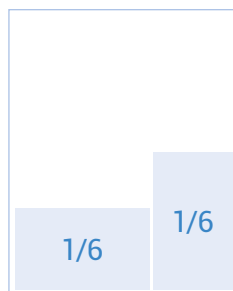
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horizontal

1/2 horizontal
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1/3
square

1/3 pages
4 3/4" x 4 3/4" (sq.)
2 1/4" x 9 3/4" (vert.)



1/6

1/6 pages
2 1/4" x 4 3/4" (vert.)
4 3/4" x 2 1/4" (horiz.)

EDITORIAL CALENDAR & CLOSING DATES

JAN/FEB:

The Big Picture:
Project Delivery
December 13, 2024

MAR/APR:

Energy
February 19, 2025

MAY/JUN:

K-12 Market Update
June 18, 2025

JUL/AUG:

What's Hot?
August 27, 2025

SEP/OCT:

Retail Market Update
October 20, 2025

NOV/DEC:

Fayette County
October 22, 2025

Artwork deadlines
are seven days
following closing.