



CONSTRUCTOR



SAN DIEGO CHAPTER OF THE ASSOCIATED GENERAL CONTRACTORS

MEMBERSHIP MAGAZINE MEDIA KIT

DATES • AD SIZES • RATES

JANUARY

MARCH

MAY

2014

JULY

SEPTEMBER

NOVEMBER

The AGC Constructor Magazine serves as a one stop shop for construction and engineering news relevant to AGC members. It is a highly visible, four-color quality magazine printed and distributed at AGC/EGCC San Diego headquarters and events... PLUS mailed or emailed in a Digital version to thousands of San Diego AGC/EGCC members, affiliates, public agencies, architects, media, and other companies throughout San Diego County.

SPECIFICATIONS

Published 6 times a year

Color: 4 color CMYK

Trim size: 8.5" X 11"

Page Count: 24 pages minimum to print

DISTRIBUTION: 2.5K Printed Mailed: 2.3K

Printing method: Heat-set web offset

Paper: 70lb #5 Glossy

Binding: Saddle-stitched

Electronic Distribution to over 9,000!

AD SIZES AND COSTS: NOTE: All ads include 4-color. Camera ready artwork, graphic work cost additional, see below.

PREMIUM FULL PAGES: COST PER INSERTION

	AD FREQUENCY		
	1X	3X	6X
Inside Cover	1380	1175	1056
Page 3	1425	1215	1094
Page 5	1265	1075	968
Center Spread (2 pages)	2308	1960	1767
Inside Back Cover	1099	935	841
Back Cover	1538	1308	1177

OTHER PAGES (ROP):

Full Page (w: 8" x h: 10.5"):	1044	888	799
Full Page-Full Bleed: Inside: 8" x 10.5" Outside: 8.75" X 11.25"			
1/2 Page Horizontal (w: 7.5" x h: 4.75"):	648	552	496
1/2 Page Vertical (w: 3.75" x h: 10"):	648	552	496
1/4 Page (w: 3.75" x h: 4.75"):	374	318	295
Business Card: (No artwork) (w: 3 1/2 x h: 2"):	215	185	165

ARTWORK: All artwork must be submitted in Electronic Files- camera ready. We prefer PDF-PRESS QUALITY-CMYK Color. Will accept high-res jpg, eps or tiff files. Acceptable ads are created in Adobe In-design, Illustrator, Pagemaker or Photoshop; Quark in high-resolution (Minimums-color: 300dpi b/w: 200dpi).

Graphic Layout Charged at the following rates:

Customer supplies artwork. Custom logos and artwork extra.

Business Card Ad: \$60

1/4 Page Ad: \$140 minimum

1/2 Page Ad: \$165 minimum

Full Page: \$200 minimum

Published by **CNV**
CONTRACTOR NEWS & VIEW

For more information, please contact:

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**ADS DUE BY THE 15TH OF THE MONTH
PRECEDING THE PUBLICATION**

**For Advertising Contact:
Mike Caples (858) 699-5868
or Tom Hogarty (760) 855-8083**