

# 2021 Rate Base Circulation: 42,000

		4C	1X	3X	6X	12X	18X
Full Page	gross		\$8,316	\$7,836	\$7,464	\$7,164	\$6,924
	net		\$7,069	\$6,661	\$6,344	\$6,089	\$5,885
2/3 Page	gross		\$7,344	\$6,864	\$6,552	\$6,252	\$6,024
	net		\$6,242	\$5,834	\$5,569	\$5,314	\$5,120
1/2 Page	gross		\$6,072	\$5,724	\$5,412	\$5,184	\$4,992
	net		\$5,161	\$4,865	\$4,600	\$4,406	\$4,243
1/3 Page	gross		\$4,872	\$4,596	\$4,320	\$4,212	\$4,032
	net		\$4,141	\$3,907	\$3,672	\$3,580	\$3,427
2/9 Page (Double Lit)	gross		\$3,264	\$3,096	\$2,784		
	net		\$2,774	\$2,632	\$2,400		
1/9 Page (Single Lit)	gross		\$1,840	\$1,624	\$1,412		
	net		\$1,564	\$1,450	\$1,300		

**Growth + Continuity Program:** Advertisers who increase investment and/or run in six or more issues will receive a rate concession and preferential consideration in the application of many of our program enhancement opportunities. (Please consult publisher.) Share frequency with sister publication *Architectural SSL* magazine.

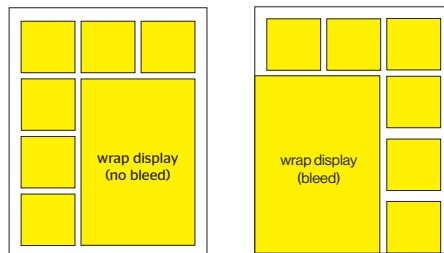
## WRAP AD TEMPLATE

Combine the advertising space of an oversized page with the effectiveness of seven separate ads. Use a display ad and frame it with up to six product or project images. Seven individual reader service numbers will be applied.

Need our help putting this together? We'll take care of it for a design surcharge of \$400 net.

Pricing same as full page rate.

	WIDTH	HEIGHT
Wrap Display	6.00"	8.75"
Wrap Display Bleed	6.875"	9.625"
Wraparounds (6)	2.875"	2.75"



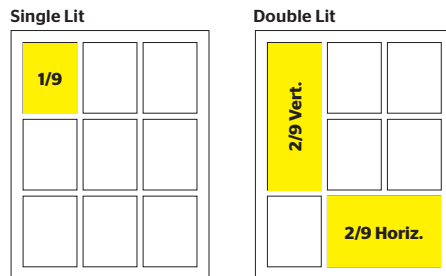
## PRODUCT LITS

Direct your product literature into the hands of architects using this cost-effective space.

**Single Product Lits (1/9-page)**  
Standard format: 3.00 × 3.70

**Double Product Lits (2/9-page)**  
Horizontal format: 6.1875 × 3.70  
Vertical format: 3.00 × 7.60

Lits are full color and always appear on a Product Lit page.



\*Note: Scheduled Product Lit units, whether bonus or paid, will be repeated unless new material is received by published material closing date.

PREMIUM POSITIONS	GROSS	NET
2nd Cover	\$8,600	\$7,310
3rd Cover	\$8,400	\$7,140
4th Cover	\$8,600	\$7,310
<b>Center Spread:</b>	Earned rate plus 10%	
<b>Match Color:</b>	Add \$400 per ad	
<b>Black &amp; White:</b>	Less 10%	
<b>2-Color Rate:</b>	Same as 4-color rate	
<b>Bleed:</b>	No extra charge	
<b>Covers:</b>	Max. 3 per advertiser in contract year	

## INSERTS

Furnished inserts accepted and affordably priced. Please consult publisher.

SPECIFICATIONS	WIDTH	HEIGHT
<b>Magazine Trim Size</b>	<b>10.375</b>	<b>12.50</b>
Full Page (Non bleed)	9.375	11.50
Full Page (Bleed)*	10.625	12.75
Spread (Non bleed)	19.75	11.50
Spread (Bleed)*	21.00	12.75
1/2 Page Spread (Non bleed)	19.75	5.67
1/2 Page Spread (Bleed)*	21.00	6.42
2/3 Vertical (Non bleed)	6.125	11.50
2/3 Vertical (Bleed)*	6.875	12.75
1/2 Island (Non bleed)	6.125	8.50
1/2 Island (Bleed)*	6.875	9.25
1/2 Vertical (Non bleed)	4.50	11.50
1/2 Vertical (Bleed)*	5.25	12.75
1/2 Horizontal (Non bleed)	9.375	5.67
1/2 Horizontal (Bleed)*	10.625	6.42
1/3 Square (Non bleed)	6.125	5.67
1/3 Square (Bleed)*	6.875	6.42
1/3 Vertical (Non bleed)	2.875	11.50
1/3 Vertical (Bleed)*	3.625	12.75
2/9 Vertical (Double Lit)	3.00	7.60
2/9 Horizontal (Double Lit)	6.1875	3.70
1/9 Product Lit	3.00	3.70

\*Note: Bleed specifications include 0.125" bleed on all sides. Trim sizes are therefore 0.125" in from each side. Please allow 0.50" safety area on all sides of bleed ads.

All ads must be sent as press-ready PDFs. **Do not send native files.** All files must be submitted with a SWOP-certified color proof. If none is provided by the advertiser, a color match cannot be guaranteed.

# 2021 Terms + Conditions

## Agency Commissions

15% of gross billings is allowed to recognized agencies on space, color and position provided the insertion is paid within 60 days. If an invoice remains unpaid after 60 days, the 15% agency discount is forfeited and the gross amount becomes immediately due and payable.

## Payment Terms and Conditions

Payment for all space, production and position charges is due 30 days from the date of publisher's invoice. Advertisers more than 60 days in arrears must pay outstanding invoices more than 60 days or submit cash with copy before current insertions can be accepted. All applications for credit must be submitted 45 days in advance of first insertion. Credit terms strictly enforced.

## Short Rate and Rebates

Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Short rates will be based upon frequency earned against published rates. Rebates will be earned, and applied to billings, when, in a 12-month period following the first insertion, the advertiser runs sufficient space to qualify for the lower rate.

## Rate Policy and Contract Provisions

All insertion orders for advertising are accepted subject to the terms and provisions of the current advertising rate card. Publication of the advertisement represents acceptance of the order. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract when they conflict with the terms and conditions of this rate card, or any amendment thereof.

Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all of the terms and conditions of the rate card applicable to the issue in which such insertion is to be published. Insertion order/contract cancellation only upon written notice prior to published closing date.

Advertiser and advertising agency are jointly and severally liable for payment. The Publisher will not release any advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, etc.

Failure (by advertiser) to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and publication of the advertisement will be made and charged for upon the terms of the rate schedule then in force without further notice. Advertising rates, terms and conditions set forth in the rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or data services. The Publisher will not honor rates derived from these sources unless in

conformance with rate card. Uniform rates apply to all advertisers at all times. Conversion to Publisher's requirements will be billed at Publisher's cost.

Ads not received by our production department by published closing date are not entitled to the privilege of revision by the advertiser or its agency.

All advertisements are accepted and published entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark and copyright infringement, and other claims based on the contents or subject matter of such publication.

The Publisher reserves the right to reject any advertising which it believes is not in keeping with the publication's standards, policies and principles.

The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any page, that in the Publisher's sole judgement, too closely resembles editorial pages of the publication.

The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue due to strikes, work stoppages, accidents, fires, acts of God, or any circumstance not within the control of the Publisher.

The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertiser's index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any advertiser's materials.

As used in this section, the term "Publisher" shall refer to Construction Business Media, LLC.

## Frequency Discounts

Space billed at quoted rate will earn maximum frequency discount on all display units. Number of display units, as well as frequency of insertions, determine rates. (For example, a spread counts as two units and six half page units in one issue earn 6X rate, etc.)

## Cancellations

Any contract or insertion order (except for covers, preferred and special positions) may be suspended or cancelled on 30 days' prior written notice by agency or advertiser. Rate adjustments, if any, will be made upon confirmation of the change in frequency. No cancellations of written or verbal contracts or insertion orders are possible after the published closing date on the Editorial Calendar. In the event a cancellation is received after the published closing dates, and no materials have been submitted, a net cancellation fee of \$2,400 will be due and payable.

## PRINTING INFORMATION

Published 6 times in 2021

**Bleed:** No charge

**Line Screen:** 175 lpi

**Color Rotation:** black, cyan, magenta, yellow

## MATERIAL SHIPPING INFORMATION

c/o Ad Traffic

Construction Business Media

579 First Bank Drive, Suite 220

Palatine, IL 60067

Phone: (847) 359-6493

Fax: (847) 359-6754

## DIGITAL REQUIREMENTS

File Formats: Architectural Products has adopted a digital ad workflow to take full advantage of the benefits of computer-to-plate (CTP) printing. These benefits include better printing quality, tighter registration and a more efficient printing process. To ensure optimum reproduction of your ad we have selected PDF as one of our preferred digital file formats. **All ads must be sent as press-ready PDFs. Do not send native files.**

For questions regarding our PDF workflow, please contact our production department at (847) 359-6493.

**Bleed:** All ads containing bleed should have a document size equal to the document/trim size. (See rate sheet). Bleeds should be extended 1/8" from the trim on all sides.

**Color:** Submissions should be set up for 4-color process printing. All graphics must be set to CMYK and at a high resolution (300 dpi for CMYK and grayscale and 600 dpi for line art). Do not embed color profiles. **Please make sure that the colors in the file are set to CMYK, and there are no spot/pantone colors.**

**File Submission:** When sending material please email the contact below. Files should not exceed 15 Mb. For information on submitting files larger than 15 Mb, please contact the production department at (847) 359 6493. All files must be submitted with a SWOP-certified color proof to ensure color match. If no certified color proof is provided, color match cannot be guaranteed.

For the latest information on print and digital specs, please visit: [www.cbmedia.us.com/our-media/ap-media.php](http://www.cbmedia.us.com/our-media/ap-media.php)

## MATERIAL CONTACT:

Lauren Lenkowski, Associate Art Director

Phone: (847) 359 6493

Email: [lleenkowski@cbmedia.us.com](mailto:lleenkowski@cbmedia.us.com)

