

Construction TODAY

2017 Advertising Rates and Specifications

FOUR COLOR	1x	3x	AD SIZES IN INCHES	WIDTH	DEPTH
Full Page	\$2,000	\$1,500	Full Page Bleed	8.5 x	11
2/3 Page	\$1,500	\$1,225	2/3 Page	7.5 x	6.5
1/2 Page	\$1,200	\$950	1/2 Page Vertical	3.625 x	10
1/3 Page	\$750	\$625	1/2 Page Horizontal	7.5 x	4.9375
1/4 Page	\$600	\$525	1/3 Page Vertical	3.625 x	6.5
1/8 Page	\$250	\$200	1/3 Page Horizontal	7.5 x	3.25
			1/4 Page Vertical	3.625 x	4.9375
			1/4 Page Horizontal	7.5 x	2.4375
			1/8 Page	3.625 x	2.5

PREFERRED POSITIONS		
Outside Back Cover		add 30% to space rate
Inside Front Cover		add 25% to space rate
Inside Back Cover		add 20% to space rate

AD SPACE RESERVATIONS

To inquire about ad space and rates, please contact Lauren Tosti, Director, Marketing & Communications at (215) 568-7015 or ltosti@gbca.com.

SEND REMITTANCE FOR ADVERTISING TO:

Construction Today
General Building Contractors Association
36 South 18th Street
Philadelphia, PA 19103

AD SUBMISSION INSTRUCTIONS

Ads may be submitted in the following formats at 300 dpi or higher: eps, jpg, tiff or pdf. Ad files may be submitted by email, disk or DropBox. Please contact Lauren Tosti at (215) 568-7015 or ltosti@gbca.com for special instructions.

BLEED REQUIREMENTS

Trim size is 8.5 x 11. Bleed page must be 9 x 11.5 with a .25" bleed.

COLORS

Standard colors: CMYK

CLOSING AND ISSUE DATES

ISSUE DATE	CLOSE	PUBLISH DATE
Issue 1	January 27	Feb/March 2017
Issue 2	May 12	June/July 2017
Issue 3	October 20	November 2017