## **Ad Sizes & Specifications**

	SIZE	BLEED	TRIM
Full Page Spread*		16" x 11"	15.75" x 10.75"
Full Page*		8.125" x 11"	7.875" x 10.75"
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"		

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

## Send materials to:

Asphalt Contractor

Patti Brown, Media Production Rep
1233 Janesville Avenue, Fort Atkinson, WI 53538
800-547-7377 x1637 / Patti.Brown@Cygnus.com
FTP: (If files are larger than 10MB) http://webftp.cygnuspub.com

PDF is the preferred format for file submission. For complete mechanical specs, please visit our marketing and advertising online resource at ForConstructionPros.com/Advertise

## **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.

For Rate Protective Clause, Short Rates and Rebates, Publisher's Copy Protective Clause and Insert information, please visit our marketing and advertising online resource at ForConstructionPros.com/Advertise

## **Display Ad Rates 2012**

	1X	3X	6X	8X	12X
Full page spread	\$4,805	\$4,560	\$4,245	\$4,025	\$3,655
Full Page	2,810	2,675	2,480	2,360	2,155
2/3 Page	2,515	2,395	2,275	2,125	1,945
1/2 Page Standard	2,385	2,305	2,115	2,010	1,840
1/2 Page	2,115	1,995	1,865	1,765	1,625
1/3 Page	1,975	1,875	1,740	1,645	1,505
1/4 Page	1,700	1,615	1,490	1,415	1,300

Color Rates: Four-color process \$1,275

**52%** of business-to-business print magazine subscribers say print-only is their preferred format.† Don't miss out on half of your market. Ask us about a strategic mix of print and digital solutions to reach your entire target market.

†Signet Research AdStudies

More information is available at **ForConstructionPros.com/Advertise** or call your Cygnus integrated media consultant at **800-547-7377**.

Amy Schwandt, Publisher Amy.Schwandt@Cygnus.com 800-547-7377 ext. 1667





