

# ALABAMA CONSTRUCTION NEWS



**ACN IS THE ONLY STATEWIDE CONSTRUCTION  
TRADE PUBLICATION IN ALABAMA.**

**\* GREATER VISIBILITY & EXPOSURE TO YOUR TARGET MARKET:**

TOP INDUSTRY EXECUTIVES • GENERAL CONTRACTORS • SUBCONTRACTORS • ARCHITECTS • ENGINEERS  
BUSINESS OWNERS • STATE & LOCAL ECONOMIC DEVELOPMENT OFFICES • EDAA, ADO, STATE LICENSING  
BOARD MEMBERS • ABC CHAPTER MEMBERS

READERSHIP  
**18000+**

ANNUAL  
**ISSUES**

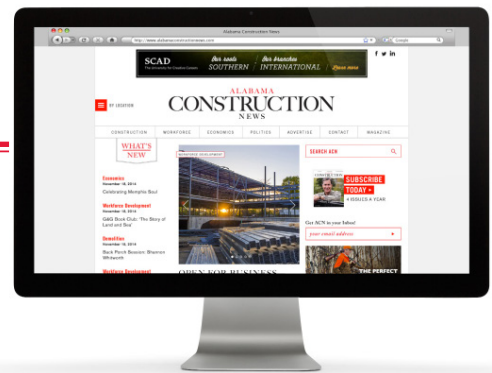
ALSO  
**ONLINE**



## NEW WEBSITE LAUNCHING JANUARY 2015!

AD SIZE	ONE ISSUE + ONLINE	FOUR ISSUES + ONLINE
FULL PAGE	\$2695	\$2557
1/2 PAGE	\$2115	\$ 2058
1/3 PAGE	\$2002	\$1965
1/4 PAGE	\$1882	\$1860

**ALL AD RATES ARE PER ISSUE.  
ALL ADS ARE FOUR COLOR AD RATES ARE 15%  
COMMISSIONABLE TO AD AGENCIES**



### LET US DESIGN YOUR AD!

Our graphic designers can design your ad for a one time cost.

For more information contact **George Pierce**  
205.870.9768 ext. 100  
[george@abc-alabama.org](mailto:george@abc-alabama.org)  
[alabamaconstructionnews.org](http://alabamaconstructionnews.org)

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## ADVERTISING SPECS:

### FULL PAGE

LIVE AREA: 8.5" X 10.375"

BLEED\*: 9.25" X 11.125"

NON-BLEED: 8" X 9.875"

### HALF PAGE HORIZONTAL

LIVE AREA: 8.5" X 4.625"

BLEED\*: 9.25" X 5.375"

NON-BLEED: 8" X 4.75"

### THIRD PAGE SQUARE

NON-BLEED ONLY:

5.25" X 5.25"

### FOURTH PAGE SQUARE

NON-BLEED ONLY:

3.8125" X 4.75"

PUBLICATION TRIM SIZE: 9" X 10 7/8"

BINDING METHOD: PERFECT BINDING

IMAGE RESOLUTION: 300 DPI

LINE SCREEN: 150 DPI

\*SAFETY: 1/4" FROM TRIM ON ALL SIDES

\*BLEED: 1/8" EXTRA OUTSIDE TRIM ON ALL SIDES

### ACCEPTABLE FILE FORMAT:

PDF/X-1a - the PDF/X-1a must be made from a PostScript file with all fonts and high-resolution images embedded.

- For information on creating PDF/X files, go to [www.adobe.com](http://www.adobe.com).
- Ensure that all elements are a minimum of **300 DPI AND 100% IN SIZE**.
- The color space must be **CMYK or Grayscale. DO NOT SUBMIT FILES IN RGB.**
- Please include position marks including bleed and trim.

### PROOFS:

To ensure the highest print reproduction quality, we ask that all digital files be accompanied by a SWOP certified proof that represents the final file at 100%. In the absence of a SWOP certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file.

If these requirements are not met, the advertiser will be held responsible for any additional production expenses Alabama Construction News may incur.

ISSUE	ADS DUE	MAGAZINE SHIPS
VOLUME I	FEB 1	FEB 28
VOLUME II	APRIL 27	MAY 29
VOLUME III	JUL 27	AUG 31
VOLUME IV	OCT 26	NOV 30

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## ONLINE AD SPECS:



**BANNER**  
LIVE AREA: 728PX X 90PX **1**

**DOUBLE**  
LIVE AREA: 305PX X 600PX **2**

**SINGLE**  
LIVE AREA: 300PX X 250PX **3**

**AD VISIBILITY IS DETERMINED BY RANKING.**

Print ads are given the following rank based on size.

- Full page . . . . . 1
- Half page . . . . . 2
- Third page . . . . . 3
- Quarter page . . . 4

IMAGE RESOLUTION: 72 DPI

**ACCEPTABLE FILE FORMAT:**

JPEG or PNG

- For information on creating JPEG/PNG files, go to [www.adobe.com](http://www.adobe.com).
- Ensure that all elements are a minimum of **72 DPI AND 100% IN SIZE**.
- The color space must be RGB or Grayscale. **DO NOT SUBMIT FILES IN CMYK.**

If these requirements are not met, the advertiser will be held responsible for any additional production expenses Alabama Construction News may incur.

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