



Marketplace

No other publication penetrates the lucrative regional market that includes Washington, Oregon and Alaska better than *Northwest Construction*.

Editorial

Our editorial staff has a finger on the pulse of the market. They gather, refine and deliver local news and local information on the people, projects, and products that shape construction in the Northwest.

Circulation

Northwest Construction delivers news and analysis to real estate, design and construction professionals in the Northwest, online and in print. Make connections today!

Online

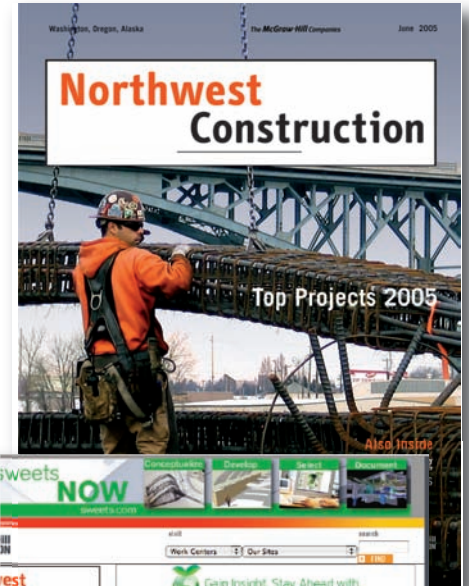
- 7,007 Unique Visitors*
- 22,845 Monthly Impressions*

Print

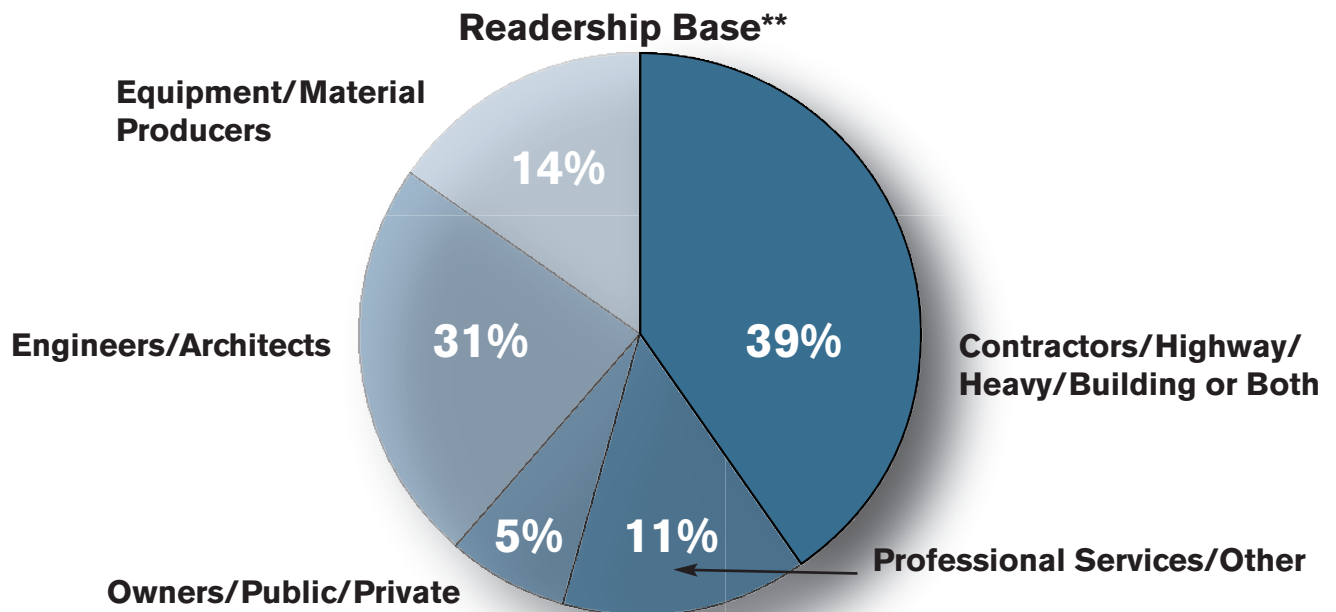
- 4,898 qualified contractors, owners, subcontractors, architects and engineers**

Marketing Opportunities

Northwest Construction gives you industry-wide reach and cost-effective exposure to the local industry professionals buying and specifying your products and services.



Make Connections with the Key Decision-Makers...our readers are your target audience!



*Web Trends, April - September 2008. **June 2008 ABC Statement



	National Features	Local Features	Special Ad Sections/ Reports	Closing/ Materials Due
January	Forecast 2009	Best of GreenSmart Casino Projects AGC Charter School Northwest Construction Directory	NEBC Directory	Nov 23 / Dec 5
February	Renovation/Restoration	Top 20 Under 40 GreenSmart: Issues in Green Renovations		Dec 29 / Jan 7
March	Safety	Construction Management GreenSmart: Building Maintenance		Jan 30 / Feb 4
April	Top General Contractor National Best of 2008	GreenSmart: Top Ten Products	Light Rail System Profile AGC Directory	Feb 29 / Mar 9
May	Immigration Owner of the Year	Highways GreenSmart: Infrastructure	NAIOP Directory	Mar 31 / Apr 7
June	Top Projects	Equipment Rental Guide GreenSmart		Apr 30 / May 7
July	Contractor of the Year Industry People: A Day in the Life	Mid-Year Update Seattle Report	Green Directory Equipment Guide	May 29 / Jun 8
August	Top Specialty Contractors	Niche Specialty Contractors GreenSmart: Sustainable Specialties	NECA Directory	Jun 30 / Jul 8
September	Technology in Construction	Jobsite Communication High Tech Buildings GreenSmart: Green Technology 2010 Winter Olympics Construction		Jul 31 / Aug 6
October		Portland Report GreenSmart: Architects	ACEC Directory	Aug 31 / Sept 4
November		Site Work Alternative Delivery Ports and Seaports GreenSmart: BIM	AIA Washington Profile	Sept 30 / Oct 8
December	Best of 2009		MBA Directory	Oct 30 / Nov 4
January 2010		Northwest Construction Directory		

Editorial line-up is subject to change, due to late-breaking news and information. For the latest Editorial Calendar update, please see our online version.



1 Month Online Banner Sponsorship

Includes a regional banner ad on every page of the Regional site.

Regional Site Size:

728x90	\$565
468x60	\$480
120x600	\$390
300x250	\$350

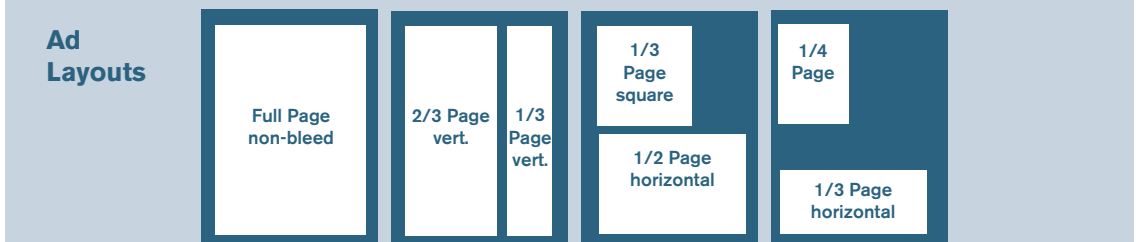
Ad Material Requirements

- Ads must be supplied in a suitable electronic form.
- Proof prints must be supplied with ads.
- Color proof required for color ads.
- Digital files may be sent in by disk or with special permission, email.
- Macintosh or PC compatible files are acceptable.
- All digital image files must be supplied at 300 dpi at actual size in EPS, TIFF or PDF formats (with fonts embedded).
- Programs supported are QuarkXpress, Adobe Photoshop and Adobe Illustrator.

Page	1x	4x	7x	12x	24x
Black & White					
Full	1,365	1,240	1,120	1,010	915
2/3	1,130	1,025	925	840	755
1/2	890	800	730	655	595
1/3	705	630	575	525	465
1/4	590	535	480	435	405
Two Color*					
Full	1,605	1,480	1,360	1,250	1,155
2/3	1,370	1,265	1,165	1,080	995
1/2	1,130	1,040	970	895	835
1/3	945	870	815	765	705
1/4	830	775	720	675	645
*Black plus one color					
Four Color					
Full	1,915	1,790	1,670	1,560	1,465
2/3	1,680	1,575	1,475	1,390	1,305
1/2	1,440	1,350	1,280	1,205	1,145
1/3	1,255	1,180	1,125	1,075	1,015
1/4	1,140	1,085	1,030	985	955

Premium Positions	Additional Cost
Inside Front Cover	15%
Page 1	15%
(Inside Front Cover and Page 1 can be bought together as a spread or separately)	
Page 2 or 3	10%
Page 4 or 5	10%
Page 6 or 7	10%
Page 8 or 9	10%
Second Spread	10%
Center Spread	10%
Inside Back Cover	15%
Outside Back Cover	20%

Ad Sizes	Inches
Trim size	8 1/8 w X 10 7/8 h
Page bleed	8 3/8 w X 11 1/8 h
Page non-bleed	7 w X 10 h
2/3 page vertical	4 1/2 w X 10 h
1/2 page horizontal	7 w X 4 7/8 h
1/3 page square	4 1/2 w X 4 7/8 h
1/3 page vertical	2 1/8 w X 10 h
1/3 page horizontal	7 w X 3 3/8 h
1/4 page	3 3/8 w X 4 7/8 h





- The provisions of this rate card are the official rates and regulations.
- Publisher reserves the right to reject any advertisement.
- Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims arising therefrom against the Publisher.
- Cancellation of advertisement will be accepted only if received in writing not less than (10) days in advance of closing date. Preferred position orders are non-cancelable.
- The publisher reserves the right to put the word "Advertisement" with copy that, in the Publisher's opinion, resembles editorial matter.
- All consecutive and nonconsecutive contracts must be filled within one year of date of contract.
- An incomplete schedule will be subject to short-rate computed at earned rate.
- Credits incurred by increasing frequency during a contract year will be applied toward future billing for space. No cash rebates or credit to past balances will be made.
- Contracts are subject to rate change with 60 days notice by the Publisher. If such revision is unacceptable to the advertiser, the contract may be cancelled without short-rate.
- An advertiser can increase or reduce a display ad size under a multiple insertions contract; the new size rate will be computed at the same frequency contracted.

Recognized agency: "Recognized agency" as used in this rate sheet refers to an individual or group or individuals, independent of the advertiser, who makes the media selection, handles the order, coordinates and processes the space placed with the Publisher under terms of this rate sheet, provides final electronic files and proofs, furnishes and prepays transportation and import charges on all printing materials submitted and processes prompt payment.

Issuance and closing dates: *Northwest Construction* Magazine is published monthly. Closing date is approximately one month prior to publication. All materials for display advertising, including complete electronic files, alterations, furnished inserts and insertion orders, must be received approximately 20 days preceding date of issue. When no acceptable copy is furnished by material due date for space under contract, the Publisher reserves the right to repeat latest advertisement or to charge for unused space. No cancellations after deadlines.

Agency commissions: A 15% commission will be given to recognized agencies on all rates for final material (prepress to our specifications). If other material is furnished, conversion charges will be billed to agency, plus 10 percent. Advertisements one-quarter page or under are noncommissionable. Commissions will not be given to accounts that are 60 days past due.

Production services:

Our production department has the capability to provide design services at a nominal rate.

Ask a Sales Representative for more details.



Basic Digital Magazine - \$999 Package Includes:



- Cover of the magazine
- Your single page ad
- One page of editorial content or advertisers' viewpoint
- URL link hosted on nxtbook.com that can be placed on your company's web site and used in marketing materials
- Print low-res copies for external and internal use
- **Rich Media Options - \$600 additional per option**
 - Video
 - Audio
 - Podcasts

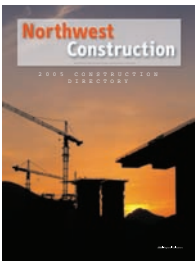
Company Profiles

Northwest Construction can create a special section that focuses on your company. It can be inserted into an upcoming issue. If your firm is taking a new direction, celebrating an anniversary or re-positioning itself in the marketplace, a company profile should be an important part of your marketing plan. Talk to your sales representative for details.



Directories

Northwest Construction publishes a Construction Directory that lists the leading firms in the industry, in a number of different categories. This resource tool is used throughout the year, so your advertising dollars go further. If there is one issue not to miss, it is the Annual Construction Directory.



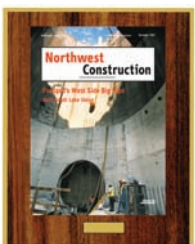
Reprints and Copy Sales

Was your firm mentioned prominently in a recent feature story? Make sure that your clients and prospective clients know about your expertise. Get reprints made for your marketing kit and you can extend the life of that third-party endorsement. Or, purchase extra copies of the entire magazine for use in promotional mailings or to send to key customers.



Plaques

Promote your accomplishments everyday, in your own lobby. For special recognition of your efforts and industry ranking, *Northwest Construction* offers high-quality plaques, with engraved company name and ranking.





Custom Publishing

Directories, calendars, magazines, newsletters. Professional organizations and industry service entities can make *Northwest Construction* a publishing partner. Use the distribution, editorial, sales and production power of *Northwest Construction* to go to market with increased reach and impact. Talk to your sales representative for details.



Events

Reach over 2,500 industry professionals from around the country!

The Regional Publications Best of Awards represent the top projects across each region of the country in categories that include steel, concrete, healthcare and more, which are chosen by a panel of judges. The winners are celebrated at the Best of Awards regionally and showcased in print and online.

NEW from the editors of *ENR* and the Regional Publications is the National Best of Awards! All regional Best of Project award winners will be entered into the National Best of 2009 Awards competition and will be judged against entries from other regions. The winners will be profiled in *ENR* and all eleven local Regional Publications.



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