

**CALIFORNIA** [www.californiaconstructionnews.com](http://www.californiaconstructionnews.com)  
**CONSTRUCTION**  
**NEWS**

MEDIA KIT

‘Construction news  
you can use every day.’

## WHAT WE COVER

Construction: Commercial, Industrial and Residential, Architecture, Engineering and Real Estate Development

## WHERE

Across California reaching readers in Arizona, Nevada and Oregon.

## HISTORY

*California Construction News* is published by the Construction News and Report Group of Companies, which began in 1989 as a regional construction newspaper serving Ottawa, Canada, Ottawa Construction News, and now includes publications in Florida, Chicago, North Carolina, New York and across Canada.



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## OUR OFFERINGS

Editorial Integration  
Sponsored Posts  
Dedicated Emails  
Sponsored Emails  
Events  
Social Media  
Embedded Video  
High-profile display  
and MORE



# AUDIENCE

9,000 subscribers and growing from these representative categories:

Architects  
Structural engineers  
General contractors  
Commercial contractors  
Residential contractors  
Real Estate professionals  
Commercial HVAC  
Plumbers  
Electrical contractors  
Window replacement  
Economic Development

Flooring  
Concrete  
Roofers  
Commercial lighting  
Commercial painters  
Paving contractors  
Security systems  
Fire suppression  
Asbestos testing  
Developers  
Property management



# PRINT/DIGITAL MAGAZINE RATES

SIZE	FREQUENCY (cost per issue)		
	1	3	6
1/8 PAGE	\$475	\$375	\$325
1/4 PAGE	\$750	\$675	\$650
1/3 PAGE	\$975	\$825	\$750
1/2 PAGE	\$1250	\$1125	\$975
FULL PAGE	\$2500	\$2250	\$2125
DOUBLE PAGE	\$4200	\$3780	\$3570
INSIDE FRONT	\$2750	\$2475	\$2350
INSIDE BACK	\$2900	\$2675	\$2425

## GROSS RATES (ADD 25%)

\* Net Rates are available if invoice is settled within 15 days, upon publication. Otherwise, gross rates apply.  
 \*\* Net rate is non commissionable. 15% commission is paid to accredited advertising agencies booking at the gross rate.

The California Construction News is published a weekly eletter with frequent updates to the website at [www.californiaconstructionnews.com](http://www.californiaconstructionnews.com).

The publishing schedule is as follows:

- Jan/Feb – Construction Projects of the Year
- March/April – Sub Trades Industry Leaders
- May/June – Young Construction Leaders
- July/Aug – Women in Construction
- Sept/Oct – Veterans in Construction & Unions Report
- Nov/Dec – Community Leaders Report

## Ad Formats and sizes

Depth in agate lines (width and depth in inches)  
 Measurement dimensions listed width by depth

SIZE	WIDTH	X	HEIGHT
FULL PAGE	7.5"	X	10"
1/2 PAGE HORIZONTAL	7.5"	X	4.9"
1/2 PAGE VERTICAL	3.7"	X	10"
1/2 PAGE ISLAND	5"	X	6.5"
1/3 PAGE BANNER	7.5"	X	3.25"
1/3 PAGE VERTICAL	2.33"	X	10"
1/4 PAGE BANNER	7.5"	X	2.4"
1/4 PAGE HORIZONTAL	5"	X	3.25"
1/4 PAGE VERTICAL	3.7"	X	4.9"
1/8 PAGE HORIZONTAL	3.7"	X	2.4"
1/8 PAGE VERTICAL	2.33"	X	3.75"

## MECHANICAL REQUIREMENTS

TYPE SIZE:	7.5"	X	10"
TRIM SIZE:	8.5"	X	11"
BLEED SIZE:	9"	X	11.5"

Note: The width measurements take into account the "gutter" measurement between the columns.

For more information:  
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# WEBSITE AND E-NEWSLETTER RATES

## WEBSITE RATES

SIZE	FREQUENCY (cost per month)
LEADERBOARD (720 X 90 PX)	1 \$245
SMALL BOX (300 X 250 PX)	1 \$295
BIG BOX (300 X 450 PX)	1 \$345

## WEEKLY E-NEWSLETTER RATES

NEWSLETTER AD	FREQUENCY (cost per month)
(INCLUDE LOGO, WEBSITE, PHONE #)	1 \$395

## WEEKLY E-NEWSLETTER

Logo placement in the weekly e-newsletter (9,000 subscribers):  
\$395/month (repeats four times)

E-newsletter spotlight article: 200 word or less news or feature article, to be provided by the marketer (can include logo and images):  
\$395/newsletter



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