



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 Adobe InDesign, Adobe Photoshop, Adobe Illustrator and QuarkXPress

Online Banner Ad Rates

Ad Unit	Average Monthly Impressions	Monthly Rates
728x90 Leaderboard	33,000*	\$2,150
300x250 Upper Rectangle	33,000*	1,820
300x250 Lower Rectangle	33,000*	1,490

*Average monthly impressions based on combined levels from Colorado Construction and Intermountain Contractor. 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

Ad Unit	6x	12x	18x	24x
Mountain States Construction Insider - Colorado Edition - Distribution 5,000* (CO & WY)				
Rates (Gross)				
728x90 Leaderboard	\$575	\$545	\$520	\$490
300x250 Rectangle	425	405	385	360
Mountain States Construction Insider - Intermountain Edition - Dist. 4,000* (ID, MT & UT)				
728x90 Leaderboard	\$525	\$500	\$475	\$445
300x250 Rectangle	375	355	340	320

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

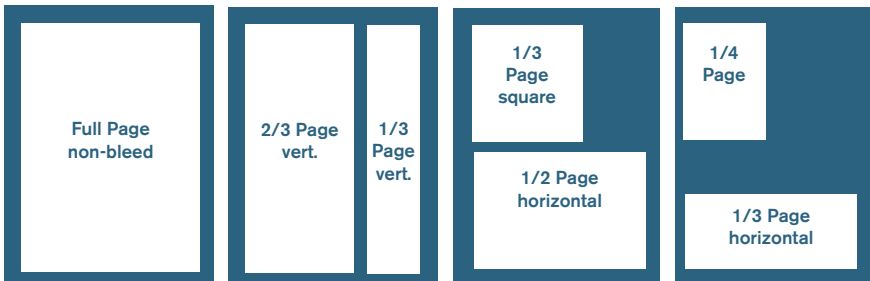
Print Rates B&W	1x	4x	7x	12x
Full	\$1,645	\$1,490	\$1,340	\$1,205
2/3	1,350	1,210	1,095	995
1/2	1,020	920	835	765
1/3	810	730	655	605
1/4	685	620	565	505

Two Color *Black plus one color				
Full	\$1,885	\$1,730	\$1,580	\$1,445
2/3	1,590	1,450	1,335	1,235
1/2	1,260	1,160	1,075	1005
1/3	1,050	970	905	845
1/4	925	860	805	745

Four Color				
Full	\$2,195	\$2,040	\$1,890	\$1,755
2/3	1,900	1,760	1,645	1,545
1/2	1,570	1,470	1,385	1,315
1/3	1,360	1,280	1,215	1,155
1/4	1,235	1,170	1,115	1,055

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