

commonwealth

# contractor

A Magazine by Associated Builders and Contractors-Virginia Chapter

2010

## 2010 MEDIA KIT



# 2010 EDITORIAL CALENDAR

*Commonwealth Contractor* is the only industry publication that exclusively covers Virginia's commercial construction industry. This publication will tackle the issues that affect our three diverse membership regions: Northern Virginia, Central Virginia and Hampton Roads.

We cover the news, people you want to hear from, politics and regulations affecting commercial construction in Virginia, management information, jobsite challenges and trends impacting our industry.

## 2010 MAGAZINE DEPARTMENTS

### POLITICS AND INFORMATION

Updates on national, state, and local government affairs, issues, politics, legal and regulatory measures

### TRENDS

The latest trends in the industry affecting Virginia contractors

### BUILDING GREEN

Political, educational, technical and many other aspects of building green

### HUMAN RESOURCES

The human side of the business

### MEETING THE CHALLENGE

The solution to a common management, jobsite or technical challenge

### MARKETING

Marketing and business development tricks of the trade specific to commercial construction

### SAFETY TOOLBOX

Resources for our contractors and safety directors

### PERSPECTIVES

Different perspectives of industry players

### ABC-VA

News, events and people of ABC-VA

### LIGHTEN UP

Funny stories, interviews, comics from the industry



## JANUARY

### 2010 ECONOMIC OUTLOOK

*How Commercial Construction Has Changed*

Advertisements Due By: December 7



## MARCH

### COMPETITION AND ETHICS

*at They Look Like Into Today's Marketplace*

Advertisements Due By: February 8



## MAY

### DELIVERY METHODS

*Virginia Contractors Tackle New Ways to Get the Job Done*

Advertisements Due By: April 5



## JULY

### VIRGINIA'S EDGE CITIES

*Where They Have Been and Where They Are Going*

Advertisements Due By: June 7



## SEPTEMBER

### VIRGINIA'S CRUMBLING INFRASTRUCTURE

*Its Impact on State Development*

Advertisements Due By: August 9



## NOVEMBER

### DID HE HAVE TO DIE?

*Why Jobsite Safety Should Be the Top Priority*

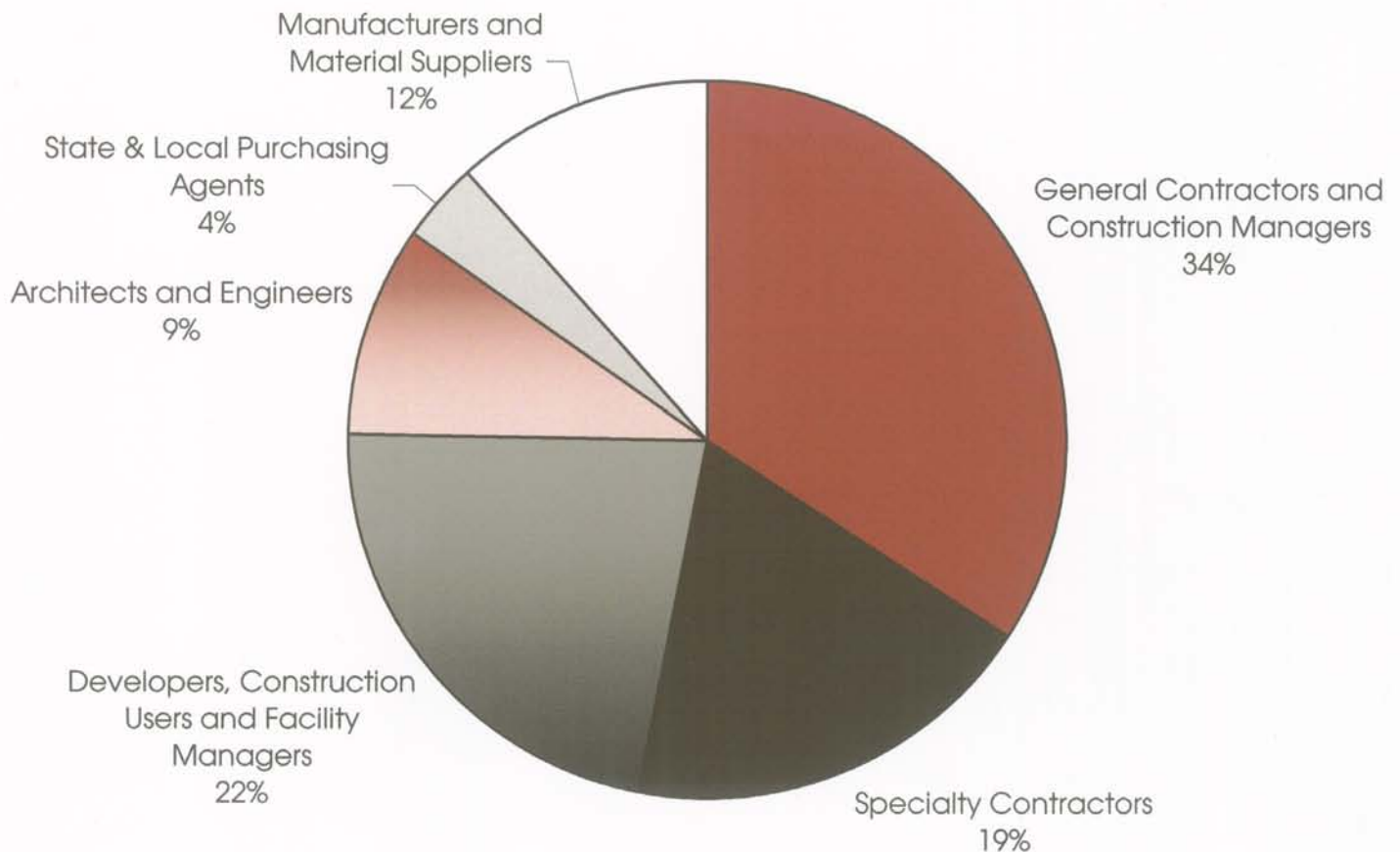
Advertisements Due By: October 4

# BLUEPRINT For SUCCESS

*Commonwealth Contractor* serves Virginia's commercial construction industry with relevant and timely information keeping our readers in the know and reporting on the issues that impact Virginia contractors and the merit shop philosophy.

This publication will demonstrate that ABC members stand for free enterprise, quality construction, educating their workforce, caring for their environment, giving back to their community and building a better Virginia.

## The DISTRIBUTION



*Commonwealth Contractor's* circulation reaches far beyond ABC's 660 firms. With an additional 1,840 developers, owners, architects, engineers, general contractors, specialty contractors, purchasing agents and construction users, the magazine has a total circulation of 2,500 construction industry professionals.

*Commonwealth Contractor* reaches key construction firm principals. Its subscribers range from small emerging contractors to large global firms with the overwhelming majority being executive and upper management.

# Ad SPECS & RATES

In 2010 we will be offering advertisers the opportunity to place a full page, or half page four-color processed advertisement in *Commonwealth Contractor*.

\* Color and bleed are free of charge in 2010

## PREMIUM PAGES

(Outside Back Cover, Inside Front Cover,  
Inside Back Cover)

Trim: 8 3/8 " X 10 7/8 "  
Bleed: 8 5/8 " X 11 1/8 "  
(1/8" outside trim on all sides)

## SINGLE FULL PAGE

Trim: 8 3/8 " X 10 7/8 "  
Bleed: 8 5/8 " X 11 1/8 "  
(1/8" outside trim on all sides)

## HORIZONTAL HALF PAGE

Trim: 7 1/4 " X 4 5/8 "

## VERTICAL HALF PAGE

Trim: 4 5/8 " X 7 1/4 "

## PREMIUM PAGES

Outside Back Cover

1 X RATE: \$2,070.00

3 X RATE: \$1,800.00

6 X RATE: \$1,600

Inside Front Cover and Inside Back Cover

1 X RATE: \$1,840.00

3 X RATE: \$1,600.00

6 X RATE: \$1,400.00

## SINGLE FULL PAGE

1 X RATE: \$1,265.00

3 X RATE: \$1,100.00

6 X RATE: \$900.00

## HORIZONTAL HALF PAGE

1 X RATE: \$660.00

3 X RATE: \$575.00

6 X RATE: \$475.00

## VERTICAL HALF PAGE

1 X RATE: \$660.00

3 X RATE: \$575.00

6 X RATE: \$475.00

## AD SALES END MONDAY, DECEMBER 7, 2009

### SPACE RESERVATION

To reserve your space, complete the form and fax to (703) 968-6861, call Pat Dean at (703) 968-6205, or email pat@abcva.org by Monday, December 7, 2009.

### MEDIA SPECIFICATIONS

All advertising should be submitted in digital format. Required format for a four-color digital advertisement is a high-resolution, press-ready PDF or EPS file, with all fonts and images embedded.

If an advertisement is submitted without an acceptable color proof, *Commonwealth Contractor* assumes no responsibility and/or liability for image, color, typographic and/or positioning irregularities.

### PUBLISHER'S NOTE

Editorial content is independent of advertising influence.

### PAYMENT TERMS & CONDITIONS

Payment for advertisements are billed individually after each issue is distributed. Payment is due 30 days from the date of the publisher's invoice.

### CANCELLATIONS

Cancellations are not accepted unless received in writing prior to the date of sales closing.

### SUBSCRIPTIONS

A one year subscription can be purchased for \$45 to *Commonwealth Contractor*.

### SEND AD MATERIALS TO:

Lindsay Minard

Lindsay@abcva.org

5505 Robin Hood Road, Suite D, Norfolk, VA 23513

T: (757) 855-8220 F: (757) 855-8225

# Ad REGISTRATION

## Commonwealth Contractor

### 2010 Advertisement Registration

Reserve Your Space Today!

Please complete form and fax to (703) 968-6861 or email pat@abcva.org

I contract for the following four color processed, bled advertisement(s) that will run in  
*Commonwealth Contractor* in 2009:

ADVERTISEMENT SIZE	COST 1 X RATE	COST 3 X RATE	COST 6 X RATE
Premium Page: Outside Back Cover	\$2,070.00	\$1,800.00	\$1,600.00
Premium Page: Inside Front Cover	\$1,840.00	\$1,600.00	\$1,400.00
Premium Page: Inside Back Cover	\$1,840.00	\$1,600.00	\$1,400.00
Single Full Page:	\$1,265.00	\$1,100.00	\$900.00
Horizontal Half Page	\$660.00	\$575.00	\$475.00
Vertical Half Page	\$660.00	\$575.00	\$475.00

Total: \$ \_\_\_\_\_

I have read and agree with the terms of the rate card and this contract as it applies to my company. Deadlines and publication dates are determined by the publisher (Associated Builders and Contractors-Virginia Chapter) and are subject to change without notification. The advertiser agrees to cover Associated Builders and Contractors-Virginia Chapter from all libel claims and copyright infringement claims with respect to advertisements placed in *Commonwealth Contractor*.

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

CONTACT: \_\_\_\_\_ POSITION: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

(The person signing this contract is authorized to do so binding his/her company to the agreement even if no longer employed when payment is due).

**AD SALES END MONDAY, DECEMBER 7, 2009**

Please complete form and fax to (703) 968-6861 or email pat@abcva.org