

99,695 subscribers** in highway and heavy construction, general building construction, concrete construction, asphalt paving, airport business, and government employees with road jurisdiction.







Educating contractors on the sustainable construction pathway to profits

If you believe that educating contractors on sustainable construction best practices is not only important, but a pathway to increased profits, then partner with *Sustainable Construction* to help close the information gap.

Sustainable Construction educates contractors on how they can improve productivity and efficiency, win sustainable projects, and ultimately drive profitability through sustainable best practices while decreasing their environmental footprint.

This unique sponsorship opportunity gives you a print and digital voice to share your expertise, promote your sustainability commitment, and help contractors understand sustainable practices to improve their business.

Editorial Calendar:

	MARCH	JUNE		DECEMBER	
Ad close	2-3-2014	5-2-2014	8-4-2014	10-29-2014	
Materials due	2-10-2014	5-9-2014	8-11-2014	11-5-2014	
In every issue: Sustainable project profile Sustainable products Safety and well being					
	■ Demolition/recycling	g E ducation	n/training ■ Mi	nimizing emissions	
	 Optimizing the use of renewable resources 				

Includes the print edition — mails with Concrete Contractor, Equipment Today and Asphalt Contractor Dates and topics are subject to change without notice.

Sean Dunphy, Publisher

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Sponsorships are available at many price levels.

Options include our quarterly digital edition, award-nominated iPad app, monthly e-newsletters, website and fall print issue.

Ad Sizes & Specifications

	SIZE	BLEED	TRIM
Equipment Today			
Tabloid Spread*		22" x 14.75"	21.75" x 14.5"
Tabloid Page*		11.125" x 14.75"	10.875" x 14.5"
1/2 Tabloid*		11.125" x 8.25"	10.875" x 8"
Journal Spread*		16.25" x 11"	16" x 10.75"
Journal Page*		8.25" x 11"	8" x 10.75"

Asphalt Contractor, Concrete Contractor, Pavement, Rental & Sustainable Construction		
Full Page Spread*	16" x 11"	15.75" x 10.75"
Full Page*	8.125" x 11"	7.875" x 10.75"

ALL publications		
2/3 Page	4.5625" x 10"	
1/2 Page Standard	4.5625" × 7.375"	
1/2 Page Horizontal	7" × 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" × 4.875"	

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

How to create your files:

Preferred file format: PDF X/1a

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating highresolution PDFs. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions. including bleed.

Where to send materials:

Email files to the assigned Media Production Rep. For files larger than 10MB send via FTP: http://webftp.cygnuspub.com

Equipment Rental





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Contact us today for an entirely new experience in business-to-business marketing planning.

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CYGNUS

1233 Janesville Ave. Fort Atkinson, WI 53538 www.Cygnus.com The Cygnus Difference

As one of America's top business-to-business media companies, Cygnus Business Media is leading the way in providing marketing solutions and targeted content to top decision-makers and organizations. We reach millions of professionals annually across FIVE MEDIA PLATFORMS. Our corporate initiatives and organizational architecture are built with one goal: fully engaging business audiences in the markets we serve.



For updated information throughout the year, visit our marketing resource center at **ForConstructionPros.com/Advertise** or call your integrated media consultant at **800.547.7377**.

