

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" | | |

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

Send materials to:

Concrete Contractor

Cindy Rusch, Media Production Rep

1233 Janesville Avenue, Fort Atkinson, WI 53538

800-547-7377 x1664 / Cindy.Rusch@Cygnum.com

FTP: (If files are larger than 10MB) <http://webftp.cygnumpub.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 | 4X | 6X | 8X | 12X |
|-------------------|---------|---------|---------|---------|---------|
| Full page spread | \$7,190 | \$5,990 | \$4,990 | \$4,330 | \$3,930 |
| Full Page | 4,310 | 3,595 | 3,010 | 2,890 | 2,805 |
| 2/3 Page | 3,445 | 2,870 | 2,400 | 2,335 | 2,270 |
| 1/2 Page Standard | 3,240 | 2,295 | 2,075 | 2,005 | 1,935 |
| 1/2 Page | 2,615 | 2,190 | 1,820 | 1,765 | 1,715 |
| 1/3 Page | 1,935 | 1,615 | 1,350 | 1,315 | 1,270 |
| 1/4 Page | 1,485 | 1,235 | 1,040 | 1,005 | 975 |

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

**POLISHING
CONTRACTOR**

**CPAA Members:
Receive 20% discount
from the rate card**

| 4 COLOR RATES NET | 1X | 2X | 4X |
|--------------------|---------|---------|---------|
| Full Page | \$3,465 | \$3,265 | \$3,060 |
| 1/2 Page | 2,040 | 1,835 | 1,630 |
| 1/4 Page | 1,125 | 1,020 | 920 |
| Back Cover | N/A | N/A | 3,875 |
| Inside Front Cover | N/A | N/A | 3,570 |

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**.

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Nancy.Terrill@Cygnum.com
800-547-7377 ext. 1387

**CONCRETE
CONTRACTOR**



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BUSINESS MEDIA**

A CYGNUS BUSINESS MEDIA BRAND