The Voice of the Construction Industry

AGC CALIFORNIA

CONSTRUCTOR

CALIFORNIA CONSTRUCTOR Magazine — Rates and Specifications

California Constructor is the award-winning bi-monthly publication for the AGC of California. Distributed statewide, it reaches more than 18,000 readers each month . . . and is now AVAILABLE ONLINE AND IN PRINT!

In a recent reader survey the audience gave the following endorsements:

- **84%** of readers rated this publication as useful to extremely useful for their business
- **97%** of the readership rated the overall publication as a "quality publication"
- **63%** of the audience rated getting the publication and product information as important to extremely important for their companies

2011 DISPLAY RATES

Size	1X	3X	6X	12X
Full page	$ 2,263	$ 2,150	$ 2,037	$ 1,924
Inside Front Cover	2,603	2,473	2,437	2,212
Inside Back Cover	2,603	2,473	2,437	2,212
Back Cover	2,715	2,580	2,444	2,309
2/3 Page	1,801	1,712	1,621	1,531
1/2 Island	1,491	1,416	1,342	1,267
1/2 Horizontal	1,491	1,416	1,342	1,267
1/3 Vertical	1,134	1,077	1,021	964
1/3 Horizontal	1,134	1,077	1,021	964
1/4 Horizontal	809	769	728	688
1/4 Vertical	809	769	728	688

Rates above are for four-color advertisements. B&W rates are .80 of four-color rates.

FREQUENCY

Discounts are based on frequency of ad placement. Advertisements need not run consecutively to receive a frequency discount. If you contract for more than one ad to receive the lower rate and then in 12 months do not run the other ads, you will be short-rated to the earned frequency rate.

DISCOUNTS

Only one of the following discounts may apply:

Member discount: 20% discount for AGC members.

Agency Discount: 15% discounts on ads placed by an accredited advertising agency.

SPACE AVAILABILITY

Please call ahead to check for space availability. Reservations will be taken by phone; however, a signed insertion order form is required to guarantee your space.

AD SIZES

Magazine trims to 8.5 x 11"

Full page	7.5" w x 10" h
Covers	7.5" w x 10" h
2/3 Page	4.9375" w x 10" h
1/2 Island	4.9375" w x 6.5" h
1/2 Horizontal	7.5" w x 4.8125" h
1/3 Vertical	2.375" w x 10" h
1/3 Horizontal	4.9375" w x 4.8125" h
1/4 Horizontal	7.5" w x 2.3125" h
1/4 Vertical	3.6875" w x 4.8125" h

For full bleed ads, please add .125" to each side of trim size.

AD MATERIAL REQUIREMENTS

Please supply your digital art as:

Adobe Illustrator EPS
CMYK, fonts converted to outline

Adobe Photoshop TIF
CMYK, 300 dpi

Adobe Acrobat PDF
CMYK, high-resolution print quality

SEND YOUR AD MATERIALS TO:

Joan Spivack - *Media Consultant*
Tel: (212) 904-2350 • Fax: (212) 904-4470
joan_spivack@mcgraw-hill.com

Contact us: AGC of California

3095 Beacon Blvd., West Sacramento, CA 95691
916-371-2422 phone, 916-371-2352 fax

Manager, Communications:
Sophia Taft • 916-371-2422 phone, 916-371-2352 fax
tafts@agc-ca.org

Editor — AGC California Constructor Magazine:
Carol Eaton • 707-789-9520 phone, 707-789-9519 fax
eatonc@comcast.net

Contact us: McGraw-Hill Construction

Publisher:
Kathy Varney • 206-378-4707 phone, 206-378-4720 fax
kathy_varney@mcgraw-hill.com

Account Managers:

Dawn Hicks • 626-932-6162 phone, 626-932-6193 fax
dawn_hicks@mcgraw-hill.com

Debbie Shumway • 877-271-1471 phone, 602-926-0325 fax
debbie_shumway@mcgraw-hill.com

CONSTRUCTOR

CALIFORNIA CONSTRUCTOR Magazine — 2011 Editorial Calendar

Month	Features	Advertising Close Date
January	AGC of California's New 2011 Leadership	December 15, 2010
February	Trends in Project Delivery Public-Private Partnerships, Integrated Project Delivery, Design-Build	January 14, 2011
March	Legal Issues in the Construction Industry	February 16, 2011
April/May	24th Annual AGC Constructor Awards *Special Section: AGC Spring Conference Insert/Sponsorship pages*	April 15, 2011
June/July	Legislative & Regulatory Issue AGC's 2011 Legislative Day Highlights Regulatory Topics – CARB Update, Stormwater Regulations, the latest on Cal/OSHA & Safety Regulations, etc. *Special Focus: Infrastructure – Developing and Building California's Water Resources*	June 16, 2011
August/September	Insurance, Workers Comp & Financial Risk Management – Building Your Bottom Line *Special Focus: Sustainable Design & Construction – Energy & Solar Project Sector*	August 16, 2011
October/November	Construction Education and Workforce Development Focus on AGC Education Foundation Activities *Special Section: AGC Fall Conference Insert/Sponsorship pages* *Special Focus: Spotlight on Owners*	October, 17, 2011
December/January	Safety Awards of Excellence *Secondary Focus: Year in Review/Forecast for 2012*	December 16, 2011

Contact us: AGC of California

3095 Beacon Blvd., West Sacramento, CA 95691
916-371-2422 phone, 916-371-2352 fax

Manager, Communications:
Sophia Taft • 916-371-2422 phone, 916-371-2352 fax
tafts@agc-ca.org

Editor — AGC California Constructor Magazine:
Carol Eaton • 707-789-9520 phone, 707-789-9519 fax
eatonc@comcast.net

Contact us: McGraw-Hill Construction

Publisher:
Kathy Varney • 206-378-4707 phone, 206-378-4720 fax
kathy_varney@mcgraw-hill.com

Account Managers:
Dawn Hicks • 626-932-6162 phone, 626-932-6193 fax
dawn_hicks@mcgraw-hill.com

Debbie Shumway • 877-271-1471 phone, 602-926-0325 fax
debbie_shumway@mcgraw-hill.com

AGC CALIFORNIA

Find us online at: www.agc-ca.org

McGraw_Hill CONSTRUCTION