Ad Sizes & Specifications

	SIZE	BLEED	TRIM
Full Page Spread*		16" x 11"	15.75" x 10.75"
Full Page*		8.125" x 11"	7.875" x 10.75"
2/3 Page	4.5625" x 10"		
1/2 Page Standard	4.5625" x 7.375"		
1/2 Page Horizontal	7" x 4.875"		
1/2 Page Vertical	3.375" x 10"		
1/3 Page Standard	4.5625" x 4.875"		
1/3 Page Vertical	2.1875" x 10"		
1/4 Page	3.375" x 4.875"		

*LIVE AREA: All logos and type must be .25" (1/4") away from the trim

Send materials to:

Rental
Patti Brown, Media Production Rep
1233 Janesville Avenue, Fort Atkinson, WI 53538
800-547-7377 x1637 / Patti.Brown@Cygnus.com
FTP: (If files are larger than 10MB) http://webftp.cygnuspub.com

PDF is the preferred format for file submission.
For complete mechanical specs, please visit our marketing and advertising online resource at **ForConstructionPros.com/Advertise**

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Display Ad Rates 2012

	1X	4X	6X	8X	12X
Full page spread	$8,895	$8,660	$8,420	$8,190	$7,930
Full Page	5,095	4,955	4,810	4,685	4,550
2/3 Page	4,105	3,985	3,860	3,765	3,655
1/2 Page Standard	3,545	3,455	3,375	3,270	3,180
1/2 Page	3,175	3,080	3,005	2,915	2,815
1/3 Page	2,570	2,475	2,425	2,350	2,215
1/4 Page	2,155	2,105	2,045	1,985	1,930

Color Rates: Four-color process $1,275

52% of business-to-business print magazine subscribers say print-only is their preferred format.† Don't miss out on half of your market. Ask us about a strategic mix of print and digital solutions to reach your entire target market.

†Signet Research AdStudies

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