

The **Design and Construction Report (DC Report)** is an electronic magazine distributed by email to at least 10,000 qualified readers, six times a year, with thousands of additional visitors accessing through the **dcnreport.com** website. It is associated with a network of regional websites and publications and associated email databases.

The DC Report is an industry-leading publication which retails for \$200 for 12 issues. The majority of readers, however, read the digital version with page-turning software or .pdf viewers. This digital version provides a powerful advantage to sponsors by enabling link-throughs to your own website or email address and, if you wish, you can also incorporate full video content into your message.

SIZE	FREQUENCY		
	1	3	6
1/8	\$345	\$330	\$310
1/4	650	620	585
1/3	975	925	875
1/2	1275	1210	1150
FULL PAGE	2000	1900	1800
ONE COLOUR			\$150
TWO COLOURS			\$300
FULL PROCESS COLOUR			\$400

**GROSS RATES (ADD 25%)\***

EXAMPLE			
FULL	\$2500	\$2375	\$2250

**PREMIUM POSITIONS**

Inside Front or Back Cover and Outside Back Cover			
Half Page	\$1530	\$1455	\$1375
Full Page	\$2400	\$2280	\$2160

**FEATURE STRIP AD** (Min 3 insertions)  
3x (1/4 page banner) \$540

\* Net Rates are available if invoice is settled within 15 days, upon publication. Otherwise, gross rates apply.  
\*\* Net rate is non commissionable. 15% commission is paid to accredited advertising agencies booking at the gross rate.

**AD DIMENSIONS**

Size	Width	Height
Full Page	7"	9 1/2"
1/2 page horizontal	7"	4 3/4"
1/2 page vertical	3 3/8"	9 1/2"
1/4 page banner	7"	2 1/4"
1/4 page vertical	3 3/8"	4 3/4"
1/8 page horizontal	3 3/8"	2 1/4"
1/8 page vertical	2 1/8"	3 3/8"

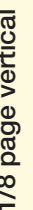
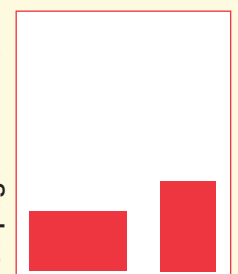
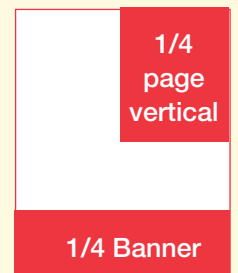
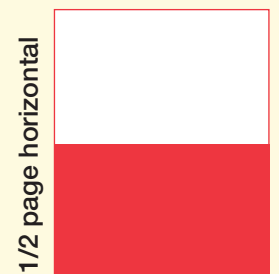
**Mechanical Requirements**

Type Size: 7" x 9 1/2"  
Trim Size: 8 1/4" x 10 7/8"  
Bleed Size: 8 5/8" x 11 1/4"

**Design and Production Service**

Please send all electronic artwork to artwork@cnrgp.com

MAC platform: High Res PDF, High Res JPEG, Quark Xpress (fonts and files), Illustrator EPS with Outlines



1/4 Banner

### **Video Images**

If you wish, provide us with code for video embeds hosted from your server or third party-services such as youtube.com. Add \$100 per month for video (video FREE for Design and Construction Network sponsors). If you wish video production services, we can refer you to specialist providers.

### **Design and Production**

Design and production (static ad) included in price. If you wish moving or video imagery, please request a quote for services.

### **Changes**

We'll be happy to make changes not requiring major redesign with two business days notice. If significant design or production work is required, we'll provide you with a quote of costs before proceeding.

### **Duration**

Your advertisement will be published as the primary online edition for at least two months, then it will be permanently archived (for instant retrieval) with the relevant issue on the DCN-Report.com website archives.

### **Sponsorships**

You can achieve maximum effectiveness by co-ordinating your advertisement with a **Design and Construction Network Sponsorship**, including live event recognition, email links, and other resources. See the special information sheet about sponsorships

### **Reprints and PDF copies**

One page colour reprints are \$3.00 each plus shipping. We will be happy to provide you with a PDF file the page where your ad appears without charge. If we design an advertisement and you wish to use it in other media or publications, you may freely redistribute it provided it contains the text: *"Advertisement produced by Design and Construction Report at <http://www.dcnreport.com>"*

### **Business terms**

We will send you an invoice that complies with your accounting department's requirements by email upon publication. The special net rate discount is available if you settle your invoice within 15 days (you can pay by credit card to meet the deadline). Otherwise, conventional 30 day terms apply for the Gross rate. Gross rates apply if advertising agency commissions are paid.

### **For more information**

Please email **Chase** at [chase@dcnreport.com](mailto:chase@dcnreport.com) for more information. You can also phone 888-432-3555 ext 224 or visit the **DCN Report** site at <http://www.dcnreport.com>.

*Design and Construction Report is published by Construction News and Report Publishing Inc., c/o 1 Cleopatra Dr. Suite 202, Ottawa, Ontario K2G 3W9.*