

# 2023 ADVERTISING OPPORTUNITIES



  
**gboa**  
GENERAL BUILDING  
CONTRACTORS ASSOCIATION

# Construction Today Rate Card

GBCA's trade magazine is published three times per year and features articles and resources for the Philadelphia region's union commercial construction industry. This publication is read by contractors, and labor, industry, and political leaders in the region.

*Estimated reach: 3,000+ per issue; 10,000+ impressions online per year*

## 2023 Advertising Rates and Specifications

<b>FOUR COLOR</b>	<b>1X</b>	<b>3X</b>
Full Page	\$2,000	\$1,500
1/2 Page	\$1,200	\$950
1/4 Page	\$700	\$550

<b>AD SIZES IN INCHES</b>	<b>Width</b>	<b>Height</b>
Full Page	8.5	11
1/2 Page	7.5	4.9375
1/4 Page	7.5	2.4375

<b>PREFERRED POSITIONS</b>	<b>1X</b>	<b>3X</b>
Outside Back Cover	\$2,600	\$1,950
Inside Cover (Front or Back)	\$2,500	\$1,875

**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

Preferred position ads also include additional recognition in blog-style digital re-shares of magazine articles.

**CLOSING AND ISSUE DATES**  
Issues 1 & 2 are fully digital. Issue 3 will be digital and printed. Advertisers are encourage to embed links in their ads for additional CTA.

**AD SPACE RESERVATIONS**  
To inquire about ad space and rates, please contact **Byron Lee, Senior Manager, Marketing & Communications** at (215) 568-7015 or [blee@gbca.com](mailto:blee@gbca.com).

**SEND REMITTANCE FOR ADVERTISING TO:**  
Construction Today  
General Building Contractors Association  
36 South 18th Street  
Philadelphia, PA 19103

<b>Issue Date</b>	<b>Close Date</b>	<b>Publish Date</b>
Issue 1	March 1	April 2023
Issue 2	July 3	August 2023
Issue 3	November 1	December 2023

**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 or DropBox. Please contact Byron Lee at (215) 568-7015 or [blee@gbca.com](mailto:blee@gbca.com) for more information.

# Tuition Reimbursement Guide Rate Card

## 2023 Advertising Rates and Specifications

GBCA's Tuition Reimbursement Guide is a catalogue of post-secondary construction courses eligible for GBCA's Tuition Reimbursement Program. This publication is sent to students in the region's construction management programs, to the building trades' union halls, and to GBCA members.

*Estimated reach: 1,500+*

### FOUR COLOR

Full Page	\$1,200
1/2 Page	\$700
1/4 Page	\$400

### PREFERRED POSITIONS

Outside Back Cover	\$1,560
Inside Cover (Front or Back)	\$1,500

Preferred position ads also include additional recognition in blog-style digital promotions of the Tuition Reimbursement Program.

### AD SPACE RESERVATIONS

To inquire about ad space and rates, please contact **Byron Lee, Senior Manager, Marketing & Communications** at (215) 568-7015 or [blee@gbca.com](mailto:blee@gbca.com).

### SEND REMITTANCE FOR ADVERTISING TO:

Tuition Reimbursement Guide  
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 or DropBox. Please contact Byron Lee at (215) 568-7015 or [blee@gbca.com](mailto:blee@gbca.com) for more information.

### AD SIZES IN INCHES

	Width	Height
Full Page	8.5	11
1/2 Page	7.5	4.9375
1/4 Page	7.5	2.4375

### 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

### Ad Deadline

July 3

### Publish Date

August 2023



# 2023 ADVERTISING CONTRACT

## COMPANY INFORMATION

**Company Name:** \_\_\_\_\_

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Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

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Contact Email: \_\_\_\_\_ Contact Cell Phone: \_\_\_\_\_

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Billing Address: \_\_\_\_\_

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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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## ADVERTISING SELECTION

<p><b>Construction Today</b> Select the size of ad, the number of issues your ad will appear this year, and the total amount. Refer to the rate card for pricing and ad specs.</p>	<p><b>Tuition Reimbursement Guide</b> Select the size of ad. Refer to the rate card for pricing and ad specs.</p>	<p><b>News at a Glance Banner Ad <span style="color: red;">SOLD OUT FOR 2023!</span></b> This ad is 500 x 150px and appears for 4 weeks in the month selected. Ads are \$500 per month. We only run 6 ads per year (6 months).</p>
<p><input type="checkbox"/> Full Page: Back Cover  <input type="checkbox"/> Full Page: Inside Cover  <input type="checkbox"/> Full Page  <input type="checkbox"/> Half Page                      <input type="checkbox"/> 1/4 Page</p>	<p><input type="checkbox"/> Full Page: Back Cover  <input type="checkbox"/> Full Page: Inside Cover  <input type="checkbox"/> Full Page  <input type="checkbox"/> Half Page                      <input type="checkbox"/> 1/4 Page</p>	<p><input type="checkbox"/> January                      <input type="checkbox"/> May                      <input type="checkbox"/> September  <input type="checkbox"/> February                      <input type="checkbox"/> June                      <input type="checkbox"/> October  <input type="checkbox"/> March                      <input type="checkbox"/> July                      <input type="checkbox"/> November  <input type="checkbox"/> April                      <input type="checkbox"/> August                      <input type="checkbox"/> December</p>
<p>Number of issues: _____ Ad Rate: _____</p>		<p><del>Number of Months: _____</del></p>
<p>Total Cost: _____</p>	<p>Total Cost: _____</p>	<p><del>Total Cost: _____</del></p>

Notes: \_\_\_\_\_

## ADVERTISERS (AUTHORIZING PERSON)

## GBCA ACCOUNT PERSON (INTERNAL USE ONLY)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Print Name: \_\_\_\_\_ Title: \_\_\_\_\_



# 2023 ADVERTISING CONTRACT

## FOR CONSTRUCTION TODAY ADVERTISERS

**Payment Terms:**

The Advertiser agrees to pay the total amount due for its advertisement in the applicable issue(s) of Construction Today within thirty (30) days of the date of the invoice. All payments must be made in US currency only. Payments shall be made in the form of a check made payable to the General Building Contractors Association (GBCA), or shall be made by credit card (American Express, Discover, MasterCard, or Visa). Any amount which is not received by the GBCA within (30) days of the invoice date shall bear an interest rate of one and one-half percent (1 ½ %) per month (eighteen percent (18%) per annum) until received. Should any payment become more than sixty (60) days past due (more than ninety (90) days from the original invoice date), then the entire unpaid contract shall be due and immediately payable. In the event that any Advertiser has a payment more than sixty (60) days past due, the GBCA reserves the right to cancel additional scheduled advertising from the Advertiser. Further in the event that the Advertiser has a payment more than sixty (60) days past due, the Advertiser agrees to pay reasonable costs of collection incurred by the GBCA, including, but not limited to, any applicable attorneys' fees and court costs.

**Content of Advertisement and Publication Schedule:**

The Advertiser is responsible for determining the content of the advertisement to be submitted for publication. Each advertisement is, however, subject to reasonable editorial revisions by the GBCA to ensure the quality of the publication. All editorial revision will be final. It is understood by the Advertiser that new issues of Construction Today are printed and circulated on a quarterly basis. In order to ensure the regular and timely publication of each issue, the Advertiser shall submit its ad not later than 12:00 noon on the "Advertising Deadline". In the event copy is not submitted by the Advertiser on or before the Advertising Deadline, the GBCA is authorized to design and publish advertising of its own choosing on behalf of the Advertiser in conformity with the space and special charges agreed to above. The GBCA reserves the right to cancel this Contract at any time for any reason without penalty, liability, or charges of any kind.

**Indemnification and Liability:**

Except as otherwise expressly provided, the Advertiser shall indemnify and hold the GBCA harmless from and against any and all loss, damage, expense (including reasonable attorney's fees), cost, or other liability resulting from any cause, claim, action, demand, lawsuit, or proceeding (hereinafter "Claim") resulting from the advertising provided by the Advertiser, or based upon material furnished by the Advertiser, including, but not limited to, any Claim for defamation, libel, slander, plagiarism, false or misleading advertising, infringement of trademark, trade name, or service mark, infringement of copyright or other proprietary rights, illegal competition or trade practices, violation of the right of privacy, or any other Claim of a similar or related nature.

**Force Majeure:**

Should the GBCA be unable to publish any advertising at the time specified in this Contract due to any unavoidable delay, or any cause of any kind beyond the GBCA's reasonable control, including, but not limited to, acts of God, strikes or other labor difficulty, riots, war, terrorism, inclement weather, fire, flood, earthquake, changes in laws or regulations, other acts of government authorities, delays in transportation of materials, inability to obtain timely delivery of materials from suppliers, or inability to obtain timely service from third parties, the GBCA shall not be liable to the Advertiser. In the event of such delay, the GBCA will notify the Advertiser within a commercially reasonable period of time, and it is agreed that the time for publication of the advertising shall be extended for a period of time at least equal to the time lost by reason of such an unavoidably delay.

**Governing Law:**

The provisions of this Contract between the Advertiser and the GBCA shall be governed by the laws of the Commonwealth of Pennsylvania.

Advertiser Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_