CONSTRUCTION CONTRACTOR
2022 RATE CARD

4-COLOR AD RATES

Full Page	$575
Half Page (Horizontal Only)	$425

PREMIUM PLACEMENTS

Back Cover	$775
Inside Front Cover	$725
Inside Back Cover	$675

SPONSORED CONTENT

Cover Feature	4p	$1,495
Special Feature	2p	$950
Professional Profile	1p	$775
Columns	1p	$750

ADDITIONAL SERVICES

Photography, Ad Design, Reprints, Digital Rights — Pricing Available Upon Request

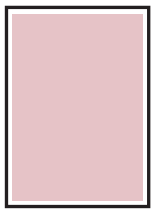
CIRCULATION / READERSHIP

Construction Contractor publishes quarterly and has a target audience of construction executives and key commercial construction decision-makers in the central New York area.

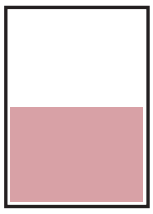
ABOUT CONSTRUCTION CONTRACTOR

Construction Contractor Magazine is the publication of the Syracuse Builders Exchange. It is the premier local market, business-to-business, custom publication for commercial construction decision-makers in the Central New York area. Construction Contractor will provide strategically focused, locally relevant, and deeply engaging content to its target audience. Construction Contractor seeks to provide its readers with business profiles, informative & educational articles, and up to date news as it relates to the central New York construction industry.

Ad Spacing & Dimensions:



Full Page
8.375”x11”
(W X H)



1/2 Page
8.375”x5.375”
Horizontal
(W X H)

Files Accepted:

- 300 dpi or better
- *CMYK*
- PDF, TIFF, EPS, PSD, JPEG file format.

CUSTOM PUBLISHING

Custom publishing is a form of marketing that involves an editorial product. The content of that editorial supports the marketing and communication objectives of the underwriter. Custom publishing is one of the fastest growing forms of marketing and is one of the most significant growth sectors of publishing today. It is a preferred method for more sophisticated marketers to reach a desired and defined target audience.

Custom publishing differs from advertorial in that the content is not a one-sided, ad-based message. Rather, a sponsored article that delivers the unique opportunity to deliver a relevant, engaging message to executives in a manner that will deliver credible information to the reader and accountability to your marketing investment.

FOR MORE INFORMATION CONTACT

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