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:

Pavement

Kathy Hahn, Media Production Rep 1233 Janesville Avenue, Fort Atkinson, WI 53538 800-547-7377 x1318 / Kathy.Hahn@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

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Display Ad Rates 2012

	1X	4X	6X	8X	12X
Full page spread	\$8,720	\$8,495	\$8,255	\$8,030	\$7,780
Full Page	4,995	4,860	4,720	4,595	4,465
2/3 Page	4,025	3,910	3,790	3,690	3,585
1/2 Page Standard	3,480	3,390	3,310	3,205	3,120
1/2 Page	3,115	3,020	2,950	2,860	2,765
1/3 Page	2,520	2,430	2,380	2,305	2,175
1/4 Page	2,115	2,065	2,005	1,945	1,895

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

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