

2019 ADVERTISING GUIDE

SAINT LOUIS
CNR
 CONSTRUCTION
 NEWS & REVIEW

1969 **50** YEARS 2019



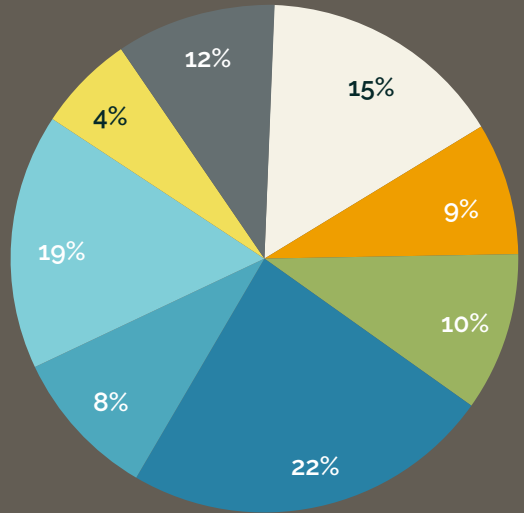
Since 1969, St. Louis Construction News and Review has been providing in-depth news and analysis of the St. Louis commercial construction industry. Our readers consistently say they depend on CNR for the information they can't find in any other publication.

For a complete media kit, visit:

WWW.STLOUISCNR.COM

WHO READS CNR?

CNR'S 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*

*Government, Real Estate and Labor, etc

2019 EDITORIAL CALENDAR

JANUARY/FEBRUARY

FEATURED TOPICS:

- | Keystone & Finishing Touch Awards Announcements
- | Industry Feature: Commercial Real Estate Development & Site Selection
- | Industry Feature: Diversity & Inclusion
- | Building Features: Recently Completed Projects

ad close/editorial deadline: Jan 1, 2019

art deadline: Jan 7, 2019

MARCH/APRIL

FEATURED TOPICS:

- | *CNR's 50th Anniversary Feature*
- | Industry Feature: Commercial/Industrial Landscaping & Site Preparation
- | Industry Feature: Building Security/Safety
- | Building Features: Recently Completed Projects

ad close/editorial deadline: Mar 1, 2019

art deadline: Mar 7, 2019

MAY/JUNE

FEATURED TOPICS:

- | ASA Awards
- | Industry Feature: Painting: Commercial & Industrial
- | Industry Feature: Law
- | Industry Feature: Accounting
- | Building Features: Recently Completed Projects

ad close/editorial deadline: May 1, 2019

art deadline: May 7, 2019

JULY/AUGUST

FEATURED TOPICS:

- | Industry Feature: Multi-Generational Businesses
- | Industry Feature: Engineering
- | Industry Feature: Financing Construction
- | Building Features: Recently Completed Projects

ad close/editorial deadline: Jul 1, 2019

art deadline: Jul 7, 2019

SEPTEMBER/OCTOBER

- | Industry Feature: Commercial Interior Design
- | Industry Feature: Windows, Doors, Architectural Glass
- | Industry Feature: Flooring
- | Building Features: Recently Completed Projects

ad close/editorial deadline: Sep 1, 2019

art deadline: Sep 7, 2019

NOVEMBER/DECEMBER

- | Quality Concrete Awards
- | Industry Feature: Construction Trade Workforce
- | Industry Feature: Mechanical Contracting
- | Industry Feature: Walls & Ceilings
- | Building Features: Recently Completed Projects

ad close/editorial deadline: Nov 1, 2019

art deadline: Nov 7, 2019

CONTACT US:

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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
Business Card	\$200		
	1x	2x	3x
Inside F or B cover	\$2,800	\$2,400	\$2,200
Back Cover	\$2,900	\$2,500	\$2,250

Special Rates

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

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

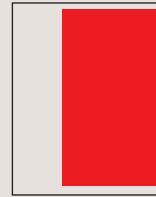
Inserts may be furnished ready for binding into the publication. Each full page is considered a separate insertion when figuring an earned frequency rate. Please call for pricing and mechanical specifications.

AD SIZES

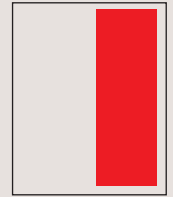
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 Bleed Spread
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 Live Area 15.875" x 10.4375"
 Standard Full Page 7.375" x 9.8125"
 Bleed Full Page
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 Live Area 7.75" x 10.4375"



Full Page
7.375" x 9.8125"



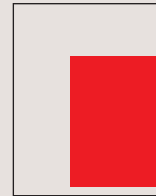
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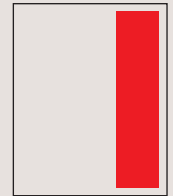
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1/2 page horizontal
7.125" x 4.625"



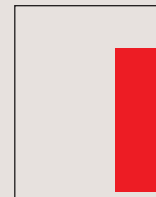
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4.584" x 7.25"



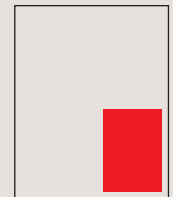
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2.167" x 9.8125"



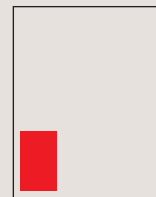
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4.584" x 4.625"



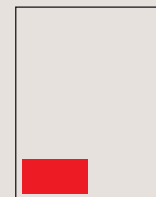
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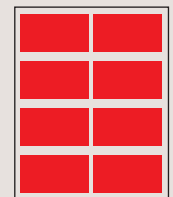
1/4 page square
3.375" x 4.625"



1/6 page vertical
2.167" x 4.625"



1/6 page horizontal
4.584" x 2.25"



Business Card
3.5" x 2.0"

ELECTRONIC ADS

CNR 'S WEBSITE

stlouiscnr.com is the online news source for the St. 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)

728px wide X 90px tall

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

12 mo. \$3,250

Side Block Position (12 available)

300px wide X 250px tall

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)

155px X 155px

1 wk. \$90 | 1 mo. \$250 | 3 mo. \$700 |

6 mo. \$1,350 | 9 mo. \$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.

FILE PREPARATION

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 CC19 or lower. Please include all fonts and links
- Adobe Illustrator CC19 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: "advertiser_issuemonth_11.PDF".

SUBMITTING:

Files under 10 megabytes can be accepted via e-mail. Otherwise:

- 1) Submit a link to a fileshare site (i.e. dropbox, file, etc).
- 2) Submit your ad file(s) on a CD or DVD

COLOR PROOFS:

If color is critical, please supply a certified proof. *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.