

CONSTRUCTION PREVIEW

MAGAZINE

2012 ADVERTISING RATES/SPECS

Construction Preview is Hawaii's premier forecasting source of construction activity information for the design and building industry. **Construction Preview 2012** will present a comprehensive array of projected facts, figures and projects compiled exclusively by our research department to guide the professional planner into the new year. It also include exclusive reports from the governor, county mayors and key leaders of federal, state and county agencies as well as nonprofit, industry-related associations and private sector businesses.

Lists All Agency Projects — Each construction project planned for 2012 by all major government contracting agencies in Hawaii at the county, state and federal levels will be listed. Private building project information also will be included.

Proven Advertising Value — Since 1959, this unique reference book has offered proven value to its advertisers, making this one of the most important advertising placements you can make for the coming year.

Published Annually

Construction Preview 2012 will be issued late December 2011.

Closing Dates

Space reservations must be received by Dec. 2, 2011
Mechanical material must be received by Dec. 9, 2011.

SIZE	B/W	4-Color
FP	\$1970*	\$2605
2/3 (v)	\$1675	\$2300
1/2 (v or h)	\$1470	\$1940
1/3 (v or h)	\$1125	\$1500
1/4 (v)	\$1040	\$1415
1/6 (h)	\$785	\$1100

Covers**

Back Cover	\$3290	10% premium on all fixed position requests.
Inside Front Cover	\$3095	
Inside Back Cover	\$2800	
Double Truck	\$4575	

* Plus state of Hawaii general excise tax in effect at time of publication.

** Cover rates include 4-color, bleed and premium position charges.

Spot Color Rates

SIZE	FP	2/3 & 1/2	1/3 & 1/4	1/6
Black plus spot color	\$375	\$280	\$225	\$180

Plan Your Message Now

Call your Trade Publishing sales representative for details on how you can reach the wide range of construction, architectural and engineering decision makers using **Construction Preview** each year.

For more information and space reservations, phone (808) 848-0711 or fax (808) 841-3053.

Sales Deadline: Dec. 2, 2011
Camera-ready Deadline: Dec. 9, 2011
Publication Date: December 2011

Production Specifications

Construction Preview 2012 is produced utilizing the latest in digital publishing technology. Finished publication-ready layouts can be accepted on CDs, DVDs, as e-mail attachments or uploads to our FTP site. Files must be Macintosh compatible. **We do not accept negatives or Microsoft Publisher files.**

The preferred file type is a 300-dpi PDF_x-1a, with all fonts and images embedded. Always include document bleed. If sending a PDF isn't possible, files must be Adobe InDesign CS 2 or 3, Adobe Illustrator CS 2 or 3, Adobe Photoshop CS 2 or 3, or QuarkXPress (v3.32-8). We also accept Freehand documents that are saved in EPS or PDF format. For all file types (except PDF), always include all native files, linked graphics and fonts (printer and screen) used.

Materials submitted for in-house ad production such as photographs, line art, and logos will reproduce best from original artwork (photographic prints or large, clean, line art veloxes). Inferior quality originals will require additional production time, incurring additional production charges and may not print to your satisfaction. Graphics that already exist as digital files can be accepted as Macintosh-compatible files. For more information on specifications or how to upload to our FTP site, please call our production department at **(808) 848-0711 ext. 1114**, or e-mail art@tradepublishing.com.

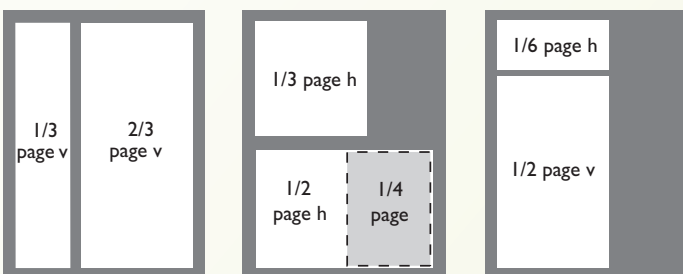
Production Charges

Production charges may be assessed for such services as changes and corrections to existing advertisements, design, layout, illustration, scanning, photo composition, photo retouching and other required work. The rate for this work is \$65 per hour.

Mechanical Requirements	
SIZES	WIDTH x DEPTH
Trim	8-1/8" x 10-7/8"
Full-Page Bleed	8-3/8" x 11-1/8"
Full-Page	7" x 10"
2/3 Page	4-5/8" x 10"
1/2 Page (V)	4-5/8" x 7-3/8"
1/2 Page (H)	7" x 4-15/16"
1/3 Page (V)	2-1/4" x 10"
1/3 Page (H)	4-5/8" x 4-15/16"
1/4 Page (V)	3-7/16" x 4-15/16"
1/6 Page (H)	4-5/8" x 2-1/2"

Bleed

Trim size of page is 8-1/8" x 10-7/8". Allow 1/8 inch on all outside margins which are to bleed. For double-truck bleed, please consult our prepress department.



Special Production Requests

For information on overruns, inserts, crossovers, double-trucks, etc., please contact your account manager.

Inserts

Preprinted inserts, or cards, are \$1970 per two-sided page or \$1470 per two-sided insert or card under half page. These rates are in addition to artwork, inserting and postal costs, which are available on request.

Publisher's Copy Protective Clause

All typographic rights reserved. Publisher reserves the right to reject any ad copy. It is understood that the advertiser agrees to indemnify and protect Trade Publishing Company from any claims or expenses resulting from the unauthorized use of any name, photograph, sketch, design or words protected by copyright, registered trademark, label, etc. in connection with advertising appearing in **Construction Preview 2012**.

Agency Commission

15% of gross billing allowed to recognized advertising agencies on display advertising, colors and bleed when payment is made within 30 days of invoice date (date of issue). No commission or cash discounts are allowed on production charges.

Cash Discount & Service Charge

2% cash discount — 10 days from the date of invoice, net 30 days. A service charge of 1.5% per month will be charged on all overdue accounts. Payment is due 30 days from date of invoice.

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287 Mokauea Street • Honolulu, Hawaii 96819
 Phone 808.848.0711 • Fax 808.841.3053
www.tradepublishing.com

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