

# 2016 Editorial Calendar

	JANUARY	FEBRUARY/ MARCH	APRIL/ MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
<b>Ad close</b>	12-2-2015	2-5-2016	3-9-2016	5-23-2016	7-6-2016	9-6-2016	10-28-2016
<b>Materials due</b>	12-7-2015	2-16-2016	3-14-2016	5-27-2016	7-11-2016	9-9-2016	11-2-2016
<b>Issue Focus</b>	Game changing stories from the field, innovative projects and people.					2016 PRODUCT GUIDE Comprehensive pictorial guide featuring equipment, products and technology for concrete contractors	2016 Spotlight on Decorative
<b>Cover Feature</b>	Profile of a leading concrete contractor, detailing the company's success and how they got there						
<b>Flatwork/Slabs</b>	Flatwork and floors are a central service of any concrete contractor, so each issue features coverage of this topic through articles on placing, finishing, joints, curing and paving.						
<b>Foundations &amp; Walls</b>	Foundations and walls allow contractors to take their work vertical. Each issue features coverage on this topic through articles on formwork, ICFs, walls, foundations and footings.						
<b>Regular Columns</b>	Each issue features a New Products section, a job story profile and editorial from contributing writers including: ■ Joe Nasvik ■ Kim Basham ■ Bruce Suprenant /Ward Malisch ■ Brad Humphrey ■ Dave Whitlock ■ Jim Baty						
<b>Decorative Concrete</b>	Stains and colors	Stamped concrete	Microtoppings / overlays	Coatings and sealants	Hardscapes		Countertops
<b>Product Focus</b>	Saws/blades	Concrete repair	Pumps and placement equipment	Grading and site layout equipment	Surface preparation		Concrete attachments
<b>Equipment Specification Guides</b>	Grinders	Power trowels	Screeds	Concrete saws	Vibrating equipment		Dust collection
<b>POLISHING CONTRACTOR</b>		Floor maintenance Abrasives Burnishers	Polishable overlays Dust collection Slurry management		Guards Dyes and stains Grinders		Equipment maintenance Densifiers Surface preparation equipment
<b>Advertising Specials</b>	NEW! WOC Idea File - FREE advertorial opportunity				AdPlus: Ad and Brand Survey NEW! CP&S Idea File - FREE advertorial opportunity		2015 Spotlight on Decorative Concrete
<b>Bonus/Show Distribution</b>	NATIONAL PAVEMENT EXPO 2016 World of Concrete The Rental Show	ACI Spring Convention		CFA Annual Convention	INTERNATIONAL CP&S CONCRETE POLISHING & STAINING CONFERENCE AND EXPO ASCC Conference, ACI Fall Convention, Concrete Décor Show		WOC 2017
<b>Supplements</b>					construction zone SAFETY Sustainable CONSTRUCTION		

Dates and topics are subject to change without notice.

## 2016 Display ad rates

	1X	4X	7X	12X
<b>Full page spread</b>	\$7,555	\$6,235	\$5,190	\$4,085
<b>Full Page</b>	\$4,525	\$3,740	\$3,130	\$2,920
<b>2/3 Page</b>	\$3,620	\$2,985	\$2,495	\$2,360
<b>1/2 page</b>	\$3,400	\$2,385	\$2,125	\$2,015
<b>1/3 Page</b>	\$2,035	\$1,675	\$1,405	\$1,320
<b>1/4 Page</b>	\$1,560	\$1,285	\$1,080	\$1,020

Back cover is an additional 25%; inside front and back covers are an additional 20%  
All other guaranteed positions will incur a 15% surcharge  
Color rates: Four color process \$1,275

## Ad Sizes & Specifications

CLICK HERE or visit our marketing resource center at [ForConstructionPros.com/Advertise](http://ForConstructionPros.com/Advertise).

## Vaughn Rockhold, Publisher

[rockhold@ACBusinessMedia.com](mailto:rockhold@ACBusinessMedia.com)

800.538.5544 ext. 1248