

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 • ABC CHAPTER MEMBERS



ADVERTISING OPTIONS AVAILABLE!

FOUR ADVERTISING OPPORTUNITIES

AD SIZE	COST PER ISSUE
FULL PAGE	\$2557
1/2 PAGE	\$2058
1/3 PAGE	\$1965
1/4 PAGE	\$1860

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



ISSUE	AD CLOSE	MAGAZINE DELIVERED
VOLUME I	JAN 31	MAR 1
VOLUME II	MAY 29	JULY 12
VOLUME III	SEPT 27	NOV 22

For more information
contact **Todd Walker**
205.870.9768 ext. 104
todd@abc-alabama.org
alabamaconstructionnews.org

ALABAMA CONSTRUCTION NEWS

PRINT ADVERTISING SPECS:

FULL PAGE

LIVE AREA: 8.5"x10.375"
BLEED*: 9.25"x11.125"
NON-BLEED: 8"x9.875"

1/2 PAGE

LIVE AREA: 8.5"x4.625"
BLEED*: 9.25"x5.375"
NON-BLEED: 8"x4.75"

1/3 PAGE SQUARE:

NON-BLEED ONLY:
5.25"x5.25"

1/4 PAGE SQUARE

NON-BLEED ONLY:
3.8125"x4.75"

PUBLICATION TRIM SIZE: 9"x10.875"

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 (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.
- 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 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.

For more information
contact **Todd Walker**
205.870.9768 ext. 104
todd@abc-alabama.org
alabamaconstructionnews.org

ALABAMA CONSTRUCTION NEWS

ONLINE ADVERTISING ALSO AVAILABLE!

ONLINE AD SPECS: 4 MONTHS OF ONLINE PRESENCE



BANNER

LIVE AREA: 728px x 90px

1

DOUBLE

LIVE AREA:
305px x 600px

2

SINGLE

LIVE AREA:
300px x 250px

3

THREE ADVERTISING OPPORTUNITIES

AD SIZE	PRICING PER 4 MONTHS
BANNER	\$750
DOUBLE	\$500
SINGLE	\$250

IMAGE RESOLUTION: 72 DPI

ACCEPTABLE FILE FORMAT: JPEG or PNG

- For information on creating JPEG/PNG files, go to 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.

For more information
contact **Todd Walker**
205.870.9768 ext. 104
todd@abc-alabama.org
alabamaconstructionnews.org