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 1,600 print subscribers and 3,800 online subscribers. The chart below shows the range of readers across the State of California.

**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**

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Manager, Communications
AGC of California
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Sacramento, CA 95691
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Al Rickard
Association Vision
Phone 703-402-9713
arickard@assocvision.com

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

**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
## Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Issue Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February 2019</td>
<td>31st Annual AGC of California Awards Issue</td>
</tr>
<tr>
<td></td>
<td>• Constructor &amp; Achievement Awards</td>
</tr>
<tr>
<td></td>
<td>• Safety Awards of Excellence</td>
</tr>
<tr>
<td></td>
<td>• Special Focus: AGC of California 2019 Leadership</td>
</tr>
<tr>
<td>March/April 2019</td>
<td>Legal Issues in the Construction Industry</td>
</tr>
<tr>
<td></td>
<td>• A look at the latest legal trends and cases impacting California contractors</td>
</tr>
<tr>
<td></td>
<td>• Association Highlight: AGC of CA Officers Installation &amp; Feature on 2019 President</td>
</tr>
<tr>
<td></td>
<td>• Special Market Focus: The state of the institutional construction market in California, from education and healthcare to life science and government projects</td>
</tr>
<tr>
<td></td>
<td>• Project Spotlight: TBD</td>
</tr>
<tr>
<td>May/June 2019</td>
<td>Construction Education &amp; Workforce Development</td>
</tr>
<tr>
<td></td>
<td>• Rollout of AGC of California's new workforce program</td>
</tr>
<tr>
<td></td>
<td>• AGC Construction Education Foundation activities</td>
</tr>
<tr>
<td>July/August 2019</td>
<td>Legislative &amp; Regulatory Issue</td>
</tr>
<tr>
<td></td>
<td>• Legislative Issues impacting the construction industry</td>
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<tr>
<td></td>
<td>• Highlights of AGC 2018 Legislative Summit</td>
</tr>
<tr>
<td></td>
<td>• Regulatory Spotlight – Issues and challenges facing California contractors and subcontractors on the regulatory front - air quality, water and safety-related regulations</td>
</tr>
<tr>
<td></td>
<td>• Project Spotlight: TBD</td>
</tr>
<tr>
<td>September/October 2019</td>
<td>Trends in Technology in Construction</td>
</tr>
<tr>
<td></td>
<td>• A look at the latest tech trends shaping the construction jobsite</td>
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<tr>
<td></td>
<td>• Special Market Focus: Sustainable Design &amp; Construction – Green Building Trends with spotlight on a prominent sustainable, net zero project</td>
</tr>
<tr>
<td></td>
<td>Bonus Distribution: at AGC of California Annual Conference</td>
</tr>
<tr>
<td></td>
<td>• The latest trends in construction insurance, risk management, surety, workers’ comp and more</td>
</tr>
<tr>
<td></td>
<td>• Spotlight on AGC’s Associate and Specialty Contractor members and their impact on the California construction industry</td>
</tr>
<tr>
<td></td>
<td>• Special Market Focus: TBD</td>
</tr>
<tr>
<td>January/February 2020</td>
<td>32nd Annual AGC of California Awards Issue</td>
</tr>
<tr>
<td></td>
<td>• Constructor &amp; Achievement Awards</td>
</tr>
<tr>
<td></td>
<td>• Safety Awards of Excellence</td>
</tr>
<tr>
<td></td>
<td>• Special Focus: AGC of California's 2020 Leadership</td>
</tr>
</tbody>
</table>

## Advertising Contact

Al Rickard, CAE  
Publisher  
Association Vision  
703-402-9713  
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.
## 2019 California Constructor Advertising Contract

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3,175</td>
<td>$3,050</td>
<td>$2,900</td>
</tr>
<tr>
<td>Inside Front Cover or Inside Back Cover</td>
<td>$2,950</td>
<td>$2,900</td>
<td>$2,850</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,850</td>
<td>$2,800</td>
<td>$2,750</td>
</tr>
<tr>
<td>Half Page Island or Half Page Horizontal</td>
<td>$2,050</td>
<td>$1,900</td>
<td>$1,775</td>
</tr>
<tr>
<td>Third Page Square</td>
<td>$1,525</td>
<td>$1,475</td>
<td>$1,375</td>
</tr>
<tr>
<td>Quarter Page Vertical</td>
<td>$1,100</td>
<td>$1,050</td>
<td>$ 975</td>
</tr>
</tbody>
</table>

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.

- [ ] Jan/Feb 2019 (Ad Closing Nov 20; Materials Due Dec 4)
- [ ] Mar/Apr 2019 (Ad Closing Jan 25; Materials Due Jan 31)
- [ ] May/June 2019 (Ad Closing Mar 22; Materials Due Mar 29)
- [ ] July/Aug 2019 (Ad Closing May 24; Materials Due May 31)
- [ ] Sept/Oct 2019 (Ad Closing July 26; Materials Due July 31)
- [ ] Nov/Dec 2019 (Ad Closing Sept 20; Materials Due Sept 27)
- [ ] Jan/Feb 2020 (Ad Closing Nov 22; Materials Due Dec 3)

### 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 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
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 or 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.

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