

connecting people\_projects\_products



# Southeast Construction

## ***MEDIA KIT 2010***

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# ABOUT MCGRAW-HILL CONSTRUCTION

McGraw-Hill Construction connects people, projects, and products across the design and construction industry. From project and product information to industry news, trends and forecasts, we provide industry players with the tools, resources and applications to help them save time, money and energy.

Backed by the power of Dodge, Sweets, *Architectural Record*, *Engineering News-Record (ENR)*, *GreenSource*, *Constructor*, our Regional Publications and *SNAP*, McGraw-Hill Construction services more than one-million customers within the \$5.6-trillion global construction community.

## BUILD AWARENESS

Through every stage of the marketing and sales process, McGraw-Hill Construction is there for you:



## CRITICAL CONSIDERATIONS OF MARKETING TO THE CONSTRUCTION INDUSTRY

### Key Considerations

#### Who?

Are we reaching and influencing the right audience?

#### What?

Are we providing the information required?

#### Where?

Are we reaching our targets when they require information?

### Why McGraw-Hill Construction?

#### Extensive Reach Into All Critical Audiences

Influencer – Owners, architects, engineers, CM/GC  
Designer / Specifier – Architects, Engineers, Design-Build Team  
Buyer – General contractor and sub-trades

#### Address All the Information Needs of Your Audience

Inspire – Capture design / construction community attention  
Inform and Enable – Guide / control product selection processes  
Educate and Reinforce – Create buyer loyalty

#### Integrated and Connected Media Options

Print – Reach and influence senior executive decision makers  
Online Resources – Enable design and construction process  
Event Networking – Direct connection to decision maker

Sweets Dodge

ARCHITECTURAL  
RECORD

ENR  
Engineering News-Record

GreenSource  
THE MAGAZINE OF SUSTAINABLE DESIGN

Regional Publications

Constructor

**NO OTHER PUBLICATION PENETRATES  
THIS LUCRATIVE, \$27.8 BILLION\*  
REGIONAL MARKET BETTER THAN  
*Southeast Construction.***

The industry is evolving and *Southeast Construction* continually evolves to best suit your needs.

*Southeast Construction* draws upon the resources of McGraw-Hill Construction, including the most powerful brands in the industry, *Engineering News-Record (ENR)* and *Dodge* to name a few. We provide expertise that few other publications can—from cutting-edge economic research to trends in markets across the region and across the nation. These resources enable our editorial staff to better understand, and relate, the dynamic Southeastern regional construction market to you.

Whether your objective is blanket coverage of your home market, as a target market for geo-expansion or to increase your market presence in order to be extra competitive, *Southeast Construction* is the place to be—online, in print and at our live events.



\*Source: McGraw-Hill Construction, *Florida Construction* Mid-Year Outlook '09, Summer, 2009.

## OUR EDITORIAL STAFF HAS A FINGER ON THE PULSE OF THE MARKET.

They gather, refine and deliver local news and local information on the people, projects and products that shape construction in **the Carolinas, Georgia and Florida.**

### Our editorial scope and integrity makes us a trusted resource.

*Southeast Construction* has been at the forefront of reporting news, trends, and intelligence on the growing engineering and construction market, and we remain the local leader today, covering all sectors of the industry. In a market that is constantly changing and facing new challenges and opportunities, *Southeast Construction* understands the urgent need for timely and independent reporting that can be trusted by project owners and construction professionals who make crucial business and buying decisions.

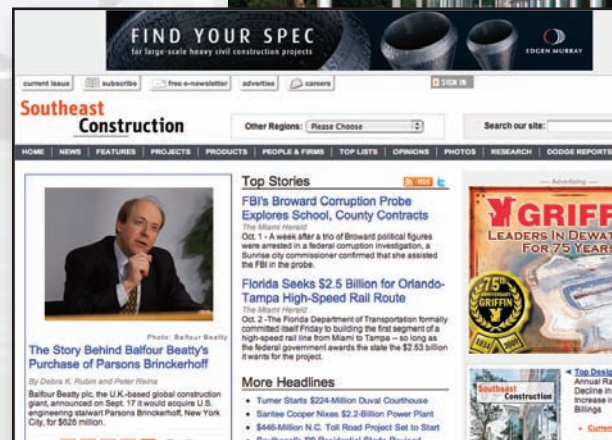
*Southeast Construction* is backed by the editorial power of *ENR*, the construction industry's "brand of record". *Southeast Construction's* editorial team collaborates with *ENR's* editors, to connect local sectors of the industry with coverage in business management, design, construction methods, products, materials, technology, equipment, safety, law, legislation, environment, cost reports, economics, workforce and labor.

### What Southeast Construction Covers...

- News and Features
- Innovation, Trends
- Equipment Management
- Information Technology
- Top Lists
- Construction Economics
- People, Projects & Products

### Find it on Southeast.Construction.com:

- Breaking news
- Feature extras
- Staff Columns & Blogs
- Viewpoints
- Availability to McGraw-Hill Construction Research, Regional Directories, Dodge Database, Building Codes, Career Center and more.



Issue	National Features	Local Features	Custom Publishing	Closing/ Mat'l. Due
<b>January</b>	2010 Forecast Directory	2010 Southeast Outlook		Nov 16/ Nov 23
<b>February/ March</b>	Equipment Owner of the Year	Miami Report Military Construction Public Works	Architect and Engineers Profiles Latin Builders Assn. Profile 2010 Outlook	Jan 28/ Feb 4
<b>April/ May</b>	Top Contractors	Orlando Report Green Construction Carolinas Report Top Green Contractors*	ABC Carolinas Profile TLC Diversified 25-Year Anniversary	Apr 1/ Apr 8
<b>June/ July</b>	Top Project Starts Contractor of the Year	Concrete Education Residential*	ABC Gulf Coast Insert Supplier Profiles	June 1/ June 8
<b>August/ September</b>	Top Specialty Contractors Technology	South Florida Report Highway Construction Report Top Design-Builders* Mid-Year Outlook*	ABC N. Florida & First Coast Profile USGBC Carolinas Professional Service Firm Profiles USGBC South Florida 2010 Directory (Mid-Aug) Mid-Year Outlook BIM & Tech Event	Aug 2/ Aug 9
<b>October/ November</b>	Top Design Firms Green Building	Georgia/Atlanta Report Healthcare Commercial Construction* Top Green Designers*	ABC Florida East Coast EIC Profile ABC Georgia Profile USGBC S Florida Profile Specialty Contractor Profiles	Oct 1/ Oct 8
<b>December</b>		Best of 2010	ABC Florida EIC Profile Best of 2010 Awards 2011 Outlook-Tampa	Oct 28/ Nov 4
<b>January 2011</b>	2011 Construction Directory	2011 Forecast		Nov 29/ Dec 6

 <b>AIA Florida</b> <small>The Florida Association of the American Institute of Architects</small> <b>AIA Florida/Carribbean Publications</b>	2010 Directory/Buyers Guide	Feb 23
	Winter Quarterly Magazine	Feb 2
	Spring Quarterly Magazine	Apr 16
	Summer Quarterly Magazine	June 30
	Fall Quarterly Magazine	Sept 3

\*Online Story

Editorial line-up is subject to change, due to late-breaking news and information.

**MAKE CONNECTIONS WITH KEY DECISION-MAKERS...  
OUR READERS ARE YOUR TARGET AUDIENCE!**

<b>Print Circulation*</b>	
Total Qualified Circulation:	<b>7,510</b>
Qualified Contractors, Owners, Subcontractors, Architects and Engineers:	<b>5,585</b>

<b>Readership Base*:</b>	
Equipment/Material Producers	<b>16%</b>
Owners/Public	<b>9%</b>
Professional Services/Other	<b>10%</b>
Engineers/Architects	<b>18%</b>
Contractors: Highway/Heavy, Building or Both	<b>47%</b>

<b>Online Users**:</b>	
Unique Visitors/Month:	<b>12,478</b>
Page Views/Month:	<b>36,000</b>

*Southeast Construction* readers are **Interested. Involved. Interactive. Important.**  
They're an invaluable link between **you...and your next project!**

Sources: \*June '09 ABC Statement, \*\*Web Trends, Jan.-June '09, Page Views based on average impressions per ad placement from OAS Ad Tracking System, Jan-June '09.

# Southeast.Construction.com PROVIDES UP-TO-THE-MINUTE NEWS AND ANALYSIS

...for construction professionals throughout the region, to stay connected on their own time, from any location around the globe. Reach online customers in your region with a Southeast.Construction.com website sponsorship. Make industry-wide connections and get cost-effective online exposure to local industry professionals buying and specifying your products and services.



### About Southeast.Construction.com

- We are open 24/7, 365 days per year
- We do not take holidays, vacation or sick days
- No guessing on your ROI – receive metrics on your ads
- 43%+ of *Southeast Construction* readers go online to Southeast.Construction.com – the website has a vast unique audience unto itself, giving you greater audience reach\*\*
- We are here to work for you

### Banner Ad Sponsorship

Banner ads are an effective tool for branding and product awareness. Reach and interact with your target audience through visually compelling ad units. Banner ads increase your exposure and drive greater awareness of your products and services.

### Banner ads help to meet your marketing goals:

- Generate leads
- Increase traffic to your website
- Alert construction professionals about your product launch
- Drive awareness of your products, services and brand
- Frequency capped for maximized exposure – limits the number of times any one user is exposed to your banner ad, so that remaining impressions can reach more unique users

### Banner ads are available in three possible size/positions:

- Leaderboard 728x90
- Upper rectangle 300x250
- Lower Rectangle 300x250

### E-mail Newsletters

**Make Connections from Any Location!** Sent twice a month to 57,000\* local AEC professionals in GA, FL, N.C and S.C. the *Southeast Construction Insider* e-Newsletter features the best news items from the publication, and web-only content including blogs, breaking news, discussion forums & photo galleries. 728 x 90, 300 x 250 Banners and Roadblock configurations are available.



\*Source: Email Labs, Jan-June 2009.

\*\* Source: Advantage Business Research (advantageresearch.com)

**DISPLAY ADVERTISING:**  
***Southeast Construction* BUILDS YOUR BRAND**  
**AND DRIVES AWARENESS LIKE NO OTHER VEHICLE IN**  
**THE MARKET!**

We offer a variety of advertising options to fit your budget and target your key audiences.

**Special Advertising Sections**

**Align your message with specific editorial topics.**

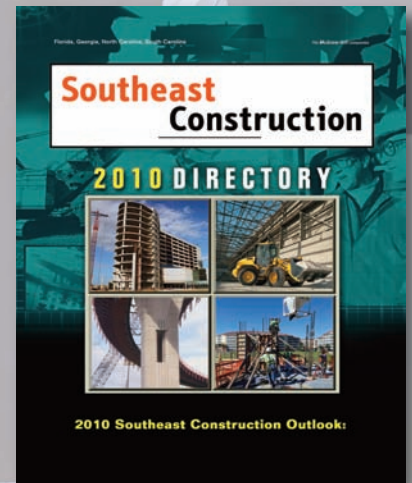
*Southeast Construction's* Special Advertising Sections provide construction professionals with focused information direct from industry sources and associations on specific vertical industry topics. They provide the perfect opportunity for you to position your company as a vertical market product and service provider.



**Regional Directories**

**If there is one issue not to miss, it is the Annual Construction Directory!**

*Southeast Construction* publishes a Construction Directory that lists the leading firms in the industry, in a number of different categories. This resource tool is used throughout the year, so your advertising dollars go further.



## EVENT SPONSORSHIPS = GREAT REWARDS

While we encourage you to connect with potential customers both online and in print, nothing beats personal interaction, for sales success.

Face-to-face networking is still one of the most important avenues for making direct connections to key decision-makers who build leading projects in the construction industry.

Where else can you make valuable connections via a handshake, a smile, with a prospect who wants to learn more about your firm at your trade show booth, or at breakfast after a seminar or meeting? Only at industry-leading conferences and events from *Southeast Construction* and McGraw-Hill Construction.

Our events and conferences provide unique access for construction marketers to make connections and gain new insight. The setting of our conferences and events is both informative and educational, and provides plenty of networking opportunities for you to cultivate new business and to strengthen your existing relationships as well.

### Meet decision-makers at our industry-leading events, including...

- CEO's
- Presidents
- Executive Vice Presidents
- Senior Vice Presidents
- Vice Presidents
- Partners
- Business Development Executives
- Directors
- Managers

### Network with industry leading companies, like these...

- |                           |                                  |                                    |
|---------------------------|----------------------------------|------------------------------------|
| AbellGarcia Architects    | City of Orlando Public Works     | Killis Almond & Associates         |
| Ace Electric, Inc.        | City of Port St. Lucie           | Kraft Construction Company, Inc    |
| AECOM                     | City of St. Cloud                | New South Construction Co. Inc     |
| Ayres Associates          | Everglades University            | PCL Civil Constructors, Inc        |
| BE & K Building Group     | Florida Structural Steel & Tampa | Peter R. Brown Construction, Inc   |
| Bliss & Nyitray, Inc.     | Tank Granite Construction Co.    | Siemens Building Technologies, Inc |
| BRPH Companies, Inc.      | Hardin Construction Co., LLC     | Suffolk Construction               |
| Certified Slings & Supply | HITT Contracting Inc.            | Tampa Tank                         |
| CH2MHILL                  | Ivey Mechanical Co. LLC          | Tarmac America                     |
| City of Orlando           | Jones Edmunds & Associates       | The Weitz Company                  |

\* Source: McGraw-Hill Construction Event Attendee Lists

## McGraw-Hill Construction Conferences and Events Cover Hot Industry Topics Such as BIM, Green, Emerging Markets and the Economic Stimulus.

This year's events include:

### **ENR's Award of Excellence**

Years worth of expertise & knowledge in one room... that's our audience of 1,400 construction professionals... have you connected lately?

**April 8, 2010 - New York, New York** – [www.construction.com/events/AwardofExcellence09/](http://www.construction.com/events/AwardofExcellence09/)

### **Architectural Record's Schools of the 21st Century**

This symposium focuses on how to make better school design decisions for architects, school board members

**April 9, 2010 - Chicago, IL** – [www.construction.com/events/21Schools09/](http://www.construction.com/events/21Schools09/)

### **ENR/CURT Construction Business Forum**

This event brings together the owners, engineers and contractors for a high-level conference on industry hot topics.

**June 2010 - Arlington, VA** – [www.construction.com/events/enrcurt/](http://www.construction.com/events/enrcurt/)

### **Architectural Record Innovation Conference**

Connect to architects, interior designers, engineers, energy consultants and educators at the design industry's leading event.

**October 6-7, 2010 - New York, New York** – [www.construction.com/events/innovation2009/](http://www.construction.com/events/innovation2009/)

### **McGraw-Hill Construction's Economic Outlook Executive Conference**

Get a first-hand view of industry trends and the economic forecast that will affect the construction industry. This Conference will give you the vital information you need to plan for business success.

**October 28-29, 2009 - Washington, DC** – [www.construction.com/events/outlook2010/](http://www.construction.com/events/outlook2010/)

### **Regional Economic Outlook Conference**

**Local Event!**

Local professionals and industry experts come together to review the latest research and forecasts for upcoming activity in the Southeastern regional market, across multiple construction categories. Many area builders base their plans upon Outlook.

**December 2010 - February 2011 - Cities TBD** [www.construction.com/events/outlook2010regionals/](http://www.construction.com/events/outlook2010regionals/)

### **Best of Awards**

**Local Event!**

The Best of Awards is an annual celebration to honor the building teams that created the best projects in our region, in a range of categories that include steel, concrete, healthcare and more. Once named, the Southeast's "Best Projects" award winners will be entered into the National "Best of" Awards competition and will be judged against entries from other regions, and profiled in *ENR* and all ten local Regional Publications.

**December 2011 - Cities TBD** – [www.construction.com/events/bestof2009/](http://www.construction.com/events/bestof2009/)

**Click here to learn about sponsoring any of these events,  
and start building better connections, today!**

**Link to:** [www.construction.com/events/sponsorship.asp](http://www.construction.com/events/sponsorship.asp)

**Check our site for updated events information:** [www.construction.com/events/](http://www.construction.com/events/)

## ONLINE, IN PRINT AND AT EVENTS.

### Why custom marketing will work for you!

Customized media, which includes Custom Publishing, Advertorials, Newsletters and e-newsletters, go beyond traditional display advertising to tell your story in a compelling format. It allows you to cut through the clutter and the competition associated with traditional media, to showcase your brand and deliver your message exclusively to targeted customers and prospects.

### Custom marketing program benefits:

- Build long-term brand awareness and preference
- Communicate and focus your messaging through appropriate media platforms
- Drive leads and ad measurement
- Align media tactics with marketing objectives
- Separate your brand from the competition
- Reach your target audience
- Educate and share your industry knowledge

### We offer turnkey services to help you develop your custom marketing program:

- Editorial and content development
- Creative design
- Audience development
- Print and delivery execution
- Marketing and strategic consulting

### Custom Marketing Opportunities

- Webcasts & Webinars
- Custom Events and Roundtables
- Direct marketing and e-mail marketing
- Gatefolds, bellybands, coverwraps and inserts



### Company Profiles

*Southeast Construction* can create a special section that focuses on your company and insert it into an upcoming issue. A company profile should be an important part of your marketing plan if your firm is taking a new direction, celebrating an anniversary or re-positioning itself in the marketplace.



### Reprints and Copy Sales

Was your firm mentioned prominently in a recent feature story in *Southeast Construction*? Make sure that your clients and prospective clients know about your expertise. Get reprints made and add them to your marketing kit to extend the life of that third-party endorsement. Or, you can purchase extra copies of the entire magazine for use in promotional mailings.



### Plaques

Promote your accomplishments everyday, in your own lobby. For special recognition of your efforts and industry rankings, *Southeast Construction* offers high-quality plaques, with company name and ranking.

### Custom Digital Sections

*Southeast Construction* wants to help you and your business make the leap to digital communications, to reach the entire building team both in print and online. "Best of" Award Winners now have the opportunity to create a custom "Digital Magazine," comprised of the Best of Awards magazine cover, your single-page ad and one page of editorial content or "Advertiser's Viewpoint." Digital Magazine packages also include a URL link that can be placed on your company website and marketing materials, as well as printed copies for your internal and/or external distribution. Audio, video and podcast options are also available.





**Ad Material Requirements**

- Ads must be supplied in a suitable electronic form.
- Proof prints must be supplied with ads.
- Color proof required for color ads.
- Digital files may be sent in by disk or with special permission, email.
- Macintosh or PC compatible files are acceptable.
- All digital image files must be supplied at 300 dpi at actual size in EPS, TIFF or PDF formats (with fonts embedded).
- Programs supported are QuarkXPress, Adobe Photoshop and Adobe Illustrator, Adobe InDesign.

**Online Banner Ad Rates**

Ad Unit	Average Monthly Impressions	Monthly Rates
728x90 Leaderboard	36,000*	\$2,340
300x250 Upper Rectangle	36,000*	1,980
300x250 Lower Rectangle	36,000*	1,620

\*Average monthly impressions based on historical data from January 01- June 30, 2009; Numbers are rounded down to the nearest 500; Actual impression levels may be higher or lower with no effect on sponsorship cost.

**Online e-Newsletter Rates**      6x      12x      18x      24x

**Southeast Construction Insider - Distribution 57,000\***

Ad Unit	Rates (Gross)			
728x90 Leaderboard	\$2,850	\$2,705	\$2,565	\$2,425
300x250 Rectangle	1,425	1,355	1,285	1,210

Minimum order: 6X schedule. Schedule may consist of any combination of ad placements within a 6-month period. \*Distribution based off number of emails sent as of August 2009; numbers are subject to change with no effect on rates

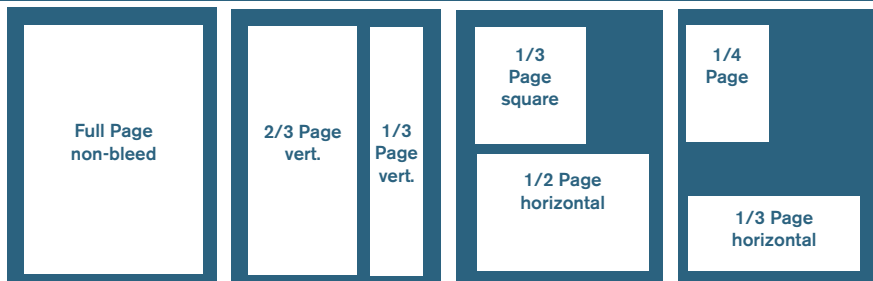
**Print Rates**      1x      4x      7x      12x

Black & White				
Full	\$1,605	\$1,455	\$1,310	\$1,175
2/3	1,330	1,200	1,090	980
1/2	1,005	915	820	750
1/3	805	730	655	590
1/4	670	605	550	495
Two Color *Black plus one color				
Full	\$1,845	\$1,695	\$1,550	\$1,415
2/3	1,570	1,440	1,330	1,220
1/2	1,245	1,155	1,060	990
1/3	1,045	970	895	830
1/4	910	845	790	735
Four Color				
Full	\$2,155	\$2,005	\$1,860	\$1,725
2/3	1,880	1,750	1,640	1,530
1/2	1,555	1,465	1,370	1,300
1/3	1,355	1,280	1,205	1,140
1/4	1,220	1,155	1,100	1,045
Classified Ad Rates				
1 Page	\$1,000	---	\$900	\$800
2/3	900	---	700	700
1/2	700	---	600	400
1/3	600	---	400	300
1/4	400	---	300	300
1/6	300	---	200	200
1/8	200	---	100	100

**Premium Positions/Additional Cost**

Inside Front Cover	15%	Second Spread or Center Spread	10%
Page 1	15%	Inside Back Cover	15%
Page 2 through 9	10%	Outside Back Cover	20%

**Ad Layouts & Sizes**



**Ad Sizes Inches**

Trim size	8 1/8 w	X	10 7/8 h
Page bleed	8 3/8 w	X	11 1/8 h
Page non-bleed	7 w	X	10 h
2/3 page vertical	4 1/2 w	X	10 h
1/2 page horiz.	7 w	X	4 7/8 h
1/3 page square	4 1/2 w	X	4 7/8 h
1/3 page vertical	2 1/8 w	X	10 h
1/3 page horiz.	7 w	X	3-3/8 h
1/4 page	3 3/8 w	X	4 7/8 h

- The provisions of this rate card are the official rates and regulations.
- Publisher reserves the right to reject any advertisement.
- Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims arising therefrom against the Publisher.
- Cancellation of advertisement will be accepted only if received in writing not less than (10) days in advance of closing date. Preferred position orders are non-cancelable.
- The publisher reserves the right to put the word "Advertisement" with copy that, in the Publisher's opinion, resembles editorial matter.
- All consecutive and nonconsecutive contracts must be filled within one year of date of contract.
- An incomplete schedule will be subject to short-rate computed at earned rate.
- Credits incurred by increasing frequency during a contract year will be applied toward future billing for space. No cash rebates or credit to past balances will be made.
- Contracts are subject to rate change with 60 days notice by the Publisher. If such revision is unacceptable to the advertiser, the contract may be cancelled without short-rate.
- An advertiser can increase or reduce a display ad size under a multiple insertions contract; the new size rate will be computed at the same frequency contracted.

**Recognized agency:** "Recognized agency" as used in this rate sheet refers to an individual or group or individuals, independent of the advertiser, who makes the media selection, handles the order, coordinates and processes the space placed with the Publisher under terms of this rate sheet, provides final electronic files and proofs, furnishes and prepays transportation and import charges on all printing materials submitted and processes prompt payment.

**Issuance and closing dates:** *Southeast Construction* magazine is published monthly. Closing date is approximately one month prior to publication. All materials for display advertising, including complete electronic files, alterations, furnished inserts and insertion orders, must be received approximately 20 days preceding date of issue. When no acceptable copy is furnished by material due date for space under contract, the Publisher reserves the right to repeat latest advertisement or to charge for unused space. No cancellations after deadlines.

**Agency commissions:** A 15% commission will be given to recognized agencies on all rates for final material (prepress to our specifications). If other material is furnished, conversion charges will be billed to agency, plus 10 percent. Advertisements one-quarter page or under are noncommissionable. Commissions will not be given to accounts that are 60 days past due.

**Production services:**

Our production department has the capability to provide design services at a nominal rate.

**Ask a Sales Representative for more details.**

## CONTACT INFORMATION

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