EDITOR’S NOTE

The construction industry historically has been and will continue to be a dynamic market with constant activity. As companies and organizations plan their respective corporate growth initiatives into 2019, there will continue to be a myriad of opportunities for anyone involved in the space. When executives and leaders want to know about new projects or trends, they turn to Construction Today.

Every issue looks at timely topics such as green building, safety, BIM and cloud-based planning, client retention and much more. Construction Today also focuses on the best practices in the general contracting, heavy construction and associated specialty trade sectors. Our readership includes the top executives of major contractors, engineering and design firms, equipment manufacturers and suppliers of construction materials as well as project owners and regulators.

Our editors speak with these executives to learn and share their practices and insights into the most important and pertinent issues in the building industry. Construction executives know they can rely on our magazine to report their goals and successes.

Every issue, Construction Today profiles dozens of successful construction firms, development companies, contractors, and projects to give our readers information about project delivery methods, new technologies, market trends and training techniques. Look to our magazine to keep a pulse on the industry – you also can turn to our web site, blog, Facebook page and award-winning Twitter page to keep abreast of trends and news in the industry as they happen. As always, you can contact us if you would like us to consider your firm for coverage in our pages and on the Web.

Alan Dorich
Editor
alan.dorich@construction-today.com
@ConstructToday
## CONTENT CALENDAR

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*Every edition is comprised of individual company and project profiles pertaining to the construction, building, contracting, design, and development space. This is the bulk of the publication makeup. Advertorials, paid content, and industry case studies/independent contributions round out the rest.*

### SPECIAL FOCUSES
- Milestones
- Women In Construction
- Minority Leaders
- Family Owned Staples
- Top Projects

### INDUSTRY PARTNERSHIPS
- Nasdaq
- Procore
- Southwest Washington Contractors Association
- New York Build Expo
- Canadian Concrete Expo

[www.construction-today.com](http://www.construction-today.com)
READERSHIP BREAKDOWN

GLOBAL REACH

United States 223,576
Canada 77,633
Caribbean 5,189
TOTAL 306,398

COMPANY/EMPLOYEE SIZE

200-499 66.3%
100-199 28.0%
500+ 5.7%

SALES VOLUME

$100-500m 68.1%
$5.0m-$9.9m 24.1%
$50+ million 7.8%

EXECUTIVE OVERVIEW

88% involved in business development decisions
76.5% have purchasing or procurement power
95% are key business decision makers and influencers
60.7% are in senior management positions
96.4% are integral to investment opportunities

SECTOR BREAKDOWN

Residential 25%
Commercial 32%
Institutional 23%
Civil 13%
Industrial 7%
CONSTRUCTION TODAY CANADA

Our Canadian reach is robust across all provinces to the tune of 77,633 c-suite and middle management-level executives. The publication highlights emerging, intermediate and industry-leading companies and prominent projects across the residential, commercial, institutional, civil and industrial sectors. We covered the “Who’s Who” of the industry marketplace, profiling recognizable and highly successful organizations that rely on Construction Today to tell their stories and promote their best practices.

ELLISSDON
BROCCOLINI
FLATIRON/GRAHAM JV
WINNIPEG CONVENTION CENTER
HINES/TRIDEL JV
STABAG INTERNATIONAL
DOMINUS
SCOTT CONSTRUCTION GROUP

LEDGEO CONSTRUCTION
POMERLEAU
CANA CONSTRUCTION
BIRD CONSTRUCTION
STUART OLSON DOMINION
MINTO GROUP
CALGARY INTL AIRPORT
SKYGRID

GEOGRAPHIC BREAKDOWN

45% EASTERN CANADA (Ontario, Quebec)
15% CENTRAL CANADA (Saskatchewan, Manitoba)
40% WESTERN CANADA (Alberta, British Columbia, Northwest Territories)

ORGANIZATIONAL TYPE

39% General Contractor
14% Specialty Contractors
10% Developers
10% Architects
16% Engineers/EPC/EPCM
11% Equipment, Suppliers to the market

SECTOR BREAKDOWN

48% Commercial
14% Community
28% Power & Infrastructure
10% Residential

COMPANY/EMPLOYEE SIZE

28.0% 100-199
5.7% 500+
66.3% 200-499
5.7% 10-99

SALES VOLUME

68.1% $10.0m - $49.9m
24.1% $50+ million
7.8% $5.0m - $9.9m

FOR MORE INFORMATION, CONTACT JASON QUAN, SENIOR VICE PRESIDENT
jason.quan@construction-today.com
CUSTOM PUBLISHING

What is an Executive Business Profile?

• POV perspective from C-Suite Executive
• Fully catered to the client’s needs
• Outlining corporate growth initiatives, strategic branding & business development efforts, and industry best practices
• Showcase supply-chain partnerships and/or operations best practices

Print and Digital Presence
C Social Media Promotion
Reprints
Dedicated E-Blasts
Video
VALUE-ADD RESULTS

Reach a broader investment community of directors, private investors and commercial/investment banks

Gain access to Construction Today’s comprehensive contact directory for industry-leading and emerging companies

Company profiles are structured to each client, detailing marketing, financial and operational strategies and goals

Gain a website presence for 12 months plus archived digital issue

ADDITIONAL TRADE SHOW COVERAGE AND ASSOCIATION PARTNERSHIPS

FOR MORE INFORMATION, CONTACT JASON QUAN, SENIOR VICE PRESIDENT
jason.quan@construction-today.com

www.construction-today.com
# INDUSTRY LEADING COVERAGE

*Covering the “Who’s Who” of the construction, building, design and development space*

*Click on any of these links below to give you a visual of the layout and structure of our Executive Profiles*

## COMPANY PROFILES

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## PROJECT PROFILES

- Tappan Zee Bridge
- 390 Madison Ave. & 425 Park Ave.
- New York Wheel
- Mohawk College Joyce Center
- Crenshaw/LAX Transit Corridor
- Hudson Yards
- Phoenix International Raceway

## SPECIAL COVERAGE

- Modular Focus
- NY/NJ Focus
- Western Canada
- Concrete
- Emerging Technology
- Canadian Development
- Exclusive Features
WHY ADVERTISE

» Strategically position your brand in front of executives who have the financial resources to make purchasing decisions and partnership/investment inquiries

» Reach C-Suite executives and investors who comprise a readership base that has been organically built and maintained the last 17 years

» Our research team only targets CEOs, Presidents, Vice Presidents, Owners, and Department Heads, and Project Executives. Although marketing/communications and some technical professionals may come to view the publication, it primarily serves senior level officials

» Creates solidarity among featured companies, strategic industry trade partners, and basically any organization involved in the industry

» Leverage strategic alliance/partnership with an industry leading brand to create business opportunities

» Just as much as the featured companies are receiving visibility through the content, any potential advertisers are also getting their respective brands and products/services in front of the same audience of decision makers

» Multiple platform exposure through the print, digital, website, and social avenues

» Tangible material to assist in any marketing and business development plan

“Stopping advertising to save money is like stopping your watch to save time.”
—Henry Ford

“Advertising is totally unnecessary. Unless you hope to make money.”
—Jef I. Richards

“Advertising is the life of trade.”
—Calvin Coolidge

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ADVERTISING RATES & SPECS

**COLOR BLACK & WHITE EDIT MENTION**

| 2-Page Spread | $16,095 | $14,100 | 200 words |
| Full-Page | $9,495 | $8,300 | 150 words |
| 1/2 Horiz. Spread | $9,000 | $8,300 | 125 words |
| Junior Page | $8,295 | $6,200 | 125 words |
| 1/2 Page | $6,395 | $5,600 | 100 words |
| 1/4 Page | $4,195 | $3,800 | None |

**ADVERTISEMENT SIZES**

- **Magazine Size**: 8.375”w X 10.75”h
- **2 Pg. Spread (bleed)**: 16.999”w X 11”h
- **2 Pg. Spread (non bleed)**: 15.648”w X 9.5”h
- **Full Page (bleed)**: 8.625”w X 11”h
- **Full Page (non bleed)**: 7.273”w X 9.5”h
- **1/2 Horiz. Spread (bleed)**: 16.990”w X 5.501”h
- **1/2 Horiz. Spread (non bleed)**: 15.648”w X 4.667”h
- **Junior Page**: 4.667”w X 9.5”h
- **1/2 Page Vert.**: 7.273”w X 4.667”h
- **1/2 Page**: 3.551”w X 9.5”h
- **1/4 Page**: 3.551”w X 4.667”h

**SPECIAL**

- **Bellyband**: $9,000
- **Vendor Focus**: $9,200
- **Overlay Ad**: $4,000
- **Social Media**: $75 per tweet
- **Special package**: $1,500 for 20

**DIGITAL ONLY**

- **E-Blast Full readership**: $4,500
- **E-Blast Half Read readership**: $3,500
- **Bellyband**: $5,000
- **Overlay Ad**: $4,000
- **Social Media**: $75 per tweet
- **Special package**: $1,500 for 20

**DIGITAL ADD-ONS**

- **Content Ad • 1/4 Page**: $950
  - 1/2 Page: $1,150
- **Embedded Video • 1/4 Page**: $1,250
  - 1/2 Page: $1,550
  - Junior Page: $1,690
  - Full page/DPS: $1,790
- **Slideshow ad • 1/4 Page**: $990
  - 1/2 Page: $1,290
  - Junior Page: $1,375
  - Full page/DPS: $1,450
- **Web Window • 1/4 Page**: $475
  - 1/2 Page: $525
  - Junior Page: $675
  - Full page/DPS: $800
- **Podcast or Audio**: $1,230
- **LeadGen Form • 1/4 Page**: $1,650
  - 1/2 Page: $1,790
  - Junior Page: $1,870
  - Full page/DPS: $1,950
- **AdGen Form • 1/4 Page**: $1,350
  - 1/2 Page: $1,490
  - Junior Page: $1,570
  - Full page/DPS: $1,650
- **Leaderboard ad**: $1,800
- **Skyscraper ad**: $2,000

**DIGITAL FILES**

For all supplied ads, the preferred file format is a high-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can accept JPEG, EPS, TIFF, InDesign, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files. Regrettably, we cannot accept any artwork lifted directly from a website, as the quality is untrustworthy for print. We also cannot accept supplied ads sent in Microsoft Word, PowerPoint, Excel, Works, PageMaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes. All supplied ads must be presented in a manner ready for press. Construction Today magazine does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator. Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail. For your convenience, files up to 5MB can be sent via e-mail to ads@construction-today.com. If you are sending larger files, please use a free file-sharing website such as Dropbox.com or HighTail.com. Please contact your production coordinator if you have any questions. If you need our studio to design your ad at no additional cost or have questions or concerns regarding ad material, please e-mail or give us a call.

**TERMS AND CONDITIONS**: These conditions shall apply to all insertion orders for advertisements submitted by the Advertiser and accepted for publication by the Publisher. All insertion orders for advertisements are accepted subject to the Publisher’s approval of the copy and to the space being available.

- The Publisher reserves the right to cancel or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.
- Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised.
- All copy MUST be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to repeat existing copy held or to compose “generic” advertising for the Advertiser. Time and effort spent in the processing and reprocessing of all advertisements submitted by the Advertiser. Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement.
- Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proof, the advertisement deviates from the submitted copy and/or approved proof, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content it submits to the Publisher (including text, representations, illustrations and advertising) and agrees to indemnify and hold harmless the Publisher against all actions, costs, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or approved by the Advertiser.
- The Publisher shall not be liable for any financial, consequential or indirect loss or damages suffered by the Advertiser as a result of any act or omission of the Publisher.
- The liability of the Publisher in respect of any breach of its obligations pursuant to this contract shall be limited to an amount equal to the sum actually paid by the Advertiser to the Publisher in respect of the relevant order. Save to the extent that the same cannot be law or statute be excluded, all express or implied conditions, warranties or representations relating to the service provided by the Publisher to the Client are hereby excluded. Covers, single insertion orders and profile advertisements are non-cancellable.
- **CONTACT ADVERTISERS**: If an Advertiser cancels the balance of a contract (including covers or single insertion orders, which are non-cancellable), it relinquishes any right to that series discount to which it was previously entitled and advertisements will be invoiced at the appropriate rate. While every effort will be made to meet the wishes of Advertisers regarding positioning, no guarantee can be made unless the Advertiser is paying a special position charge. Extra production work requiring artwork and/or film will be charged out at cost.
- The insertion order, including these terms and conditions, and the rate card constitute all the terms of the contract between the Advertiser and the Publisher. No agent or other representative of the Publisher has the right to vary the terms of the contract in any way, except in writing, signed by the President of the Publisher.
- Invoices are rendered at the end of each month. Full settlement is due upon publication. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month for each month overdue, and shall pay to Publisher any costs and fees, including reasonable attorneys fees, incurred by Publisher in the enforcement of this contract and in the collection of any sums due.
- Jurisdiction and venue over any claims arising out of this agreement shall be subject to the exclusive jurisdiction of the Circuit Court of Cook County, Illinois. **READERSHIP**: The majority of our readership data is provided by an outside vendor(s). In a few instances, our internal editorial research department has produced a more detailed breakdown of our readers based entirely on industry knowledge, without the support of independent data or research. It should only be relied on as a benchmark and general guidance as to what we believe is the readership makeup.

**FOR MORE INFORMATION, CONTACT JASON QUAN, SENIOR VICE PRESIDENT**

jason.quan@construction-today.com

www.construction-today.com

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CONTACT US

Editor
Alan Dorich
alan.dorich@construction-today.com

Senior Vice President
Jason Quan
jason.quan@construction-today.com

Vice President, Custom Media Solutions
Daniel Bess
daniel.bess@construction-today.com

Vice President of Sales
Zach Potter
zach.potter@construction-today.com

Web Manager
Dash Blankenship
dash.blankenship@construction-today.com

Production Manager
ads@construction-today.com

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