

SINCE 1969, CNR HAS PROVIDED IN-DEPTH NEWS AND ANALYSIS OF THE ST. LOUIS CONSTRUCTION INDUSTRY. OUR READERS CONSISTENTLY SAY THEY DEPEND ON US FOR THE INFORMATION THEY CAN'T FIND IN ANY OTHER PUBLICATION.

CNR CAN HELP YOU TAILOR A PROGRAM OF PRINT ADVERTISING, ELECTRONIC ADVERTISING AND PROMOTION TO HELP YOU MEET YOUR MARKETING OBJECTIVES.

TO LEARN HOW, CALL OR EMAIL:

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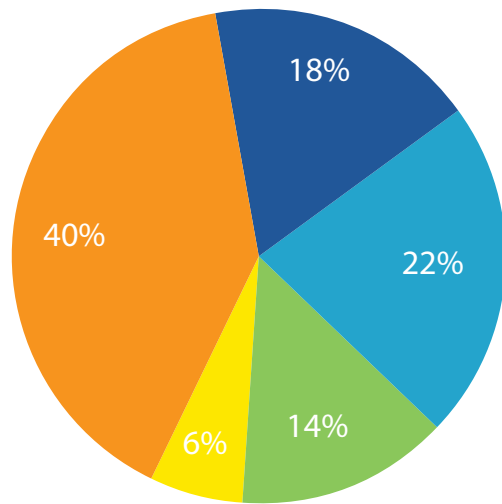


THE READERS
THE CONTENT
THE RATES/SPECS
THE VOICE

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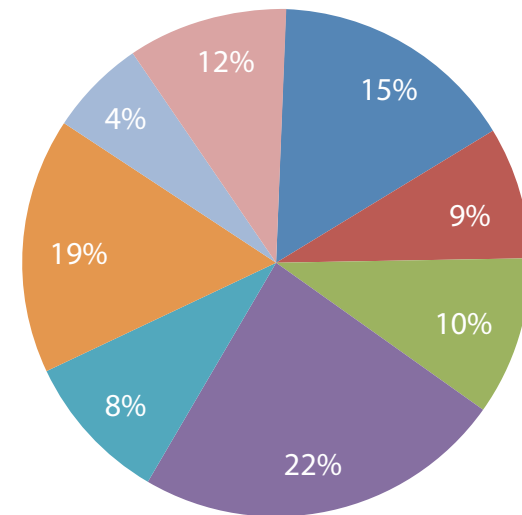
WHO READS CNR?

The answer is easy – the decision makers in the St. Louis construction industry. Previous surveys have shown that 40 percent were Top Management – CEO, President, Principal, Partner, Owner, or Executive Director. Another 18 percent were Senior Management – Executive Vice President, Senior Vice President, Vice President, Director, Group Manager, Controller. Twenty-two percent were managers of various company functions.



- Top Management
- Senior Management
- Managers
- Sales Professional
- Other (Real Estate, Government, Estimating, etc.)

CNR's more than 3,500 + subscribers are the "insiders" who make things happen in St. Louis Metro Area Construction. They come to CNR for behind the scenes information and insight on people and projects.



- General Contractor
- Architectural Firm
- Engineering Firm
- Subcontractor
- Building Materials Supplier
- Professional Services
- Associations
- Other (Real Estate, Government, and Labor, etc.)

WHO READS CNR?

57.8% said that CNR was their **BEST** print resource for information about St. Louis construction. The closest competitor, St. Louis Business Journal, scored only 31.2%, and Commerce and Commercial Journal both scored less than one percent.

19.2 % had **REVENUES** over \$100 million, 5.8% had revenues over \$50 million, and 25.6% of readers' companies had revenues over \$10 million.

84.4% make recommendations regarding **PRODUCTS** purchased by their company.

90.5% make recommendations regarding **SERVICES** purchased by their company.

46.9% make recommendations, write, or approve **SPECIFICATIONS**.

"CNR IS A GREAT RESOURCE FOR STAYING CURRENT ON CONSTRUCTION NEWS IN THE ST. LOUIS AREA. IT IS ALSO A GREAT EDUCATIONAL RESOURCE FOR ISSUES IMPACTING OUR INDUSTRY."

Pamela A. Duffy
President
Rhodey Construction Co.

"CNR HAS BEEN THE VOICE OF THE ST. LOUIS REGIONAL CONSTRUCTION INDUSTRY THROUGHOUT MY CAREER. IT IS THE ONLY CONSTANT PUBLICATION THAT IS DEDICATED TO TELLING OUR STORY, AS AN INDUSTRY; THE GOOD, THE BAD AND THE UGLY. CNR HAS CHRONICLED MUCH OF IT ALONG THE WAY."

Patrick J. Kozeny
President
Kozeny-Wagner, Inc.

"HAVING WORKED IN THIS INDUSTRY FOR THE PAST +30 YEARS, I KNOW I CAN CONSISTENTLY TURN TO CNR AS A TRUSTED SOURCE OF TIMELY AND ACCURATE INFORMATION."

Dr. John Gaal
Director of Training & Workforce Development
Carpenters' District Council of Greater St. Louis & Vicinity

JANUARY/FEBRUARY 2017

FEATURED TOPICS:

- Finishing Touch Awards
- Keystone Awards
- Building Features
- Windows, Doors and Hardware

ad close/editorial deadline: Dec 28, 2016

art deadline: Jan 04, 2017

mail date: Jan 2017

MARCH/APRIL 2017

FEATURED TOPICS:

- School and Campus Projects
- Rental Equipment Houses
- Electrical Contractors & Engineers
- Building Features

ad close/editorial deadline: Feb 28, 2017

art deadline: Mar 07, 2017

mail date: Mar 2017

MAY/JUNE 2017

FEATURED TOPICS:

- Specialty Coatings
- Hauling Services
- Fire Protection
- Building Features

ad close/editorial deadline: Apr 28, 2017

art deadline: May 05, 2017

mail date: May 2017

JULY/AUGUST 2017

FEATURED TOPICS:

- Instruments
- Advantages of Concrete Building
- Drainage and Plumbing Contractors
- Building Features

ad close/editorial deadline: Jun 27, 2017

art deadline: Jul 04, 2017

mail date: Jul 2017

SEPTEMBER/OCTOBER 2017

FEATURED TOPICS:

- Advantages of Steel Building
- Metal Cladding and Cladding Contractors
- Trucks and Vans
- Building Features

ad close/editorial deadline: Aug 29, 2017

art deadline: Sep 05, 2017

mail date: Sep 2017

NOVEMBER/DECEMBER 2017

FEATURED TOPICS:

- Quality Concrete Awards
- Advantages of Masonry
- Outlook for Coming Year
- Building Features

ad close/editorial deadline: Oct 27, 2017

art deadline: Nov 03, 2017

mail date: Nov 2017

ADVERTISING RATES

Four Color	1x	3x	6x
Full page	\$2,400	\$2,040	\$1,800
2/3 page	\$1,800	\$1,530	\$1,350
1/2 page	\$1,440	\$1,224	\$1,080
1/3 page	\$1,200	\$1,020	\$900
1/4 page	\$960	\$816	\$720
1/6 page	\$600	\$510	\$450
<hr/>			
Inside Front/ Inside Back Cover	\$2,800		
<hr/>			
Back Cover	\$2,900		

Special Rates

PMS Colors or metallic inks \$700 per page
 Specified position (subject to availability) +10%
 Classified ads \$175 per column inch

Ad rates shown include your exact print advertisement rerun in the online digital edition of our magazine with hotlinks to your company's website or any other digital destination of your choice. There is no extra charge for this added value.

INSERTS

Inserts may be furnished ready for binding into the publication. Each full page is considered a separate insertion when figuring an earned frequency rate. Please call for pricing and mechanical specifications.

AD SIZES

Standard spread	15.25" x 9.8125"
Bleed spread	
Trim Size	16.25" x 10.8125"
Live Area	15.875" x 10.4375"
Standard full page	7.375" x 9.8125"
Bleed full page	
Trim Size (add .125" of bleed)	8.125" x 10.8125"
Live Area	7.75" x 10.4375"
2/3 page	4.584" x 9.8125"
1/2 page vertical	3.375" x 9.8125"
1/2 page horizontal	7.125" x 4.625"
1/2 page island	4.584" x 7.25"
1/3 page vertical	2.167" x 9.8125"
1/3 page square	4.584" x 4.625"
1/4 page vertical	2.167" x 7.25"
1/4 page square	3.375" x 4.625"
1/6 page vertical	2.167" x 4.625"
1/6 page horizontal	4.584" x 2.25"

FILE PREPARATION REQUIREMENTS

BLEED ADS:

Ads designed to bleed off the edge of the page must have an additional 1/8" beyond the "trim size" listed. Place all critical information within the "live area" listed to ensure it is not cut off during binding.

SOFTWARE:

We prefer press ready PDFs to be submitted with all fonts embedded.

The resolution of your PDF should be at least 266 dpi but no more than 550 dpi at full size. If submitting your ad in its native format, only the following Macintosh software applications are acceptable:

- Adobe InDesign CS5 or lower. Please include all fonts and links
- Adobe Illustrator CS5 or lower. Please convert all type to outlines and include any placed art used in the layout

NOTE: We CAN accept files from PC versions of these programs, however all fonts will need to be outlined due to font conversion issues.

We highly recommend PC users submit artwork as a high resolution PDF.

You may also send a high resolution TIFF (.tif) in lieu of the above options. JPEG (.jpg) files should be avoided. We can not accept any ads in Microsoft Word, Publisher or another file format not listed.

IMAGE/PHOTO RESOLUTION:

All photos (color or black and white) used in your layout must be at least 266 dpi to ensure quality reproduction. Line art should be 1200 dpi. All color photos should be converted to CMYK color space. A general rule of thumb: do not use any imagery from a website. Usually these have a very low resolution and will not reproduce well.

FILE NAMING:

Please name your file in a manner that makes it easy for us to identify the advertiser and the issue. Avoid generic names such as "ad.pdf". Instead try: "advertisername_issuemoth_11.PDF".

SUBMITTING:

Files under 2 megabytes can be accepted via e-mail. Otherwise:

- 1) Submit via our FTP site. Contact your account person for instructions.
- 2) Submit your ad file(s) on a CD or DVD

COLOR PROOFS:

If color is critical, please supply a certified proof. Acceptable proofs included Cromalin (DuPont), Matchprint (3M), Signature (Kodak), Pressmatch, (Ecn), ColorArt (Fuji) and Spectra (Polaroid). If no proof is supplied we are not responsible for color reproduction on press.

GENERAL DESIGN GUIDELINES:

- If you are wanting to include a "rich black" in your design the following break-out should be used: c50 m30 y20 k100
- Type using process colors should not be smaller than 10pt.
- We recommend reversed type not contain fine serifs or be set using a "light" or "thin" font and should be no smaller than 10pt.

ELECTRONIC ADVERTISING

CNR'S WEBSITE

stlouiscnr.com is the online news source for the Saint Louis construction industry. Because its content is always fresh, it is the go-to source for information about the St. Louis construction industry.

Top Banner Ad (3 available)

1 mo. \$600 | 3 mo. \$1,250 | 6 mo. \$1,850 | 12 mo. \$3,250

Side Block Position (12 available)

1 mo. \$400 | 3 mo. \$850 | 6 mo. \$1,250 | 12 mo. \$2,000

CNR WEEKLY UPDATE E-NEWSLETTER

St. Louis Construction News & Review's Weekly Update E-Newsletter publishes every week. News is always fresh, up-to-the-minute information readers can use! Every week the Weekly Update goes directly to the inbox of more than 3,600 professionals in the St. Louis commercial construction industry. Unlike other e-newsletters, CNR's Weekly Update has an opt-in success rate of 80%. On average, Weekly Update is opened and read by more than one-third of all subscribers. These are GREAT statistics for you the advertiser!

Side Block Position (12 available)

1 wk. \$90 | 1 mo. \$250 | 3 mo. \$700 | 6 mo. \$1,350 |
9mo. \$1,850 | 12 mo. \$2,350

E-BLAST YOUR MESSAGE TO CNR READERS

CNR can send your custom E-Blast to our 3,600+ e-mail recipients. This is an exceptional opportunity! Call today for details.

Top Banner Ad: 728 wide X 90 deep. CNR requests finished GIF or JPG ad files. Animated ads are accepted on the website.

Side Block Position: 300 wide X 250 deep. CNR requests finished GIF or JPG ad files. Animated ads are accepted on the website. Side block ads are set up to rotate, on an on-going basis.

Ad Size: 155 X 155. CNR requests finished GIF or JPG ad files. Sorry, no animation.

If you require assistance we can make simple ads for a fee of \$25.00.

www.StLouisCNR.com



Top Banner Ad

FEATURES



Ad Position

St. Clair County Breaks Ground for \$8.1 Million River Bridge District Project



Hyatt Place Hotel & Conference Center Set For Re-Opening

The new Hyatt Place Hotel & Conference Center is set to re-open with a new look. The hotel is located at 10000 South Hampton Avenue in St. Louis. The hotel is a 150-room hotel with a 10,000-sq-ft conference center. The hotel is set to re-open in the fall of 2017.

St. Louis Construction Cooperative Rebores Earlier

The St. Louis Construction Cooperative (SLCC) is set to re-bore earlier than expected. The cooperative is a 100% employee-owned cooperative. The cooperative is set to re-bore in the fall of 2017.

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