

CONSTRUCTION CONTRACTOR MAGAZINE

2025 RATE CARD



ADDITIONAL SERVICES

Photography, Ad Design, Reprints, Digital Rights

4-COLOR AD RATES

Full Page	\$775
Half Page (Horizontal Only)	\$625

PREMIUM PLACEMENTS

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Inside Front Cover	\$925
Inside Back Cover	\$875

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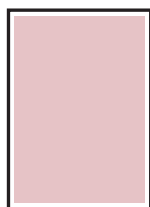
CIRCULATION / READERSHIP

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

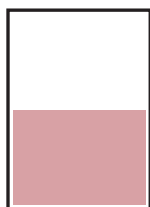
ABOUT CONSTRUCTION CONTRACTOR

Construction Contractor Magazine is the publication of the Syracuse Builders Exchange. It is the premier local market, business-to-business, custom publication for

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.

2025 EDITORIAL CALENDAR

WINTER 2025 - Subcontractors

SPRING 2025- Equipment Suppliers/
Distributors/ Supply Companies

SUMMER 2025- 2nd in Command

FALL 2025- Professional Services

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

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.

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