

Colorado

CONSTRUCTION & *Design*

2011

- **MEDIA KIT**
- **AD RATES**
- **INFORMATION**



IN PRINT and ONLINE

Colorado CONSTRUCTION & Design

Welcome to Colorado Construction & Design, providing vital news and information for the construction industry.

Colorado Construction & Design is an information-sharing resource for the design and construction industry of Colorado. Our mission is to help businesses communicate “who they are” and “what they do.” It is a tool for developers, both public and private (local municipal, county, state and federal planners), economic development agencies and the construction community at large. It is an effective way for general contractors, subcontractors, suppliers and service providers to reach this important marketplace across the state.

Colorado Construction & Design showcases the work of the project teams who are building responsibly in Colorado, and reports on the sustainable and innovative methods used to achieve success. Additionally, we offer the custom publishing and printing capabilities of Golden Bell Press and our sister publication, the *Colorado Public Works Journal*.

Features will include:

- ◆ Colorado Construction News
- ◆ What’s going up-showing top innovative Colorado projects
- ◆ FasTracks and TOD (Transit Oriented development) reports
- ◆ Industry contributions on topics of shared importance
- ◆ Association Reports
- ◆ Events Calendar

We welcome your contributed articles and press releases.

Send all articles and press releases to:
Editor, Colorado Construction & Design
2403 Champa St., Denver, CO 80205-2621
Email: constructionnews@goldenbellpress.com

We want to be your magazine. Please send your ideas, comments and suggestions to the executive publisher, Mike Branigan
Email: mike@goldenbellpress.com

Colorado CONSTRUCTION & Design

2403 Champa St., Denver, CO 80205-2621 • 303-296-1600 • Fax 303-295-2159

ADS WILL BE INVOICED AFTER MAGAZINE DISTRIBUTES.

TERMS ARE "NET 30."

CANCELLATIONS NOT ACCEPTED AFTER CLOSING DATE.

MECHANICAL REQUIREMENTS

We require digital files and hard copy proofs. We utilize QuarkXpress, Adobe InDesign, Photoshop and Illustrator for most file processing and as a rule, handle most PDF files sent to us. A limited number of additional formats may be handled with prior notice so that we may confirm. All images should be 300 dpi or as near as possible, and saved in CMYK format. All fonts used in document should be supplied, including all versions (i.e., Roman, Italic, Bold Italic, etc.). If you have a question, please email us at: print@goldenbellpress.com — or you may fax it to us at 303-295-2159 or call us at 303-296-1600.

4-COLOR: Advertiser must provide digital files with hard copy proofs for color reference.

BLEED ADS: Full page bleed size: 8-3/8" x 11-1/8". Trim size: 8-1/8" x 10-7/8". Safety: 1/4" from trim.

2-page spread, bleed size: 17-1/8" x 11-1/8". Trim size: 16-1/4" x 10-7/8". Safety: 1/4" from trim.

BINDING: Perfect bound and saddle stitch.

PRODUCTION SERVICES: No charge for normal typesetting and layout. Consult publisher on other production services.

PRINTING MATERIALS AND BULK INSERTS MUST BE SENT TO:
COLORADO CONSTRUCTION & DESIGN, 2403 Champa St., Denver, CO 80205, 303-296-1600.
 Fax 303-295-2159

Ad Space Reservations
mike@goldenbellpress.com
 Phone: 303-914-0574 or Fax 303-973-4719

COPY AND CONTRACT REGULATIONS

All advertising is subject to the publisher's approval. The publisher reserves the right to refuse copy which in his opinion may be libelous or unfair. The advertiser agrees to indemnify Golden Bell Press, Inc. against any loss, damages or expenses resulting from the unauthorized use by advertiser of any name, photograph, sketch or words protected by copyright or trademark law, or based on libelous statements in connection with advertising purchased in accordance with the terms of the rate card. Advertising which simulates editorial content must bear the word "Advertisement" either at the top or the bottom of the ad.

Orders are accepted subject to the terms and conditions of the current advertising rate card. Ninety days notice will be given in the event of a rate increase. Current rates are guaranteed for the life of the contract. No contract may exceed 12 months duration.

No cancellations or changes on any advertising contracts or orders will be accepted after the 1st of the month prior to issue. On consecutive issue contracts, advertising copy of the previous issue will be used unless new materials are furnished by the 5th of the month preceding issue. Contracts cancelled before completion will be short-rated at the earned rate. Frequency discounts may be determined by the number of issues, or by the number of insertions in a given issue, or both.

All advertising materials supplied will be stored for a period not to exceed one year from the last use, and will then be destroyed unless otherwise requested by the advertiser.

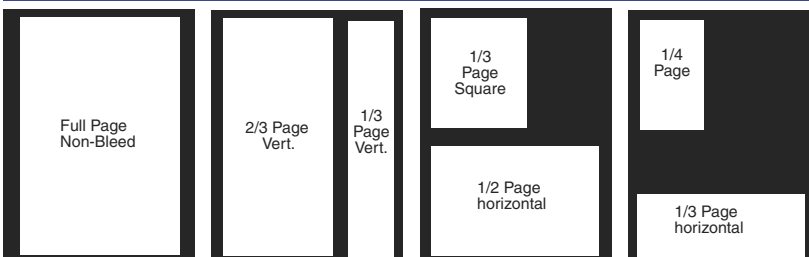
Print Rates B&W				
	1X	3X	6X	9X
Full	\$1495	\$1345	\$1210	\$1090
2/3	1145	1030	930	840
1/2	860	775	695	625
1/3	655	590	530	480
1/4	495	445	395	355

Two Color Black plus one color				
	1X	3X	6X	9X
Full	\$1695	\$1525	\$1370	\$1235
2/3	1345	1210	1090	980
1/2	1060	955	860	775
1/3	855	770	695	625
1/4	695	625	560	505

Four Color				
	1X	3X	6X	9X
Full	\$1895	\$1705	\$1535	\$1380
2/3	1595	1395	1250	1125
1/2	1260	1135	1020	920
1/3	1055	950	855	770
1/4	895	805	725	655

Premium Positions/Additional Cost			
Inside Front Cover	15%	Second spread or Center Spread	20%
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

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2011 EDITORIAL CALENDAR

Spring 2011 - Ad space reservation, materials due March 25
Spring/Summer - Ad space reservation, materials due May 2
Summer - Ad space reservation, materials due June 6
Summer/Fall - Ad space reservation, materials due August 2
Fall - Ad space reservation, materials due September 1
Fall/Winter - Ad space reservations, materials due October 10
Winter - Ad space reservation, materials due November 14

- Yes! We would like to see our ad in Colorado Construction & Design!**
- Give us a call to further discuss!**
- Yes! I want to receive a free subscription!**

Company _____ Year Founded _____

Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Email _____

Industry _____

**What I'd like to see in our new
construction and design magazine for Colorado:**

Fax this form to: 303-295-2159
Mail to: Golden Bell Press, 2403 Champa St., Denver, CO 80205-2621
or email to: mike@goldenbellpress.com