

# 2017 *California Constructor* Magazine Media Kit



**AGC**



**CALIFORNIA**

# The California Constructor Advantage

*California Constructor* magazine is the only publication that reaches all segments of the construction industry throughout the entire state. It is the official magazine of the Associated General Contractors of California (AGC of CA), one of the largest chapters of the national Associated General Contractors of America.

*California Constructor* has a broad reach and influence, reaching all AGC of CA members plus all nonmember contractors throughout the state. It is also sent to key legislators and government agencies that make decisions on new construction and maintenance and hire contractors for these projects.

The circulation of *California Constructor* is 4,600, and a recent readership survey shows a pass-along rate to colleagues that extends the reach of *California Constructor* to more than 18,000 construction industry executives and other decision-makers.



## Powerful Online Presence

*California Constructor* is on the leading edge of digital publishing with an attractive, easy-to-use online magazine that includes:

- Sophisticated page-turning software for quick and easy browsing
- Weblinks to all website addresses in editorial and advertising
- Hyperlinks from the cover and table of contents to all articles and advertisements
- Keyword searches of all editorial content
- Zooming and printing capability
- "Share" button to send the online magazine to colleagues

## California Constructor by the Numbers

84%

Readers rating *California Constructor* as "useful" or "extremely useful" for their business.

97%

Readers rating *California Constructor* as a "quality publication."

63%

Readers saying that getting product information in *California Constructor* is "important" or "extremely important" to their company.

## California Constructor Contacts

### AGC of California

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Manager, Communications  
AGC of California  
3095 Beacon Blvd.  
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Phone 916-371-2422  
tafts@agc-ca.org

### Publisher

*Al Rickard*  
Association Vision  
Phone 703-402-9713  
arickard@assocvision.com

### Editor

*Carol Eaton*  
Eaton Communications  
Phone 707-789-9520  
eatonc@comcast.net

# Editorial Calendar

Issue	Issue Focus
January/February 2017	<ul style="list-style-type: none"> <li>■ 29<sup>th</sup> Annual AGC of California Awards Issue               <ul style="list-style-type: none"> <li>• Constructor, Partnering &amp; Achievement Awards</li> <li>• Safety Awards of Excellence</li> </ul> </li> <li>■ <b>Special Focus:</b> AGC of California's New 2017 Leadership</li> </ul>
March/April 2017	<ul style="list-style-type: none"> <li>■ Insurance, Workers' Comp &amp; Financial Risk Management</li> <li>■ <b>Special Focus:</b> Spotlight on AGC's Associate and Specialty Contractor members</li> <li>■ AGC's 2017 Industry Partnerships</li> <li>■ <b>Association Highlight:</b> AGC of CA Officers Installation &amp; Feature on 2017 President</li> </ul>
May/June 2017	<ul style="list-style-type: none"> <li>■ Legal Issues in the Construction Industry</li> <li>■ <b>Market Focus:</b> Institutional Construction Market – Education, Healthcare, Life Science, and Government Projects</li> </ul>
July/August 2017	<ul style="list-style-type: none"> <li>■ Legislative &amp; Regulatory Issue               <ul style="list-style-type: none"> <li>• Legislative Issues Impacting the Construction Industry</li> <li>• Highlights of AGC 2017 Legislative Conference/Meetings</li> <li>• Regulatory Spotlight – Issues and Challenges Facing California Contractors – Air Quality, Water, and Safety-Related Regulations</li> </ul> </li> </ul>
September/October 2017	<ul style="list-style-type: none"> <li>■ Trends in Technology in Construction</li> <li>■ <b>Market Focus:</b> Sustainable Design &amp; Construction and Latest Green Building Trends</li> <li>■ <b>Project Spotlight:</b> A Prominent Sustainable, Net Zero Project</li> <li>■ <b>Bonus Distribution:</b> AGC of California Annual Conference</li> </ul>
November/December 2017	<ul style="list-style-type: none"> <li>■ Construction Education and Workforce Development</li> <li>■ Focus on Building a Diverse Workforce</li> <li>■ AGC Construction Education Foundation Activities</li> </ul>
January/February 2018	<ul style="list-style-type: none"> <li>■ 30<sup>th</sup> Annual AGC of California Awards Issue</li> <li>■ Constructor, Partnering &amp; Achievement Awards</li> <li>■ Safety Awards of Excellence</li> <li>■ <b>Special Focus:</b> AGC of California's New 2018 Leadership</li> </ul>

## Advertising Contact

Al Rickard, CAE  
 Publisher  
 Association Vision  
 703-402-9713  
[arickard@assocvision.com](mailto:arickard@assocvision.com)  
 FAX 703-783-5501

### TERMS AND CONDITIONS

- All ads are subject to approval by AGC of California.
- Frequency discounts are based on the number of ads run within a 12-month period.
- Ads may not be cancelled after the ad closing dates published in the AGC of California media kit.
- An advertiser who does not complete a contracted schedule within 12 months of the first insertion will be billed for discounts taken but not earned.
- Premium positions may not be available if purchased earlier by other advertisers.
- Ads will be invoiced upon publication of each issue. Payment is due 30 days from date of invoice.
- AGC of California reserves the right to require advance payment for ads.

# 2017 California Constructor Advertising Contract

Advertisement	1X	3X	6X
Back Cover	\$ 2,995	\$ 2,875	\$ 2,750
Inside Front Cover or Inside Back Cover	\$ 2,795	\$ 2,745	\$ 2,695
Full Page	\$ 2,695	\$ 2,645	\$ 2,595
Half Page Island or Half Page Horizontal	\$ 1,945	\$ 1,795	\$ 1,675
Third Page Square	\$ 1,445	\$ 1,395	\$ 1,295
Quarter Page Vertical	\$ 1,045	\$ 995	\$ 925

Rates above are for 4C ads – BW rates are .80 of the 4C rate.

### DISCOUNTS

Only one of the following discounts may apply:  
**20% discount for AGC of California Members**  
**15% discount for ads placed by an accredited ad agency**

Please circle the desired ad in the chart above and check off the desired issues below.

- |   |  |
|---|--|
| <input type="checkbox"/> Jan/Feb 2017 (Ad Closing Nov. 11; Materials Due Nov. 30) | <input type="checkbox"/> Sept/Oct 2017 (Ad Closing July 14; Materials Due July 28) |
| <input type="checkbox"/> Mar/Apr 2017 (Ad Closing Jan 13; Materials Due Jan. 27)  | <input type="checkbox"/> Nov/Dec 2017 (Ad Closing Sept 15; Materials Due Sept 29)  |
| <input type="checkbox"/> May/June 2017 (Ad Closing Mar 10; Materials Due Mar. 24) | <input type="checkbox"/> Jan/Feb 2018 (Ad Closing Nov 10; Materials Due Nov 29)    |
| <input type="checkbox"/> July/Aug 2017 (Ad Closing May 12; Materials Due May 26)  |  |

### ADVERTISER INFORMATION

Contact Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Phone \_\_\_\_\_ E-Mail \_\_\_\_\_  
 Signature \_\_\_\_\_

### ADVERTISING PAYMENT INFORMATION

Advertisers will be invoiced for ads upon publication of each issue. If you wish to pay by credit card, please fill out the information below. Fill in the per-issue dollar amount and your card will be charged upon publication of each issue.

Circle Credit Card Type:  VISA  MC  AMEX  
 Name on Card \_\_\_\_\_  
 Card # \_\_\_\_\_  
 Billing Address (if different from address above) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Expiration Date \_\_\_\_\_ Dollar Amount to Charge \_\_\_\_\_

### ADVERTISING CONTACT INFORMATION

Al Rickard, CAE  
 Publisher  
 Association Vision  
 4501 Hazelnut Court  
 Chantilly, VA 20151  
 703-402-9713  
 arickard@assocvision.com

**Please e-mail this form to  
 Al Rickard at arickard@  
 assocvision.com or FAX  
 it to him at 703-783-5501**

# 2017 California Constructor Material Specifications

## Trim Size:

8 1/2" x 11"

## Preferred Materials:

- Press quality PDF files are preferred.
- Pre-flighted, digital files may be supplied on CDs, DVDs, or via e-mail. All files must include all linked scans, artwork, and fonts used in the file.
- Very large files can also be uploaded to sites such as [www.yousendit.com](http://www.yousendit.com) or [www.sendbigfiles.com](http://www.sendbigfiles.com).

## Software Programs

We recommend files to be prepared using the following software programs: Adobe CS 4 or later in InDesign, Illustrator, or PhotoShop.

## File Format Information

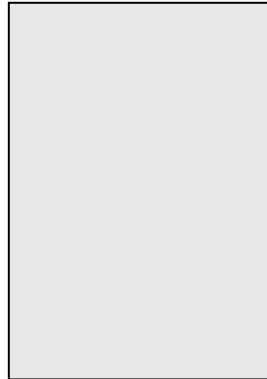
- **Compression:** Files may be compressed.
- **Resolution:** Grayscale and color images/files should have a resolution of 300 dpi, 133 line screen. Scanned black and white line art should have a minimum resolution of 600 dpi at 100%.

## No Ad? No Worries!

If you don't have an ad, we can create one for you! Contact Al Rickard at 703-402-9713 or [arickard@assocvision.com](mailto:arickard@assocvision.com).

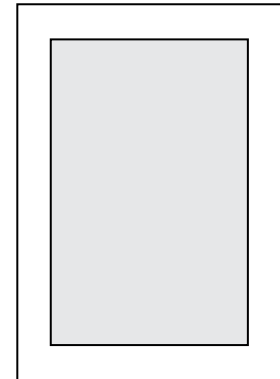
## Send advertising materials to:

Al Rickard  
Publisher  
Association Vision  
4501 Hazelnut Court  
Chantilly, VA 20151  
703-402-9713  
[arickard@assocvision.com](mailto:arickard@assocvision.com)



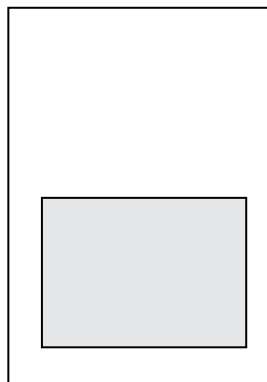
**Full Page Bleed**

8 3/4" x 11 1/4"



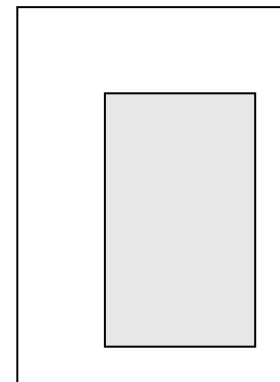
**Full Page Non-Bleed**

7 1/4" x 10"



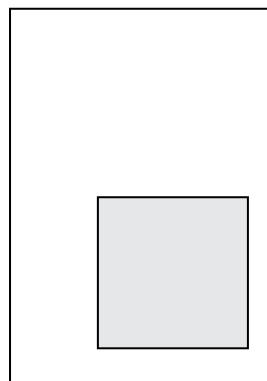
**Half Page Horizontal**

7 1/4" x 4 3/4"



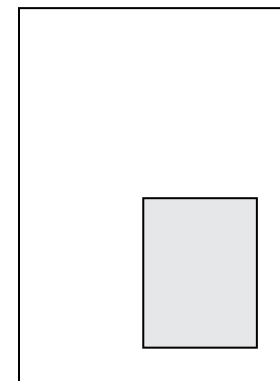
**Half Page Island**

4 3/4" x 7 1/2"



**Third Page Square**

4-3/4" x 4-3/4"



**Quarter Page Vertical**

3-1/2" x 4-3/4"