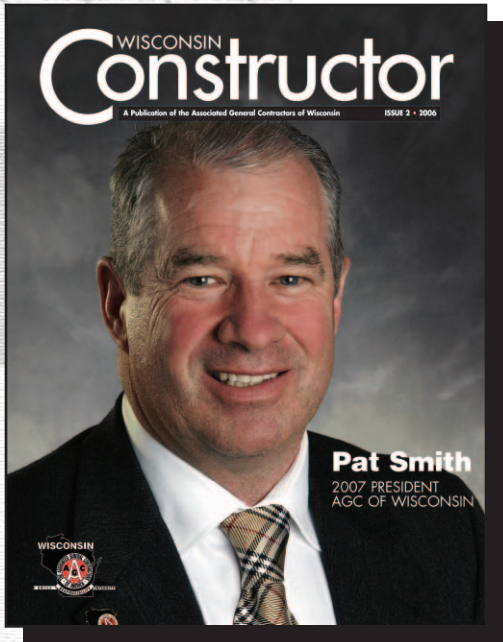


Wisconsin Constructor Magazine



Official Publication of the Associated General Contractors of Wisconsin, Inc.

.....
Wisconsin Constructor is a quarterly magazine created for construction industry professionals throughout the state. It is an essential communication tool filled with information on the Wisconsin construction industry, including sections on legal, labor, education and training, safety, and legislative issues.

The tightly-targeted readership—consisting of general contractors, specialty contractors, suppliers of materials and services, and purchasers of construction services—turns to the *Wisconsin Constructor* for valuable news and commentary vital to the industry.

Wisconsin Constructor aids in the implementation of AGC's mission statement:

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.

For advertising information contact:

BETH VANDER GRINTEN
Slack Attack Communications
5113 Monona Drive
Madison, WI 53716
608-222-7630, ext. 23
fax: 608-222-0262
email: bethv@slackattack.com
www.slackattack.com



Wisconsin Constructor Magazine

Official Publication of the
Associated General Contractors of Wisconsin, Inc.

Advertising Rates

Effective January 2007 (all rates are net)

	Full page	2/3 page	1/2 page	1/3 page	1/4 page	1/6 page
1 x	1215.00	1000.00	715.00	600.00	480.00	370.00
2 x	1055.00	910.00	650.00	545.00	435.00	335.00
4 x	960.00	825.00	590.00	500.00	400.00	305.00

Preferred Position

Back cover, four color\$1,810.00.
Inside back cover and inside front cover,
four color\$1,620.00

Inserts

2 page insert (1 leaf)\$950.00
4 page insert (2 leaves)\$1,575.00

Inserts must be delivered prepaid to
Slack Attack Communications

Color

One PMS color\$200.00
Four color\$600.00
Wisconsin Constructor is not responsible
for color match unless a Matchprint is fur-
nished with order.

Mechanical Requirements

Ad Dimensions (width by height)

FULL PAGE.....	7-3/8 x 9-7/8
2/3 PAGE.....	Vertical 4-7/8 x 9-7/8
1/2 PAGE.....	Horizontal 7-3/8 x 4-7/8, Vertical 4-7/8 x 7-3/8
1/3 PAGE.....	Horizontal 4-7/8 x 4-7/8, Vertical 2-3/8 x 9-7/8
1/4 PAGE.....	Horizontal 4-7/8 x 3-5/8, Vertical 2-3/8 x 7-3/8
1/6 PAGE.....	Horizontal 4-7/8 x 2-3/8, Vertical 2-3/8 x 4-7/8
1/8 PAGE.....	Vertical 2-3/8 x 3-5/8

Trim size: 8-3/8" x 10-7/8"
Bleed: 8-5/8" x 11-1/8"

SUBMISSION REQUIREMENTS: All ads must be submitted electronically. Films or reflective camera-ready art are NOT accepted.

Platform: Macintosh (preferred) or Windows. **Disk Format:** 3-1/2, Zip (100MB), or CD. Please do not send ads by e-mail unless converted to a high resolution pdf file (less than 2MB in size). **File Format:** Quark Xpress (and Illustrator or Photoshop if saved as .eps or .tiff). **Unsupported Formats:** Due to software limitations for production efficiency, we are NOT able to accept the following programs: PageMaker, InDesign, WordPerfect, Microsoft Word, Microsoft Publisher, Harvard Graphics, PowerPoint, Excel, Corel Draw. Ads created in any of these formats must be converted to a hi-res .pdf file before submission. **Electronic Ad Submission Checklist:** Verify ad dimensions. Don't use color if ad is black-only. Copy all materials to disk (include all placed graphics, scans, logos). Include all fonts on disk. **LASER PROOF OF AD MUST BE SUBMITTED WITH DISK.**

NOTE: Any ads not submitted according to the above specifications could incur additional charges.

Professional Card

The "Professional Card" section offers an exciting and affordable opportunity to promote your company, products and/or services to the Wisconsin construction industry. Include your business in the "Professional Card" section of each issue of *Wisconsin Constructor* throughout the year for \$435.00 (includes production).

Dimensions of a "Professional Card" are 3-1/2" wide x 1-1/2" high. Your advertisement can include your logo, slogan and key information about your business. Ads are listed alphabetically.

Circulation

Wisconsin Constructor is mailed to each member of the AGC of Wisconsin, appropriate non-member construction companies, state, county and city government officials, legislators, and owners who utilize construction services.

Advertising Deadlines

2007 ISSUE 1

Ad space deadline.....Feb. 14, 2007
Electronic ad disk & proof due.....Feb. 21, 2007

2007 ISSUE 2

Ad space deadline.....May 9, 2007
Electronic ad disk & proof due.....May 16, 2007

2007 ISSUE 3

Ad space deadline.....Aug. 15, 2007
Electronic ad disk & proof due.....Aug. 22, 2007

2007 ISSUE 4

Ad space deadline.....Nov. 21, 2007
Electronic ad disk & proof due.....Nov. 28, 2007

