

Construction TODAY

2019 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

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	March 1	April 2019
Issue 2	July 1	August 2019
Issue 3	November 1	December 2019