







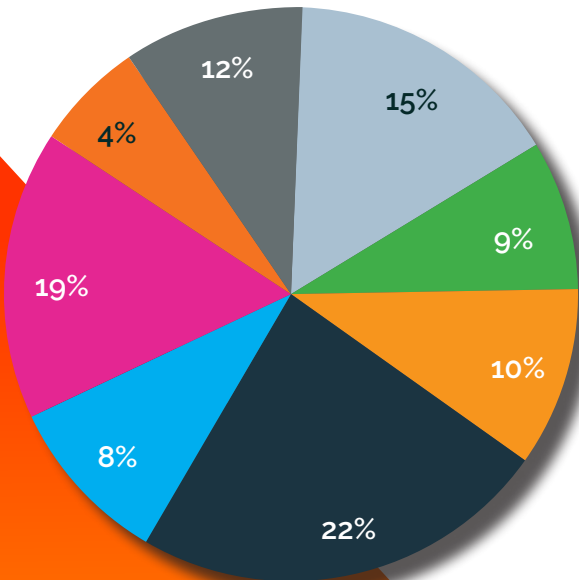


WHO READS CNR?

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.

-  General Contractors
-  Architectural Firms
-  Engineering Firms
-  Subcontractors
-  Building Materials Suppliers
-  Professional Services
-  Associations
-  Other*



*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 @ 72-96dpi
 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 @ 72-96dpi
 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 @ 72-96dpi
 1 wk. \$100 | 1 mo. \$270 | 3 mo. \$740 |
 6 mo. \$1,420 | 12 mo. \$2,470

Triple Block Banner Ad

155px X 550px @ 72-96dpi
 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.
\$1,500 per E-blast



2022 MEDIA KIT

Kerry Smith - Editor

618.225.2253
 Kerry@StLouisCNR.com

Gene Keeven - Advertising

314.368.7357
 Gene@StLouisCNR.com

Marshall Girtman - Advertising

618.694.0237
 Marshall@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.

2022 EDITORIAL CALENDAR

JANUARY/FEBRUARY

INDUSTRY FEATURES:

- » Environmental Remediation
- » Site Development & Engineering

AWARDS RECOGNITION:

- » AGC of MO Keystone Awards
- » AGC of MO Specialty Contractor of the Year Award

BUILDING FEATURES:

- » Recently Completed Projects (TBD)

editorial deadline: Dec. 10, 2021

ad space deadline: Jan. 3, 2022

art deadline: Jan. 10, 2022

MARCH/APRIL

INDUSTRY FEATURES:

- » Cannabis Facilities
- » Electrical & Mechanical Contractors
- » Talent Wars

BUILDING FEATURES:

- » Recently Completed Projects (TBD)

editorial deadline: Feb. 11, 2022

ad space deadline: March 1, 2022

art deadline: March 8, 2022

MAY/JUNE

INDUSTRY FEATURES:

- » Multi-Gen St. Louis Construction Firms
- » Heavy Highway & Infrastructure
- » Institutional Construction

AWARDS RECOGNITION:

- » ASA Midwest Council Awards

BUILDING FEATURES:

- » Recently Completed Projects (TBD)

editorial deadline: Apr. 15, 2022

ad space deadline: May 2, 2022

art deadline: May 9, 2022

JULY/AUGUST

INDUSTRY FEATURES:

- » Water & Wastewater Systems
- » Building Components & Prefabrication
- » Technology & Data Centers
- » Construction Photo Showcase

BUILDING FEATURES:

- » Recently Completed Projects (TBD)

editorial deadline: June 10, 2022

ad space deadline: July 1, 2022

art deadline: July 8, 2022

SEPTEMBER/OCTOBER

INDUSTRY FEATURES:

- » Jobsite Safety & Health: Best Practices
- » Construction Robotics
- » St. Louis A/E/C Innovations, Patents & Entrepreneurs

AWARDS RECOGNITION:

- » SLCCC Awards

BUILDING FEATURES:

- » Recently Completed Projects (TBD)

editorial deadline: Aug. 12, 2022

ad space deadline: Sept. 1, 2022

art deadline: Sept. 8, 2022

NOVEMBER/DECEMBER

INDUSTRY FEATURES:

- » Multifamily Construction & Development
- » Construction Accounting
- » Proposals & Prospecting Strategies

BUILDING FEATURES:

- » Recently Completed Projects (TBD)

editorial deadline: Oct. 14, 2022

ad space deadline: Nov. 1, 2022

art deadline: Nov. 8, 2022

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 Jump Drive, 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.

PRINT AD SIZES

Standard Spread15.25" x 9.8125"

Bleed Spread

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

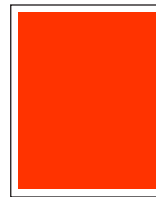
Live Area 15.875" x 10.4375"

Standard Full Page7.375" x 9.8125"

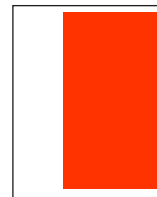
Bleed Full Page

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

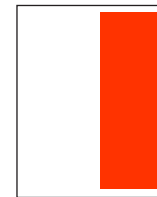
Live Area7.75" x 10.4375"



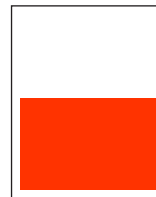
Full Page
7.375" x 9.8125"



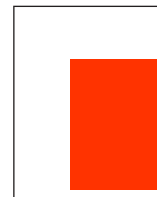
2/3 page
4.584" x 9.8125"



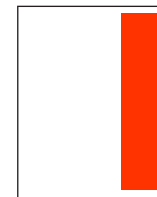
1/2 page vertical
3.375" x 9.8125"



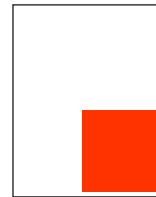
1/2 page horizontal
7.125" x 4.625"



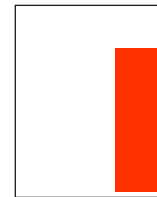
1/2 page island
4.584" x 7.25"



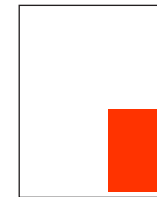
1/3 page vertical
2.167" x 9.8125"



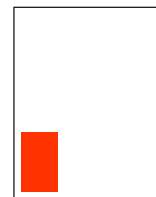
1/3 page square
4.584" x 4.625"



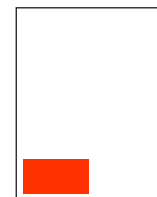
1/4 page vertical
2.167" x 7.25"



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"

E-AD PREPARATION

DISPLAY AD FILE FORMATS:

Make sure you save your final designs in the correct file format.

CNR will accept the following formats for uploaded display ads:

- JPG
- PNG
- GIF

Generally speaking, JPEG offers the best compression options, so if your file size is cutting it close, try saving it as a JPEG.

COMPRESSING DISPLAY AD FILE SIZE:

Please compress the file size before sending it to CNR.

If you're using Adobe Photoshop or Illustrator, you can use the Save for Web feature to see which file type works best.

To access this feature, open the File menu, click on Export, and select Save for Web.

