GBCA Publications and Recognition Opportunities

NEWS AT A GLANCE

GBCA's weekly e-newsletter is sent to the Philadelphia region's union commercial construction community. The newsletter provides GBCA news, event updates, resources, and industry news.

News at a Glance Recognition ($500, Limit 10)

- 500 x 150 pixel banner at the bottom of GBCA's News at a Glance for 4 weeks in a row (your choice of dates, first come first reserved)

CONSTRUCTION TODAY

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 by labor, industry, and political leaders in the region.

Estimated reach: 3,000+ per issue; 12,000+ impressions online per issue

Construction Today Recognition (various prices)

- See the rate card on page 16 for more information.

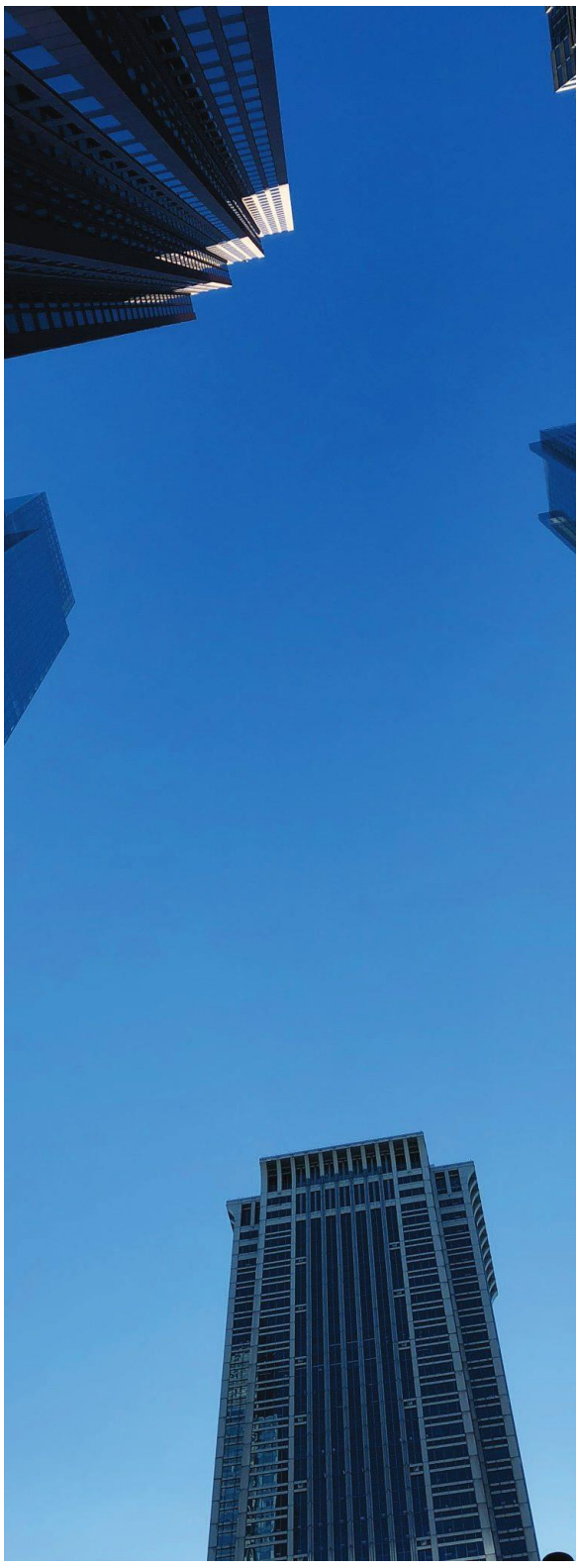
TUITION REIMBURSEMENT GUIDE

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: 1,800+

Tuition Reimbursement Guide Recognition (various prices)

- See the rate card on page 17 for more information.



Construction Today Rate Card

2027 Advertising Rates and Specifications

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

Estimated reach: 3,000+ per issue; 12,000+ impressions online per issue

FOUR COLOR	
Full Page	**$2,000**
1/2 Page	**$1,200**
1/4 Page	**$700**

AD SIZES IN INCHES	
Size	Width × Height
Full Page	8.5 × 11
1/2 Page	7.5 × 4.9375
1/4 Page	7.5 × 2.4375

PREFERRED POSITIONS	
Position	1x – 2X
Outside Back Cover	**$2,600 · $1,950**
Inside Cover (Front or Back)	**$2,500 · $1,875**

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

AD SPACE RESERVATIONS

To inquire about ad space and rates, please contact Nicole Catrambone, Marketing and Communications Associate, at (267) 410-9357 or ncatrambone@gbca.com.

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 Nicole Catrambone at (267) 410-9357 or ncatrambone@gbca.com.

BLEED REQUIREMENTS

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

COLORS

Standard colors: CMYK

SEND REMITTANCE FOR ADVERTISING TO

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

Tuition Reimbursement Guide Rate Card

2027 Advertising Rates and Specifications

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Estimated reach: 1,800+

FOUR COLOR

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

AD SIZES IN INCHES

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

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.

DEADLINES

Ad Deadline	Publish Date
July 3	**August 2027**

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COLORS

Standard colors: CMYK

SEND REMITTANCE FOR ADVERTISING TO

Tuition Reimbursement Guide General Building Contractors Association 36 South 18th Street Philadelphia, PA 19103