



Online Banner Ad Rates		
Ad Unit	Average Monthly Impressions	Monthly Rates
728x90	41,500*	\$2,700
300x250 Upper Rectangle	41,500*	2,300
300x250 Lower Rectangle	41,500*	1,870

*Average monthly impressions based on 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				
	6x	12x	18x	24x
New York Construction Insider - Distribution 29,000*				
Ad Unit	Rates (Gross)			
728x90 Leaderboard	\$2,300	\$2,185	\$2,070	\$1,955
300x250 Rectangle	1,150	1,095	1,035	980

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				
	1x	4x	7x	12x

Black & White

Full	\$1,990	\$1,795	\$1,635	\$1,495
2/3	1,485	1,340	1,215	1,110
1/2	1,215	1,100	1,005	945
1/3	915	790	735	690
1/4	750	690	645	590

Two Color *Black plus one color

Full	\$2,230	\$2,035	\$1,875	\$1,735
2/3	1,725	1,580	1,455	1,350
1/2	1,455	1,340	1,245	1,185
1/3	1,155	1,030	975	930
1/4	990	930	885	830

Four Color

Full	\$2,540	\$2,345	\$2,185	\$2,045
2/3	2,035	1,890	1,765	1,690
1/2	1,765	1,650	1,555	1,495
1/3	1,465	1,340	1,285	1,240
1/4	1,300	1,240	1,195	1,140

Classified Ad Rates

1 Page	\$1,400	---	\$1,200	\$1,000
2/3	1,000	---	800	800
1/2	800	---	700	700
1/3	600	---	400	400
1/4	400	---	400	300
1/6	300	---	200	200
1/8	200	---	100	100

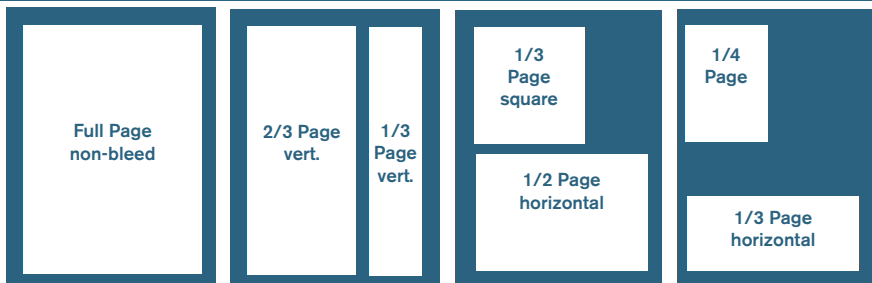
Premium Positions/Additional Cost

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 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 QuarkXpress, Adobe Photoshop and Adobe Illustrator.

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