



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

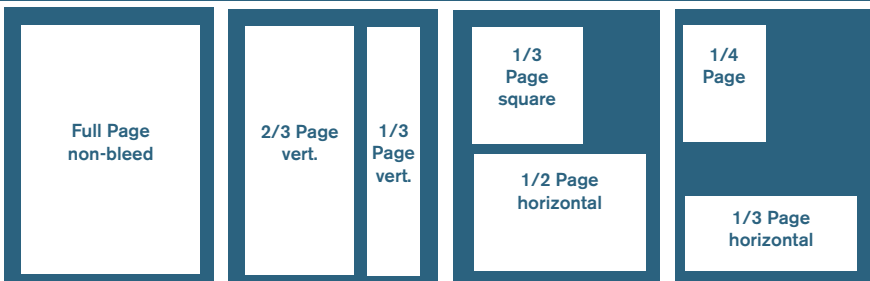
Four Color				
Full	\$2,155	\$2,005	\$1,860	\$1,725
2/3	1,880	1,750	1,640	1,530
1/2	1,555	1,465	1,370	1,300
1/3	1,355	1,280	1,205	1,140
1/4	1,220	1,155	1,100	1,045

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