

Black/White Rates

Full Page	\$1340.00
2/3 Page	\$1155.00
1/2 Page	\$845.00
1/3 Page	\$620.00
1/4 Page	\$510.00
1/8 Page	\$325.00

Cover and Premium Positions

TABS	\$1680.00
IFC/IBC	\$1795.00
OBC	\$2005.00

Ad Dimensions

Size	Width	Length
Full Page...5"	x 7½"	
2/3 Hz.....5"	x 4 ¹⁵ / ₁₆ "	
1/2 Vt.....2 ³ / ₈ "	x 7½"	
1/2 Hz.....5"	x 3 ⁵ / ₈ "	
1/3 Vt.....2 ³ / ₈ "	x 4 ¹⁵ / ₁₆ "	
1/3 Hz.....5"	x 2 ⁵ / ₁₆ "	
1/4 Vt.....2 ³ / ₈ "	x 3 ⁵ / ₈ "	
1/4 Hz.....5"	x 1 ¹¹ / ₁₆ "	
1/8 Hz	2 ³ / ₈ " x 1 ¹¹ / ₁₆ "	

Editorial Considerations

Advertising content and editorial content are totally separate. No special editorial consideration of any kind shall be part of any sales agreement.

Color Rates Prices are in addition to b/w space rate

2-color process (cyan, magenta, yellow)	\$400.00
3-color process (cyan, magenta, yellow)	\$550.00
4-color process (seps supplied by client)	\$850.00

Bleed

Oversized ads are subject to a 10% surcharge on space rate.

All rates are net



The Associated General Contractors of America, the voice of the construction industry, is an organization of qualified construction contractors and industry related companies dedicated to skill, integrity and responsibility. Operating in partnership with its chapters, the association provides a full range of services satisfying the needs and concerns of its members, thereby improving the quality of construction and protecting the public interest.

Published By:

Slack Attack Communications
 5113 Monona Drive
 Madison, WI 53716
 www.slackattack.com

Mechanical Requirements

Printed Offset

Type Page:
 5" wide x 7½" deep

Trim Size:
 5¾" wide x 8½" deep

Bleed Size:
 6" wide x 8¾" deep

Submission Requirements

Ads are to be sent in Macintosh format, on a CD or emailed as a high-resolution pdf, jpg or tif. Please accompany all disks with a laser proof to assure accuracy. Note: Color proof needs to accompany color ads.

Guaranteed special position

Other than covers, 15% surcharge on space to secure preferred position. Otherwise all space requests accommodated on request basis only.

Beth Vander Grinten

Sales and Marketing Manager
 Email bethv@slackattack.com
 608-222-7630 Ext. 23
 Fax 608-222-0262

Ad space deadline: January 17, 2007

Advertising Space Reservation

Premium Positions

- TABS\$1680.00
- IFC/IBC\$1795.00
- OBC\$2005.00

Black/White Ads

- Full Page\$1340.00
- 2/3 Hz\$1155.00
- 1/2 Vt.....\$845.00
- 1/2 Hz\$845.00
- 1/3 Vt.....\$620.00
- 1/3 Hz\$620.00
- 1/4 Vt.....\$510.00
- 1/4 Hz\$510.00
- 1/8 Hz\$325.00

Color Ads (Add to b/w cost)

- 2-color process\$400.00
- 3-color process\$550.00
- 4-color process\$850.00

Firm Name: _____

Address: _____

City: _____ State: _____

Zip: _____ Phone: _____

Authorized by: _____

Title: _____

Please Check One:

- Pick up last year's copy
- My camera-ready ad is enclosed
- I will deliver my camera-ready ad to Slack Attack Communications by Jan. 24th
- Please have Slack Attack Communications contact me to make arrangements for an ad to be prepared. I understand that there are separate, additional charges for ad preparation.

Please Check One:

- Payment enclosed Please bill me

Signature _____

Date _____

Please fax or mail contracts by January 17, 2007

Beth Vander Grinten
Slack Attack Communications
5113 Monona Drive, Madison, WI 53716
Fax 608-222-0262



Beth Vander Grinten,
Sales and Marketing Manager
e-mail bethv@slackattack.com

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AGC of Wisconsin Rate Card



**Membership Directory and
Buyers' Guide 2007**