

Pathway to profits

If **sustainability** plays a leading role in your corporate values, equipment features or service offerings, *Sustainable Construction* magazine can give you a voice in the construction industry.

Sustainable Construction publishes quarterly multi-media digital issues, with the Fall issue also produced in print and mailed to a broad construction audience. Together with its monthly *Constructing Green* e-newsletter, *Sustainable Construction* educates contractors about how they can improve productivity and efficiency, win sustainable projects, and ultimately drive profitability through sustainable best practices while decreasing their environmental footprint.

THE 2015 EDDIE & OZZIE AWARDS
2014 FOLIO: EDDIE & OZZIE AWARDS
HONORABLE MENTIONS:
B-TO-B - STANDALONE
DIGITAL MAGAZINE

QUARTERLY DIGITAL ISSUES

109,777 subscribers in highway and heavy construction, general building construction, concrete construction, asphalt paving, and government employees with road jurisdiction.

FALL PRINT ISSUE

100,985 subscribers Publisher's own data

2016 Print edition ad rates

Full Page	\$12,675
2/3 Page	\$8,850
1/2 page	\$6,650
1/3 Page	\$4,760
1/4 Page	\$3,550

Other opportunities:

- Quarterly digital edition
- *Constructing Green* monthly e-newsletter **85,297 subscribers**
- Sustainability Channel advertising on ForConstructionPros.com
- Custom programs

Packages available with other AC Business Media products

MULTI-MEDIA DIGITAL ISSUES

Available online at ForConstructionPros.com, via iPad and Google Play, these quarterly, multi-media issues open a universe of opportunities for your marketing message, including: ■ Audio ■ Video ■ Animation ■ URL link



FALL PRINT ISSUE

In addition to the multi-media digital issues, we print and mail the Fall issue with the following Construction Network magazines for a distribution of 100,985.

- *Equipment Today*
- *Concrete Contractor*
- *Asphalt Contractor*

Editorial Calendar:

	MARCH	JUNE	SEPTEMBER	DECEMBER
Ad close	2-12-2016	5-6-2016	8-1-2016	11-9-2016
Materials due	2-17-2016	5-11-2016	8-4-2016	11-14-2016
Digital, iPad and Android app editions	X	X	X	X
Print edition <i>Mails with Concrete Contractor, Equipment Today, Asphalt Contractor</i>			X	
In Every Issue	<ul style="list-style-type: none"> ▪ Sustainable products ▪ Sustainable project profile ▪ Technology update ▪ Fuel for Thought 			
Educational Resources	<ul style="list-style-type: none"> ▪ Green building ▪ Green accredited contractors ▪ Green regulations & standards ▪ Marketing for green contractors 			
Sustainable Features	<p><i>These topics are covered regularly in our 2016 issues:</i></p> <ul style="list-style-type: none"> ▪ Demolition/recycling ▪ Water & energy efficiency ▪ Minimizing emissions ▪ Optimizing renewable resources ▪ Maximizing dealer relationships ▪ Safety & well-being 			

Dates and topics are subject to change without notice.

Sean Dunphy, Group Publisher

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MAGAZINES

Trusted, read, influential

Magazine media are more trusted, inspiring and influential than other media.

Experian Marketing Services, Simmons Multi-Media Engagement Study, Spring 2014

94% of Americans ages 18-35 read magazine editions in the last six months. *GfK, MRI, Fall 2014*

Print is generally preferred for in-depth reading. *FOLIOmag.com June 4, 2015 report*

U.S. trade magazine market is estimated to grow through 2018. *PricewaterhouseCooper*

Magazine launches outpaced title shutdowns for the sixth year in a row. *FOLIOmag.com June 30, 2015*

Magazine options

Stand out with advertising that grabs attention!

Consider one of our many print options:

- Display ads (full-page spread, full-page ad, fractional-page ad)
- Cover treatments: Wrap, belly band, false cover, gatefold, barn door, corner snipe, sticky note
- Insert or ride-along
- Polybag your print piece with our magazine
- Special supplement
- Native advertising
- Advertorial
- Regional distribution

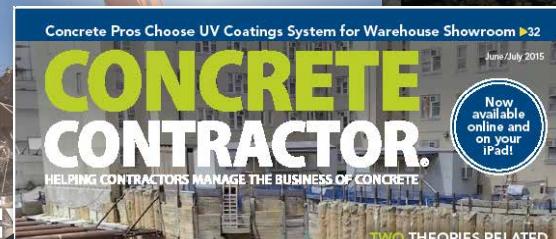


Insert your
PRODUCT collateral



Polybag with insert or ride-along: Package your collateral with our publication

Be seen first with a belly band or false cover



Ad Sizes & Specs

	BLEED	TRIM
Equipment Today		
Tabloid Spread*	22" x 14.75"	21.75" x 14.5"
Tabloid Page*	11.125" x 14.75"	10.875" x 14.5"
1/2 Tabloid*	11.125" x 8.25"	10.875" x 8"
Journal Spread*	16.25" x 11"	16" x 10.75"
Journal Page*	8.25" x 11"	8" x 10.75"

Asphalt Contractor, Concrete Contractor, Pavement Maintenance & Reconstruction, Rental & Sustainable Construction		
Full Page Spread*	16" x 11"	15.75" x 10.75"
Full Page*	8.125" x 11"	7.875" x 10.75"

TABLOID

TABLOID FULL-PAGE SPREAD TRIM: 21.75" X 14.75" BLEED: 22" X 14.75"	FULL-PAGE TABLOID TRIM: 10.875" X 14.5" BLEED: 11.125" X 14.75"	HALF TABLOID TRIM: 10.875" X 8" BLEED: 11.125" X 8.25"	JOURNAL SPREAD TRIM: 16" X 10.75" BLEED: 16.25" X 11"	JOURNAL PAGE TRIM: 8.25" X 11" BLEED: 8" X 10.75"
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JOURNAL

FULL-PAGE SPREAD LIVE: 15.25" X 10.25" TRIM: 15.75" X 10.75" BLEED: 16" X 11"	FULL-PAGE LIVE: 7.375" X 10.25" TRIM: 7.875" X 10.75" BLEED: 8.125" X 11"	1/2-PAGE SPREAD 14.75" X 4.875"	1/2 PAGE HORIZONTAL 7" X 4.875"		
2/3 PAGE 4.5625" X 10"	1/2 PAGE VERTICAL 3.375" X 10"	1/2 PAGE STANDARD 4.5625" X 7.375"	1/3 PAGE STANDARD 4.5625" X 4.875"	1/3 PAGE VERTICAL 2.1875" X 10"	1/4 PAGE 3.375" X 4.875"

How to create your files: Preferred file format: PDF X/1a

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high-resolution PDFs. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions, including bleed.

	TRIM
ALL publications	
2/3 Page	4.5625" x 10"
1/2 Page Standard	4.5625" x 7.375"
1/2 Page Horizontal	7" x 4.875"
1/2 Page Vertical	3.375" x 10"
1/3 Page Standard	4.5625" x 4.875"
1/3 Page Vertical	2.1875" x 10"
1/4 Page	3.375" x 4.875"

*LIVE AREA: All logos and type must be .25" (1/4") away from the trim

Where to send materials:

Email files to the assigned Ad Production Manager. For files larger than 10MB, follow these steps:

1. Go to www.hightail.com/u/acbm
2. Drag and drop file(s) to upload.
3. In the subject field, please include magazine or brand, issue date, other identifying information.
4. Click "Send."

Equipment TODAY **Asphalt Contractor** **PAVEMENT MAINTENANCE & RECONSTRUCTION**

Patti Brown, Ad Production Manager
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Rental CONSTRUCTION **CONCRETE CONTRACTOR** **Sustainable CONSTRUCTION**

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Terms and conditions:

Contract and copy conditions

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

Payment and commissions

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

Protective clauses

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

Contract cancellation

Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

SALES



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in business-to-business marketing planning.

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For updated information throughout the
year, visit our marketing resource center at
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