

2018 MEDIA KIT

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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CONSTRUCTION NEWS AND REVIEW

THE READERS

THE CONTENT

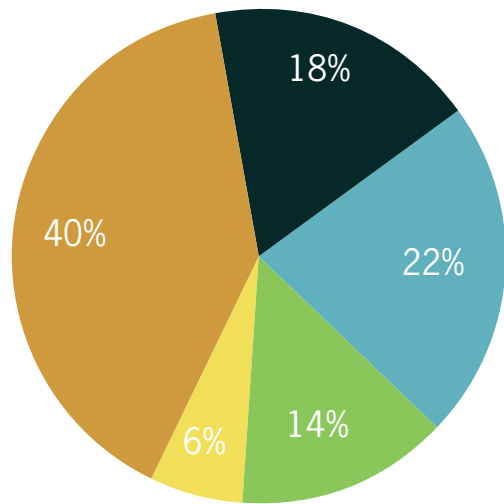
THE RATES/SPECS

THE VOICE

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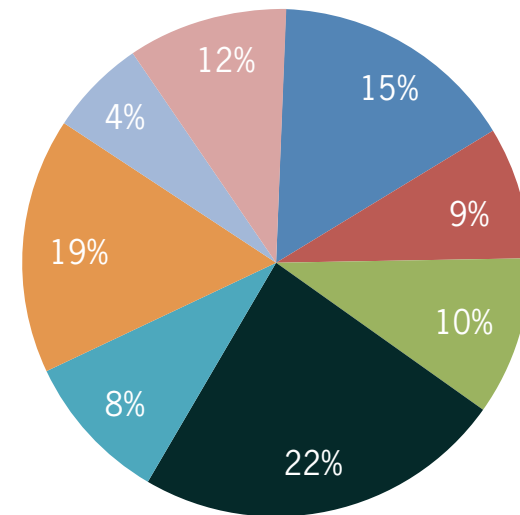
WHO READS CNR?

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
- Building Materials Supplier
- Architectural Firm
- Professional Services
- Engineering Firm
- Associations
- Subcontractor
- 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

FEATURED TOPICS:

- Keystone Awards
- Finishing Touch Awards
- Electrical Contractors
- Construction Financing
- Building Features: Recently Completed Projects

ad close/editorial deadline: Dec 29, 2017

art deadline: Jan 05, 2018

MARCH/APRIL

FEATURED TOPICS:

- Site Development
- Building Material Suppliers
- Equipment
- Building Features: Recently Completed Projects

ad close/editorial deadline: Feb 28, 2018

art deadline: Mar 07, 2018

MAY/JUNE

FEATURED TOPICS:

- ASA Awards
- Project Delivery Methods
- Unions
- Energy Efficiency
- Building Features: Recently Completed Projects

ad close/editorial deadline: Apr 27, 2018

art deadline: May 04, 2018

JULY/AUGUST

FEATURED TOPICS:

- Carpentry
- Construction Management Education
- Engineering
- Building Features: Recently Completed Projects

ad close/editorial deadline: Jun 27, 2018

art deadline: Jul 5, 2018

SEPTEMBER/OCTOBER

FEATURED TOPICS:

- Industry Associations
- Roofing
- Building Envelopes
- Building Features: Recently Completed Projects

ad close/editorial deadline: Aug 31, 2018

art deadline: Sep 7, 2018

NOVEMBER/DECEMBER

FEATURED TOPICS:

- Quality Concrete Awards
- Construction Software
- Prefab/Modular Construction
- Building Components
- Building Features: Recently Completed Projects

ad close/editorial deadline: Oct 29, 2018

art deadline: Nov 05, 2018

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"

PRINT AD 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_issuemonth_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 – random rotation)

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

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!

Block Position (12 available)

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

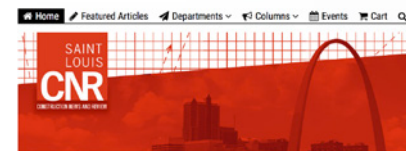
CUSTOM E-BLAST

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

www.StLouisCNR.com

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

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.



Top Banner Ad

FEATURES



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

Block Position



Submit a Story Idea
Promote on Facebook
Contact CNR
READ THE LATEST ISSUE
BY ST. LOUIS CNR MAGAZINE
AVAILABLE HERE
Subscribe to St. Louis CNR Magazine

WEEKLY UPDATE

Ad Size: 155 X 155. CNR requests finished GIF or JPG ad files.

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



Ad Position

Ad Position

Ad Position