

Readership Profile

The WCRP and Plan Center is used by general contractors, subcontractors, construction managers, government and municipal professionals, architects, engineers, suppliers, developers, bridge and highway builders and many more.

Special Features

- Growth Management Act
- Financial Focus
- New Products
- Human Interest
- Construction Directory
- Legislative Topics
- Industry Reports
- Events
- Small Business Profiles
- Contractors Corner

Advertising Policy

Copy Acceptance & Conditions

The publisher reserves the right to reject any advertisement and may require the word “advertisement” in any ad. The publisher will not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher’s liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. Advertising will be billed at the one time rate unless a contract has been submitted for the specific frequency rate. Contracts canceled before completion must be paid to the full value of the signed contract.

Placement

All advertising will be placed in the WCR at the publisher’s discretion. Advertising may be placed in a preferred position for an additional cost. Please ask your sales representative for actual cost.

Circulation: 604 Monthly/paid circulation.

Advertising works best as part of a planned marketing program, therefore our rates encourage multiple insertions and include discounts. All display advertising is sold by the modular unit.

Pricing:

Spot color and full color available on covers only.

All rates are based camera ready ads, a \$40.00 per hour fee will be charged for any layout or design changes, minimum (1) one hour.

2006 Display Advertising (Rate Card #10)

Display Ad Pricing (per run)

	Times Per Year				
	1 x	3 x	6 x	9 x	12 x
Color Ads					
Front Cover	600				
Front Inside					
Full	340	320	300	280	260
1/2	280	260	240	220	200
1/3	240	220	200	180	160
Back Cover					
Full	360	340	320	300	280
1/2	300	280	260	240	220
1/3	260	240	220	200	180
Back Inside					
Full	340	320	300	280	260
1/2	280	260	240	220	200
1/3	240	220	200	180	160
B&W					
Full	320	300	280	260	240
2/3	260	240	220	200	180
1/2	230	210	190	170	150
1/3	185	165	145	125	105
1/6	140	120	100	80	60
1/2 Island	225	205	185	165	145
1/3 Banner	180	160	140	120	100
Business Card	47	42	37	32	27

Construction Directory : \$100 per year

Mechanical Requirements & Dimensions

Business Card (1/8 pg) = 2 x 3 1/2

1/6 = 2 1/4 x 4 3/4 (V), 3 5/8 x 3 1/8 (H)

1/3 = 4 5/8 x 4 3/4 (H), 2 1/4 x 9 1/2 (V)

1/3 Banner = 7 1/4 x 3 1/8

1/2 = 7 1/4 x 4 3/4 (H), 3 5/8 x 9 1/2 (V)

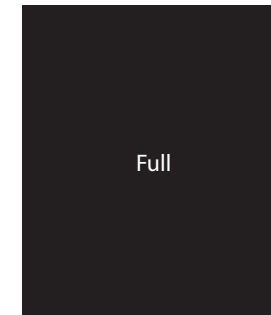
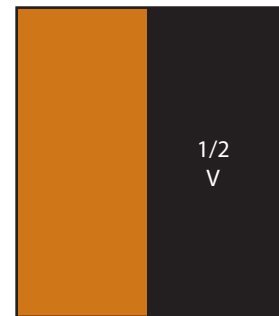
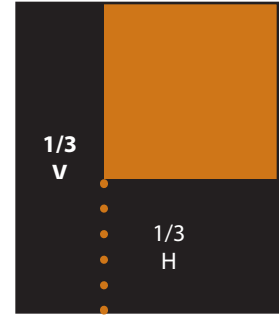
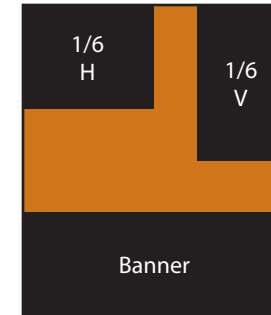
1/2 Island = 4 3/4 x 7

2/3 = 4 3/4 x 9 1/2

Full = 7 1/4 x 9 1/2 (**Back Page** = 7 1/4 x 9)

All ads or logos should be provided as .pdf, .jpeg, or .tif files and sent via email to ads@wcrinc.com.

Advertising Size Examples



Online Advertising	
125 x 125 Medallion Ad	\$300 Per Month
468 x 60 Upper Banner Ad	\$450 Per Month
468 x 60 Lower Banner Ad	\$375 Per Month