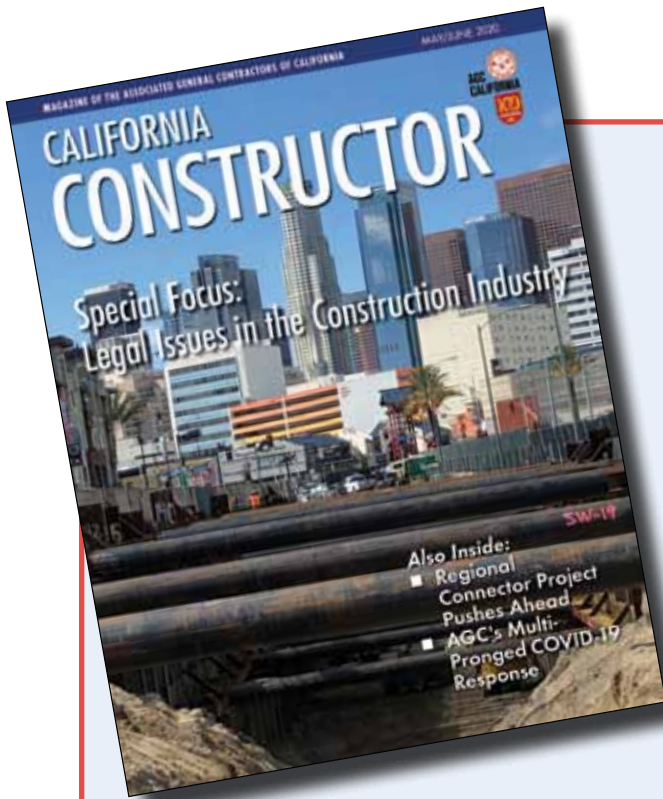


# 2021-2022 *California Constructor* Magazine Media Kit



**AGC**  
**CALIFORNIA**



The logo is a circular seal with the text 'ASSOCIATED GENERAL CONTRACTORS OF CALIFORNIA' around the perimeter. In the center, there is a stylized 'A' containing a 'G' and a 'C'.

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



## 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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Communications & Marketing Manager  
AGC of California  
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Sacramento, CA 95691  
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heimc@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

January/February 2021	<p>Construction Business Trends, Financial Risk Management and Market Forecast Issue</p> <ul style="list-style-type: none"> <li>• <i>The latest trends in construction insurance, risk management, surety, workers' comp and more</i></li> <li>• <i>Review and forecast of the California construction market for 2021</i></li> <li>• <i>Industry Spotlight: Trends in Project Delivery. From integrated project delivery and collaborative design-build to modular construction and prefabrication, a look at some of the trends that are shaping project delivery and driving production on the modern jobsite</i></li> <li>• <i>Association Spotlight: AGC of California 2021 leadership lineup</i></li> </ul>
March/April 2021	<p>33rd Annual AGC of California Awards Issue</p> <ul style="list-style-type: none"> <li>• <i>Constructor &amp; Achievement Awards winners</i></li> <li>• <i>Association Highlight: AGC of CA Officers Installation</i></li> <li>• <i>Feature on 2021 President Dina Kimble, Royal Electric</i></li> <li>• <i>Project spotlight: TBD</i></li> </ul>
May/June 2021	<p>Legal Issues in the Construction Industry</p> <ul style="list-style-type: none"> <li>• <i>The latest legal trends and cases impacting California contractors</i></li> <li>• <i>Special Market Focus: The state of the institutional construction market in California, from education and healthcare to life science and government projects</i></li> <li>• <i>Spotlight on AGC Associate and Specialty Contractor members and their impact on the California construction industry</i></li> <li>• <i>Project Spotlight: TBD</i></li> </ul>
July/August 2021	<p>Trends in Technology in Construction</p> <ul style="list-style-type: none"> <li>• <i>A look at the latest technology trends shaping the construction jobsite in 2021</i></li> <li>• <i>Special Market Focus: Sustainable Design and Construction – Green building trends with a spotlight on a prominent sustainable, net zero project</i></li> </ul>
September/October 2021	<p>Construction Education and Workforce Development</p> <ul style="list-style-type: none"> <li>• <i>Build California: The second year and a look ahead</i></li> <li>• <i>AGC Construction Education Foundation activities</i></li> <li>• <i>Project Spotlight TBD</i></li> </ul>
November/December 2021	<p>Legislative and Regulatory Issue</p> <ul style="list-style-type: none"> <li>• <i>Legislative Issues impacting the construction industry</i></li> <li>• <i>Highlights of AGC 2021 legislative program</i></li> <li>• <i>Regulatory Spotlight – Issues and challenges facing California contractors and subcontractors on the regulatory front - air quality, water and safety-related regulations</i></li> <li>• <i>Project Spotlight: TBD</i></li> </ul>
January/February 2022	<p>Construction Business Trends and Market Forecast Issue</p> <ul style="list-style-type: none"> <li>• <i>Focus on AGC Associate Members – Insurance, legal, risk managers and more</i></li> <li>• <i>Feature: Review and Forecast – what to expect in California's construction industry in 2022</i></li> <li>• <i>Special Focus: AGC of California 2022 leadership lineup</i></li> <li>• <i>Project Spotlight: TBD</i></li> </ul>
March/April 2022	<p>34th Annual AGC of California Awards Issue</p> <ul style="list-style-type: none"> <li>• <i>Constructor &amp; Achievement Award winners</i></li> <li>• <i>Association Highlight: AGC of CA officers Installation and feature on 2022 President</i></li> <li>• <i>Project spotlight: TBD</i></li> </ul>

## 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.

# 2021-2022 California Constructor Advertising Contract

Advertisement	1X	3X	6X
Back Cover	\$ 3,175	\$ 3,050	\$ 2,900
Inside Front Cover or Inside Back Cover	\$ 2,950	\$ 2,900	\$ 2,850
Full Page	\$ 2,850	\$ 2,800	\$ 2,750
Half Page Island or Half Page Horizontal	\$ 2,050	\$ 1,900	\$ 1,775
Third Page Square	\$ 1,525	\$ 1,475	\$ 1,375
Quarter Page Vertical	\$ 1,100	\$ 1,050	\$ 975

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 2021 (Ad Closing Nov 20; Materials Due Dec 2)   | <input type="checkbox"/> Sept/Oct 2021 (Ad Closing July 20; Materials Due July 30) |
| <input type="checkbox"/> Mar/Apr 2021 (Ad Closing Jan 20; Materials Due Feb 8)   | <input type="checkbox"/> Nov/Dec 2021 (Ad Closing Sept 20; Materials Due Sept 30)  |
| <input type="checkbox"/> May/June 2021 (Ad Closing Mar 19; Materials Due Mar 31) | <input type="checkbox"/> Jan/Feb 2022 (Ad Closing Nov 19; Materials Due Nov 30)    |
| <input type="checkbox"/> July/Aug 2021 (Ad Closing May 20; Materials Due May 28) | <input type="checkbox"/> Mar/Apr 2022 (Ad Closing Jan 20; Materials Due Jan 28)    |

### ADVERTISER INFORMATION

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

### ADVERTISING CONTACT INFORMATION

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

### 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 # \_\_\_\_\_ Code # \_\_\_\_\_  
 Billing Address (if different from address above) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Expiration Date \_\_\_\_\_ Dollar Amount to Charge \_\_\_\_\_

**Please e-mail this form to  
 Al Rickard at arickard@  
 assocvision.com**

# 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

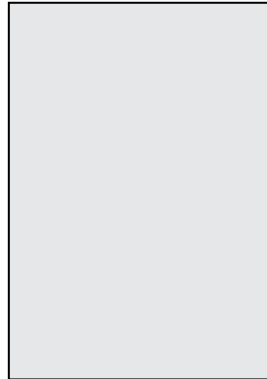
- **Compression:** Files may be compressed.
- **Resolution:** Grayscale and color images/files should have a resolution of 300 dpi, 133 line screen. Scanned black and white line art should have a minimum resolution of 600 dpi at 100%.

## 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).

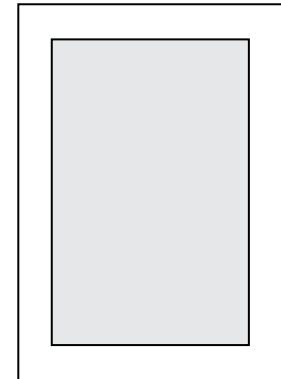
## Send advertising materials to:

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



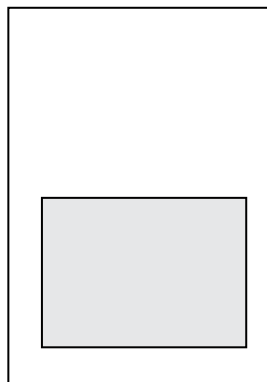
**Full Page Bleed**

8 3/4" x 11 1/4"



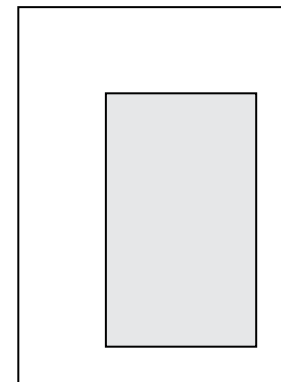
**Full Page Non-Bleed**

7 1/4" x 10"



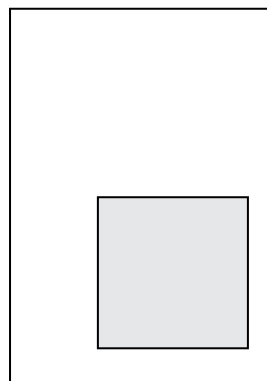
**Half Page Horizontal**

7 1/4" x 4 3/4"



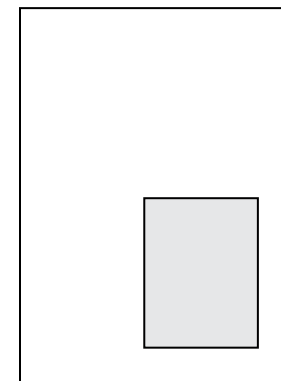
**Half Page Island**

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"