

CONSTRUCTION CONTRACTOR

2024 RATE CARD



ADDITIONAL SERVICES

Photography, Ad Design, Reprints, Digital Rights

4-COLOR AD RATES

Full Page	\$650
Half Page (Horizontal Only)	\$500

PREMIUM PLACEMENTS

Back Cover	\$875
Inside Front Cover	\$825
Inside Back Cover	\$775

SPONSORED CONTENT

Cover Feature	4p	\$1,800
Special Feature	2p	\$1,200
Professional Profile	1p	\$900
Columns	1p	\$900

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

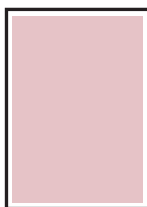
content to its target audience. Construction Contractor seeks to provide its readers with business profiles, informative & educational articles, and up to date news as it relates to the central New York construction industry.

CUSTOM PUBLISHING/ CONTENT MARKETING

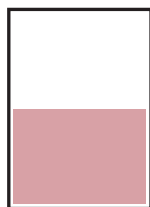
Custom publishing is a form of marketing that involves an editorial product. The content of that editorial supports the marketing and communication objectives of the underwriter. Content marketing is one of the fastest growing forms of marketing and is one of the most significant growth sectors of publishing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

Custom publishing / Content marketing 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.

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.

FOR MORE INFORMATION CONTACT

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