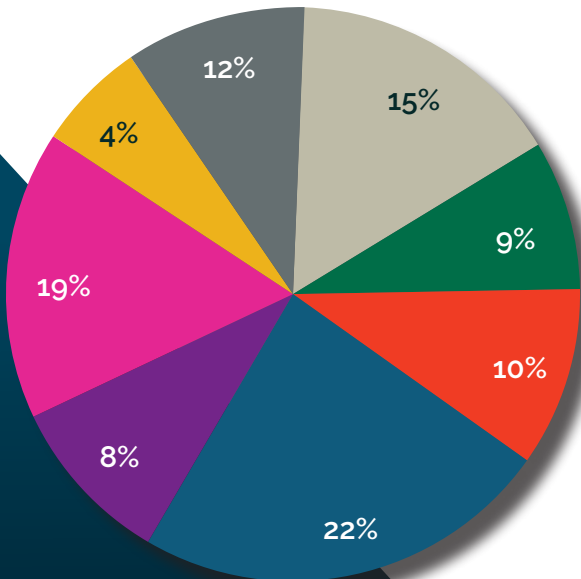
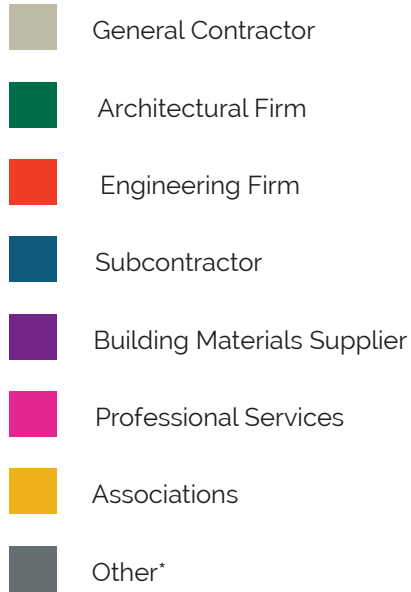


WHO READS CNR?

CNR's 4,000+ subscribers are the "insiders" who make things happen in St. Louis Metro Area construction. They rely upon CNR for behind-the-scenes, detailed information and insight on people and projects right here in our region.



*Government, Real Estate and Labor, etc

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. \$630 | 3 mo. \$1,320 | 6 mo. \$1,950 | 12 mo. \$3,450

Side Block Position (12 available)
 300px wide X 250px tall
 1 mo. \$420 | 3 mo. \$900 | 6 mo. \$1,320 | 12 mo. \$2,100

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 4,000 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 ad (random rotation)
 155px X 155px
 1 wk. \$100 | 1 mo. \$270 | 3 mo. \$740 |
 6 mo. \$1,420 | 12 mo. \$2,470

Triple Block Banner Ad
 155px X 550px
 1 wk. \$260 | 1 mo. \$720 | 3 mo. \$2,000 |
 6 mo. \$3,850 | 12 mo. \$6,700

CUSTOM E-BLAST

CNR can send your custom E-Blast to our 4,000+ e-mail recipients. This is an exceptional opportunity! Call today for details.



2021 MEDIA KIT

Kerry Smith - Editor
 618.225.2253
 Kerry@StLouisCNR.com

Gene Keeven - Advertising
 314.368.7357
 Gene@StLouisCNR.com

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.

2021 EDITORIAL CALENDAR

JANUARY/FEBRUARY

INDUSTRY FEATURES:

- » Engineering St. Louis
- » Construction Materials

AWARDS RECOGNITION:

- » Keystone Awards
- » Finishing Touch Awards
- » Masonry Association Awards

BUILDING FEATURES:

- » Recently Completed Projects

ad close/editorial deadline: January 1, 2021

art deadline: January 7, 2021

MARCH/APRIL

INDUSTRY FEATURES:

- » Ethnic Diversity Representation
- » Construction Contracts & Clauses
- » Structural Steel

BUILDING FEATURES:

- » Recently Completed Projects

ad close/editorial deadline: March 1, 2021

art deadline: March 7, 2021

MAY/JUNE

INDUSTRY FEATURES:

- » Multigenerational Construction Businesses
- » Construction Financing
- » Concrete & Asphalt

AWARDS RECOGNITION:

- » American Subcontractors Association Awards
- » St. Louis Council of Construction Consumer Awards

BUILDING FEATURES:

- » Recently Completed Projects

ad close/editorial deadline: May 1, 2021

art deadline: May 7, 2021

JULY/AUGUST

INDUSTRY FEATURES:

- » Occupant Safety Design & Construction
- » Human Resources
- » Subsurface Site Selection

BUILDING FEATURES:

- » Recently Completed Projects

ad close/editorial deadline: July 1, 2021

art deadline: July 7, 2021

SEPTEMBER/OCTOBER

INDUSTRY FEATURES:

- » Resilient Buildings
- » MBEs: St. Louis Success Stories
- » Flooring Systems

BUILDING FEATURES:

- » Recently Completed Projects

ad close/editorial deadline: September 1, 2021

art deadline: September 7, 2021

NOVEMBER/DECEMBER

INDUSTRY FEATURES:

- » Hiring & Training Military Veterans
- » Women in Construction
- » Heavy Equipment: Rent, Lease or Buy?

BUILDING FEATURES:

- » Recently Completed Projects

ad close/editorial deadline: November 1, 2021

art deadline: November 7, 2021

ADVERTISING RATES

Four Color	1x	3x	6x
Full page	\$2,520	\$2,150	\$1,890
2/3 page	\$1,890	\$1,610	\$1,420
1/2 page	\$1,520	\$1,294	\$1,140
1/3 page	\$1,260	\$1,080	\$950
1/4 page	\$1,010	\$866	\$760
1/6 page	\$630	\$540	\$480
Inside F or B cover	\$2,940	\$2,520	\$2,310
Back Cover	\$3,050	\$2,630	\$2,370

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.

PRINT AD 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.

AD SIZES

Standard Spread15.25" x 9.8125"

Bleed Spread

Trim Size (add .125" of bleed)16.25" x 10.8125"

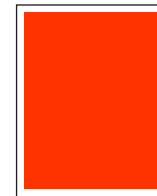
Live Area15.875" x 10.4375"

Standard Full Page7.375" x 9.8125"

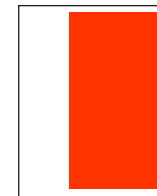
Bleed Full Page

Trim Size (add .125" of bleed)8.125" x 10.8125"

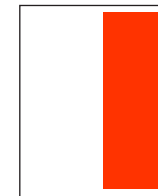
Live Area7.75" x 10.4375"



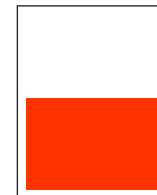
Full Page
7.375" x 9.8125"



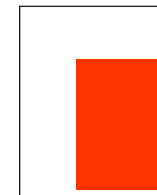
2/3 page
4.584" x 9.8125"



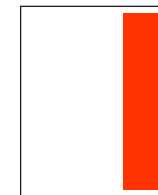
1/2 page vertical
3.375" x 9.8125"



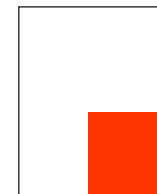
1/2 page horizontal
7.125" x 4.625"



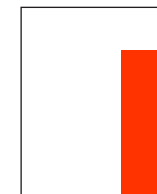
1/2 page island
4.584" x 7.25"



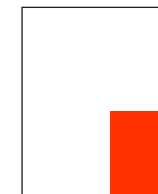
1/3 page vertical
2.167" x 9.8125"



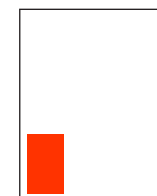
1/3 page square
4.584" x 4.625"



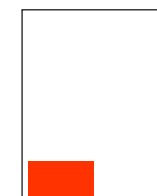
1/4 page vertical
2.167" x 7.25"



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"