



North Coast Builders Exchange ADVERTISING & MARKETING OPPORTUNITIES

Consumer Information Home Improvement Guide

NCBE Online
A Construction Association Serving Sonoma, Lake and Mendocino Counties

Home About NCBE Seminars & Events Membership Resources Green Building Insurance

Project Update Plus Login

Username:

Password:

[Project Update Plus](#)

[Electronic Plan Room](#)

Welcome

NCBE - The North Coast Builders Exchange - is a member-operated, not-for-profit association serving the Construction Industry in the California North Coast area (primarily Sonoma, Mendocino, and Lake Counties). One of hundreds of independently organized Builders Exchanges throughout the United States and Canada, NCBE serves its over 1800 member firms from the NCBE Headquarters office in Santa Rosa, California.

NCBE Online is a service of the North Coast Builders Exchange to assist NCBE Members and to provide helpful information and assistance to the public and the construction industry at large. Much of the information contained in NCBE Online is also contained in various NCBE publications, including NCBE's Membership Directory, Home Improvement Guide and weekly newspaper, the Building News. The Building News is available weekly to all NCBE Members as just one of the many benefits of being a member of California's largest Builders Exchange - NCBE.

NCBE Members - Sign up for Email Announcements

GO

Privacy by SafeSubscribeSM

News & Events

[NCBE Online Library: Electronic versions of NCBE Publications](#)

[Building News \(pdf\)](#)

[Safety Times Newsletter \(pdf\)](#)

[CPR/First Aid Class](#)

[NCBE New Member Reception](#)



**A CONSTRUCTION ASSOCIATION SERVING
SONOMA, LAKE AND MENDOCINO COUNTIES**

HOW TO FIND US



NCBE Santa Rosa Headquarters

1030 Apollo Way
Santa Rosa, CA 95407
(707) 542-9502 • (800) 232-6223
Fax (707) 542-2027
www.ncbeonline.com

Business Hours: Monday thru Friday, 8 A.M. – 5 P.M.
Plan Room Hours: Monday thru Friday, 7 A.M. – 5 P.M.

Directions

From US-101, exit CA-12 West toward Sebastopol, take the Stony Point Rd. exit, turn left onto Stony Point Rd., turn right onto Sebastopol Rd., turn left onto Corporate Center Parkway, turn left on Mercury Way, turn left onto Apollo Way.



ADVERTISING & MARKETING

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HOME IMPROVEMENT GUIDE

Home Improvement Guide – is published in both Spring/Summer and Fall/Winter editions. If you are involved in any phase of residential construction and remodeling, building custom homes, home improvement or supplying the materials that are needed, then you want to be listed in the Home Improvement Guide. This is where thousands of consumers look for contractors and suppliers. The guide is distributed FREE at the Sonoma County Home Show and our NCBE Headquarters in Santa Rosa.

The Home Improvement Guide is sent to home owners who call asking for home improvement specialist referrals. Listings are only \$15 each and display ads start at an incredibly low \$30. Ads are placed alphabetically under your Work Specialty.

We hope you'll take advantage of this excellent advertising opportunity to market your company's services or products to home owners. Display advertising opportunities are available in January for the Spring/Summer edition and August for the Fall/Winter edition.



BONUS - The listing categories that you choose will also be entered in the online searchable Home Improvement Guide database [Click the blue tab](#) on our home page at www.ncbeonline.com to view the online guide. Don't forget to sign up for our email announcements when you visit the NCBE website – we'll send an email to you when we begin accepting ads and listings.

For Home Improvement Guide information

Call Deb Rourke, Art Director

(707) 542-9502

deb@ncbeonline.com

BUILDING NEWS

Building News – Our weekly newspaper, published on Mondays, is packed with articles, industry information, projects bidding, bid results, building permits, legal information, (liens and notices of completion), display advertising, classified, Equal Opportunity Employer ads and more. It is mailed to all members and available at NCBE Online as a pdf download.



Building News Display Ads – Display advertising in *Building News* is available at member rates to NCBE members in good standing. Non-members may also place ads. Call Anita at 542-9502 for member/non-member rates, deadlines or if you need an ad created for *Building News*.

Building News Classified Ads – Help get the word out to other members in the community. We'll run your ad free of charge as one of your benefits of membership.

Building News Flyer Inserts – Get noticed with our *Building News* flyers, a member-only service. Supply us with the flyers and we'll insert them into the *Building News*. Call Anita for price, schedule and quantities.

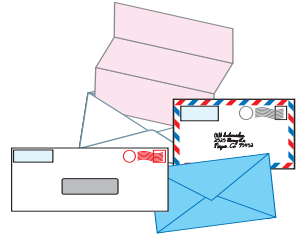
For Building News
Anita Adams, Editor, *Building News*
(707) 542-9502
anita@ncbeonline.com

DIRECT MAIL SERVICE

Direct Mail Service – Do you need to reach other NCBE members with more than just a newspaper ad? Supply us with your promotional materials and a list of what NCBE members you need to reach and we'll handle the distribution for you.

What are Direct Mail items?

- Product Info
- Postcards
- Brochures
- Sales Promotions
- Directories
- Invitations
- Catalogs
- Calendars



Using our Direct Mail service is easy

- 1) Send us a complete sample of the materials you would like to mail, include all inserts, envelopes, etc...
- 2) Tell us what NCBE members your mailing needs to reach.
 - All NCBE members or just a segment of the membership
 - Licensed contractors only
 - Members in a particular county
 - NCBE general contractors, plumbers, electrician's, etc... you choose
- 3) We will review the materials and if appropriate we'll get an estimate for the cost of the postage and handling.
- 4) When you have the materials ready for mailing, you simply bring the materials to NCBE - we handle the rest for you. It's that simple! *Please allow 5-7 business days for handling time.*

NOTE: *To protect its members from unsolicited mail, NCBE does not provide address lists or labels of NCBE members to anyone.*

For Direct Mail Service information

Call Deb Rourke, Art Director
(707) 542-9502
deb@ncbeonline.com

SMALL BUSINESS SEMINARS

The Construction Training Center is our state-of-the-art classroom. Our training facility is wi-fi/multimedia capable, handicap accessible, comfortable seating and plenty of parking. In addition to our construction seminars, we offer classes in small business management and marketing throughout the year.

Subjects have included:

- Marketing a Green Business - *Skills in demand more than ever*
- Customer Service - *Keeping your customers, repeat customers*
- Marketing Your Business - *Tools to build your customer base*

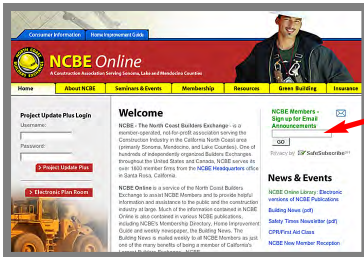
We strive to offer the highest quality seminars and workshops. Instructors are chosen based on their knowledge and experience in the construction industry. Our goal is to provide our membership with the skills to be competitive and grow successfully for years to come.

Take advantage of coffee breaks and lunch hours by introducing yourself to fellow members – it could result in job leads. Also, visit our lobby or www.ncbeonline.com to find out more about upcoming seminars.



For additional Seminar information
Call Rebecca Sei, Marketing Representative
(707) 542-9502
rebecca@ncbeonline.com

WWW.NCBEONLINE.COM



New
Email Announcements
A monthly email of upcoming seminars & events at NCBE.
Sign up today!

Membership Directory – This searchable database of our members is sorted into three sections:

Alphabetical List of members - provides the company name, contact, phone and website of our members

License Classifications - Only contractors with a valid contractors license may be listed in this section. Your license must be current and on file with the Contractors State License Board.

Work Specialty - These members are material suppliers or companies who provide services to the construction industry and homeowners, but don't require a contractor's license.

Home Improvement Guide – Members that specialize in residential construction, home improvement sales or provide services to homeowners, may list their company in this guide. Companies are listed alphabetically under their work specialty.

News & Events – In the right-hand column of our home page you'll find the *NCBE Online Library*, *Building News*, *Safety Times*, upcoming seminars, professional and social events and holiday closures.

Member Website Link – NCBE members can link their website to ours FREE. Just send an email including your company name and website address to deb@ncbeonline.com.

WWW.NCBEONLINE.COM

(continued)

Projects Update Plus – Projects information, plans and specs, bid results, building permits, projects ‘In the Pipeline’, legal notices and a searchable database. This is an NCBE member-only service that requires a ‘username’ and ‘password’ for access. Contact Deb Rourke, Art Director (707) 542-9502 or e-mail deb@ncbeonline.com

Electronic Plan Room – View, download and print plans from home. Most plans, specs and addenda from the NCBE Plan Room will be scanned and put online. A member-only subscription service requires a ‘username’ and ‘password’. Contact Matt Warner, Plan Room Director (707) 542-9502 or e-mail matt@ncbeonline.com

Construction Industry Links – Forms, books, industry sites, legal articles, green building, associations, governmental links, weather and more resources.

Consumer Information – This section helps educate homeowners about construction, avoiding scams, choosing the right contractor and their legal rights & responsibilities.

Seminars & Events – Sign up for Email Announcements (*see yellow box on previous page*) or click on the Seminars & Events tab to find our upcoming seminars and class schedule geared toward the construction industry. View, sign-up and pay for upcoming seminars and classes at your convenience.

For NCBE Online information

Call Deb Rourke, Art Director

(707) 542-9502

deb@ncbeonline.com

FREQUENTLY ASKED QUESTIONS

Q: What programs can I use to create my ads for NCBE ?

A: We can accept ads created in Adobe Acrobat, Photoshop, Illustrator, QuarkXPress, InDesign, Word, and basic text files, although a pdf is the best way to go. Please save your ad as *yourcompany.pdf*, at 300ppi/dpi resolution. We can resize or edit ads, if needed. (*Publisher and Corel files must be saved as a .pdf or .jpg file format*)

Q: How can I send my advertising to NCBE for publication?

A: Send a copy of your ad (including fonts, photos and artwork use to create your ad) on a CD/DVD. Label with your company name, contact person, phone # and the publication it will appear in. If multiple files exist on the disk, please note the file to be used. You may also email a pdf ad to us, or use traditional mail for printed materials.

Q: Will I see an ad proof? What if I'm out of town?

A: We want to publish your information accurately. An ad proof will be sent to you by email, fax or mail for proofreading. Every effort has been made to ensure accuracy of your ad, but errors could occur – please be responsible and check your name, address, and phone/fax information. If you'll be out of town, please request that we email your ad proof.

Q: Can non-members advertise in NCBE publications?

A: Non-members may only advertise in the *Building News*, call Anita Adams, Editor *Building News* for non-member rates.

Q: I'm busy, can NCBE build an ad for me?

A: Yes, we can build an ad for either *Building News* or the *Home Improvement Guide*. There is a small composition charge. Please call and make an appointment to sit down and discuss your advertising needs or communicate via e-mail, if it's more convenient. Please direct your email to the contact person for that publication.

FREQUENTLY ASKED QUESTIONS

(continued)

Q: Why can't I advertise that I am a bonded contractor?

A: Per the California Business & Professions Code 7071.13

“Any reference by a contractor in his advertising, soliciting, or other presentments to the public to any bond required to be filed pursuant to this chapter is a ground for the suspension of the license of such contractor.” (You cannot refer to your license bond in your advertising).

Q: Can I get a copy of NCBE's mailing list?

A: To protect NCBE members from a deluge of junk mail, SPAM and telemarketers, NCBE does **not** provide its membership mailing list or e-mail addresses to any member or non-member. We offer our members **Direct Mail Service** (*see page 6 for more details*).

Q: Can I use the NCBE logo?

A: The NCBE logo **may** be used for membership identification purpose in Building News advertisements and flyers only. The logo may not be larger than 1” in diameter, must include NCBE MEMBER below the logo (*as supplied by NCBE*) and placed in the lower 1/3 of the ad.

The NCBE logo **may not** be used on business cards, letterheads, or to endorse products or services, without written permission from the NCBE Board of Directors.

Q: Can non-members access the ‘Electronic Plan Room’ and ‘Projects Update Plus’ portions of NCBEOnline?

A: No, these areas of our website are restricted to NCBE Members. Non-members may visit our website, but will have limited access. If you are interested in a NCBE membership, please call Rebecca Sei, Membership and Marketing Representative, at (707) 542-9502.

NCBE Advertising & Marketing Opportunities

Online Membership Directory Listings

Home Improvement Guide

Building News

Classified Ads

Equal Opportunity Employer Ads

Flyer Inserts

Direct Mail Service

Marketing & Small Business Seminars

NCBE Online 'FREE' Web Link



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www.ncbeonline.com

Copies of this booklet are available on our website, along with our other publications.
Click on the 'green' NCBE Library link on our home page and download a copy.

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