



# The California Constructor Advantage

*California Constructor* magazine is the only publication that reaches all segments of the construction industry throughout the entire state. It is the official magazine of the Associated General Contractors of California (AGC of CA), one of the largest chapters of the national Associated General Contractors of America.

*California Constructor* has a broad reach and influence, reaching all AGC of CA members plus all nonmember contractors throughout the state. It is also sent to key legislators and government agencies that make decisions on new construction and maintenance and hire contractors for these projects.

The circulation of *California Constructor* is 1,600 print subscribers and 3,800 online subscribers. The chart below shows the range of readers across the State of California.



## Powerful Online Presence

*California Constructor* is on the leading edge of digital publishing with an attractive, easy-to-use online magazine that includes:

- Sophisticated page-turning software for quick and easy browsing
- Weblinks to all website addresses in editorial and advertising
- Hyperlinks from the cover and table of contents to all articles and advertisements
- Keyword searches of all editorial content
- Zooming and printing capability
- "Share" button to send the online magazine to colleagues

## California Constructor by the Numbers

**84%**

Readers rating *California Constructor* as "useful" or "extremely useful" for their business.

**97%**

Readers rating *California Constructor* as a "quality publication."

**63%**

Readers saying that getting product information in *California Constructor* is "important" or "extremely important" to their company.

## California Constructor Contacts

### AGC of California

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### Publisher

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arickard@assocvision.com

### Editor

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# Editorial Calendar

Issue	Issue Focus
March/April 2019	<p>Legal Issues in the Construction Industry</p> <ul style="list-style-type: none"> <li>• <i>A look at the latest legal trends and cases impacting California contractors</i></li> <li>• <i>Association Highlight: AGC of CA Officers Installation &amp; Feature on 2019 President</i></li> <li>• <i>Special Market Focus: The state of the institutional construction market in California, from education and healthcare to life science and government projects</i></li> <li>• <i>Project Spotlight: TBD</i></li> </ul>
May/June 2019	<p>Construction Industry Business Trends and Market Opportunities</p> <ul style="list-style-type: none"> <li>• <i>How AGC Is creating opportunities for Small Business, Specialty Contractor, Associate and CLC Members</i></li> <li>• <i>Spotlight on Small Business Council, Associates Council and Specialty Contractors Councils – Creating opportunities and meeting challenges</i></li> <li>• <i>AGC CLC creating opportunities for members to give back</i></li> </ul>
July/August 2019	<p>Legislative &amp; Regulatory Issue</p> <ul style="list-style-type: none"> <li>• <i>Legislative Issues impacting the construction industry</i></li> <li>• <i>Highlights of the AGC 2019 Legislative Summit</i></li> <li>• <i>Regulatory Spotlight – Issues and challenges facing California contractors and subcontractors on the regulatory front – air quality, water and safety-related regulations</i></li> <li>• <i>Project Spotlight: I-405 Project</i></li> </ul>
September/October 2019	<p>Construction Education and Workforce Development</p> <ul style="list-style-type: none"> <li>• <i>Rollout of AGC of California's new workforce program: Build California</i></li> <li>• <i>AGC Construction Education Foundation activities</i></li> <li>• <i>Project Spotlight TBD</i></li> </ul>
November/December 2019	<p>Trends in Technology in Construction</p> <ul style="list-style-type: none"> <li>• <i>A look at the latest tech trends shaping the construction jobsite</i></li> <li>• <i>Special Market Focus: Sustainable design and construction – green building trends with spotlight on a prominent sustainable, net-zero project</i></li> </ul>
January/February 2020	<p>AGC of California's Leadership and Vision for its Centennial Year</p> <ul style="list-style-type: none"> <li>• <i>2020 Leadership lineup</i></li> <li>• <i>Construction Industry review and forecast – what's on the horizon for 2020?</i></li> <li>• <i>Insurance, financial risk management and business trends for the construction industry</i></li> </ul>
March/April 2020	<p>32nd Annual AGC of California Awards Issue</p> <ul style="list-style-type: none"> <li>• <i>Constructor and Achievement Awards</i></li> <li>• <i>Safety Awards of Excellence</i></li> <li>• <i>Market Spotlight: Trends in project delivery</i></li> </ul>

## Advertising Contact

Al Rickard, CAE  
 Publisher  
 Association Vision  
 703-402-9713  
[arickard@assocvision.com](mailto:arickard@assocvision.com)  
 FAX 703-783-5501

### TERMS AND CONDITIONS

- All ads are subject to approval by AGC of California.
- Frequency discounts are based on the number of ads run within a 12-month period.
- Ads may not be cancelled after the ad closing dates published in the AGC of California media kit.
- An advertiser who does not complete a contracted schedule within 12 months of the first insertion will be billed for discounts taken but not earned.
- Premium positions may not be available if purchased earlier by other advertisers.
- Ads will be invoiced upon publication of each issue. Payment is due 30 days from date of invoice.
- AGC of California reserves the right to require advance payment for ads.

# 2019-2020 California Constructor Advertising Contract

Advertisement	1X	3X	6X
Back Cover	\$ 3,175	\$ 3,050	\$ 2,900
Inside Front Cover or Inside Back Cover	\$ 2,950	\$ 2,900	\$ 2,850
Full Page	\$ 2,850	\$ 2,800	\$ 2,750
Half Page Island or Half Page Horizontal	\$ 2,050	\$ 1,900	\$ 1,775
Third Page Square	\$ 1,525	\$ 1,475	\$ 1,375
Quarter Page Vertical	\$ 1,100	\$ 1,050	\$ 975

Rates above are for 4C ads – BW rates are .80 of the 4C rate.

### DISCOUNTS

Only one of the following discounts may apply:  
**20% discount for AGC of California Members**  
**15% discount for ads placed by an accredited ad agency**

Please circle the desired ad in the chart above and check off the desired issues below.

- |                                                                                    |                                                                                   |
|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <input type="checkbox"/> Mar/Apr 2019 (Ad Closing Jan 25; Materials Due Jan 31)    | <input type="checkbox"/> Nov/Dec 2019 (Ad Closing Sept 20; Materials Due Sept 27) |
| <input type="checkbox"/> May/June 2019 (Ad Closing Mar 22; Materials Due Mar 29)   | <input type="checkbox"/> Jan/Feb 2020 (Ad Closing Nov 22; Materials Due Dec 3)    |
| <input type="checkbox"/> July/Aug 2019 (Ad Closing May 24; Materials Due May 31)   | <input type="checkbox"/> Mar/Apr 2020 (Ad Closing Jan 24; Materials Due Jan 31)   |
| <input type="checkbox"/> Sept/Oct 2019 (Ad Closing July 26; Materials Due July 31) |                                                                                   |

### ADVERTISER INFORMATION

Contact Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Phone \_\_\_\_\_ E-Mail \_\_\_\_\_  
 Signature \_\_\_\_\_

### ADVERTISING CONTACT INFORMATION

Al Rickard, CAE  
 Publisher  
 Association Vision  
 4501 Hazelnut Court  
 Chantilly, VA 20151  
 703-402-9713  
 arickard@assocvision.com

### ADVERTISING PAYMENT INFORMATION

Advertisers will be invoiced for ads upon publication of each issue. If you wish to pay by credit card, please fill out the information below. Fill in the per-issue dollar amount and your card will be charged upon publication of each issue.

Circle Credit Card Type:  VISA  MC  AMEX  
 Name on Card \_\_\_\_\_  
 Card # \_\_\_\_\_  
 Billing Address (if different from address above) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Expiration Date \_\_\_\_\_ Dollar Amount to Charge \_\_\_\_\_

**Please e-mail this form to  
 Al Rickard at arickard@  
 assocvision.com or FAX  
 it to him at 703-783-5501**

# California Constructor Material Specifications

## Trim Size:

8 1/2" x 11"

## Preferred Materials:

- Press quality PDF files are preferred.
- Pre-flighted, digital files may be supplied on CDs, DVDs, or via e-mail. All files must include all linked scans, artwork, and fonts used in the file.
- Very large files can also be uploaded to sites such as [www.yousendit.com](http://www.yousendit.com) or [www.sendbigfiles.com](http://www.sendbigfiles.com).

## Software Programs

We recommend files to be prepared using the following software programs: Adobe CS 4 or later in InDesign, Illustrator, or PhotoShop.

## File Format Information

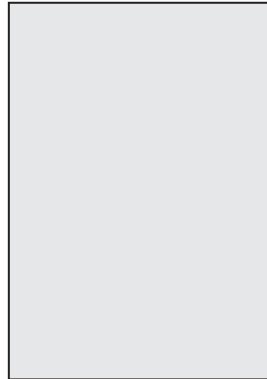
- **Compression:** Files may be compressed.
- **Resolution:** Grayscale and color images/files should have a resolution of 300 dpi, 133 line screen. Scanned black and white line art should have a minimum resolution of 600 dpi at 100%.

## No Ad? No Worries!

If you don't have an ad, we can create one for you! Contact Al Rickard at 703-402-9713 or [arickard@assocvision.com](mailto:arickard@assocvision.com).

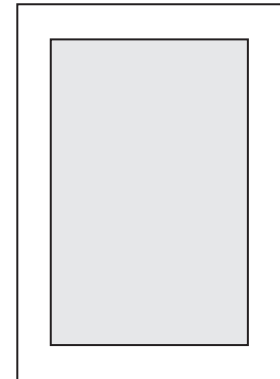
## Send advertising materials to:

Al Rickard, CAE  
Publisher  
Association Vision  
4501 Hazelnut Court  
Chantilly, VA 20151  
703-402-9713  
[arickard@assocvision.com](mailto:arickard@assocvision.com)



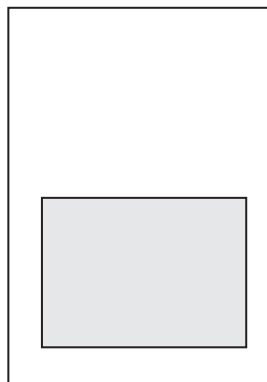
**Full Page Bleed**

8 3/4" x 11 1/4"



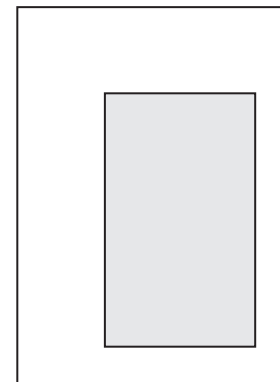
**Full Page Non-Bleed**

7 1/4" x 10"



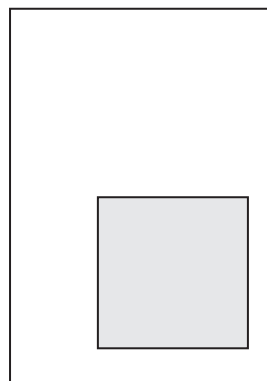
**Half Page Horizontal**

7 1/4" x 4 3/4"



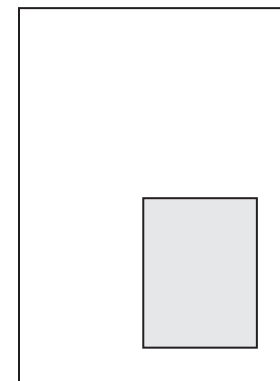
**Half Page Island**

4 3/4" x 7 1/2"



**Third Page Square**

4-3/4" x 4-3/4"



**Quarter Page Vertical**

3-1/2" x 4-3/4"