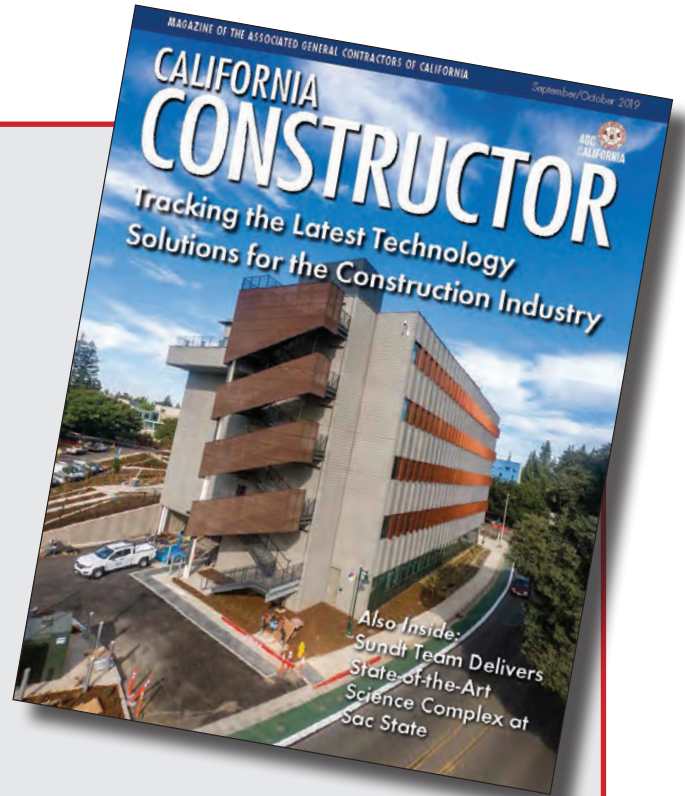


2020-2021 *California Constructor* Magazine Media Kit



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 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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Association Vision
Phone 703-402-9713
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Editor

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

Editorial Calendar

January/February 2020	<p>Construction Business Trends, Financial Risk Management and Review & Forecast Issue</p> <ul style="list-style-type: none"> • <i>The latest trends in construction insurance, risk management, surety, workers' comp and more</i> • <i>Review and forecast of California construction market for 2020</i> • <i>Highlight Section: 2019 Construction Safety Excellence Awards winners</i> • <i>Spotlight: AGC of California 2020 Leadership</i>
March/April 2020	<p>32nd Annual AGC of California Awards Issue</p> <ul style="list-style-type: none"> • <i>Constructor & Achievement Awards</i> • <i>Association Highlight: AGC of CA Officers Installation and Feature on 2020 President</i> • <i>Feature: AGC of California Centennial</i>
May/June 2020	<p>Legal Issues in the Construction Industry</p> <ul style="list-style-type: none"> • <i>A look at the latest legal trends and cases impacting California contractors</i> • <i>Special Market Focus: The state of the institutional construction market in California, from education and healthcare to life science and government projects</i> • <i>Spotlight on AGC's Associate and Specialty Contractor members and their impact on the California construction industry</i> • <i>Project Spotlight: TBD</i>
July/August 2020	<p>Legislative & Regulatory Issue</p> <ul style="list-style-type: none"> • <i>Legislative issues impacting the construction industry</i> • <i>Highlights of AGC 2020 Legislative Summit</i> • <i>Regulatory Spotlight – Issues and challenges facing California contractors and subcontractors on the regulatory front - air quality, water and safety-related regulations</i> • <i>Project Spotlight: TBD</i>
September/October 2020	<p>Trends in Technology in Construction</p> <ul style="list-style-type: none"> • <i>A look at the latest tech trends shaping the construction jobsite</i> • <i>Special Market Focus: Sustainable Design and Construction – Green Building Trends with spotlight on a prominent sustainable, net zero project</i> • <i>Bonus Distribution: AGC of California Annual Conference</i>
November/December 2020	<p>Construction Education & Workforce Development</p> <ul style="list-style-type: none"> • <i>Build California: The first year and a look ahead</i> • <i>AGC Construction Education Foundation activities</i> • <i>Project Spotlight TBD</i>
January/February 2021	<p>Trends in Project Delivery – How modular, prefab and other leading building trends are shaping the building process</p> <ul style="list-style-type: none"> • <i>The latest trends in project delivery, from IPD to design-build and more</i> • <i>How growth of modular and prefab systems are impacting the way projects are delivered</i> • <i>Feature: Review and Forecast – what to expect in California's construction industry in 2021</i> • <i>Highlight Section: 2020 Construction Safety Excellence Awards winners</i> • <i>Special Focus: AGC of California 2021 Leadership</i> • <i>Project Spotlight TBD</i>
March/April 2021	<p>33rd Annual AGC of California Awards Issue</p> <ul style="list-style-type: none"> • <i>Constructor & Achievement Award winners</i> • <i>Association Highlight: AGC of CA Officers Installation & Feature on 2021 President</i> • <i>Project spotlight: TBD</i>

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.

2020-2021 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 2020 (Ad Closing Nov 20; Materials Due Dec 2) | <input type="checkbox"/> Sept/Oct 2020 (Ad Closing July 20; Materials Due July 31) |
| <input type="checkbox"/> Mar/Apr 2020 (Ad Closing Jan 30; Materials Due Feb 7) | <input type="checkbox"/> Nov/Dec 2020 (Ad Closing Sept 21; Materials Due Sept 30) |
| <input type="checkbox"/> May/June 2020 (Ad Closing Mar 20; Materials Due Mar 31) | <input type="checkbox"/> Jan/Feb 2021 (Ad Closing Nov 20; Materials Due Nov 30) |
| <input type="checkbox"/> July/Aug 2020 (Ad Closing May 20; Materials Due May 29) | <input type="checkbox"/> Mar/Apr 2021 (Ad Closing Jan 20; Materials Due Jan 29) |

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**

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 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

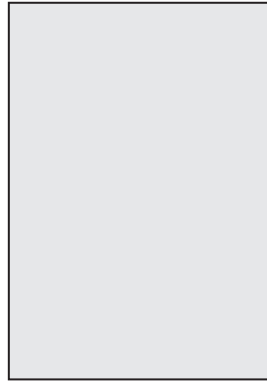
- **Compression:** Files may be compressed.
- **Resolution:** Grayscale and color images/files should have a resolution of 300 dpi, 133 line screen. Scanned black and white line art should have a minimum resolution of 600 dpi at 100%.

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.

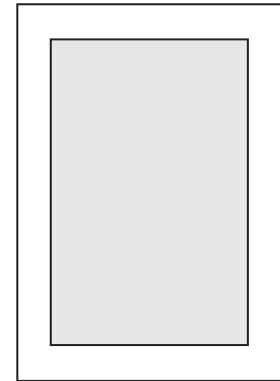
Send advertising materials to:

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



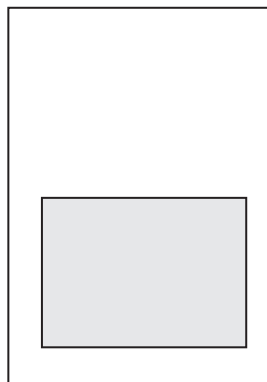
Full Page Bleed

8 3/4" x 11 1/4"



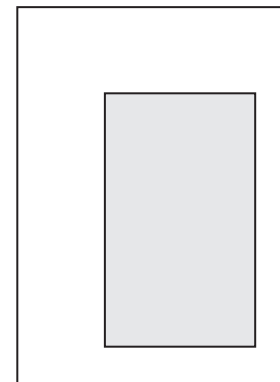
Full Page Non-Bleed

7 1/4" x 10"



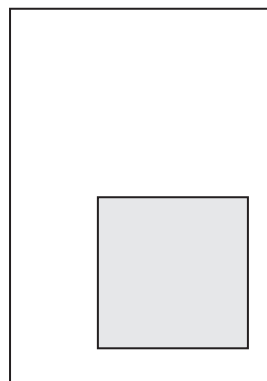
Half Page Horizontal

7 1/4" x 4 3/4"



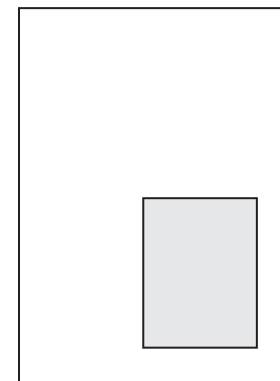
Half Page Island

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"