

CalContractor - Profiling The California Contractor

CalContractor Magazine is published 12 times each year by Construction Marketing Services and distributed to over 10,000 contractors in the state of California each month. CalContractor features local editorial with contractor profiles, job stories and local industry news. Let us help you put your image in front of the decision makers that purchase construction equipment in the state of California.

FOR ADVERTISING

Eric Henegar - Southern California

30300 Antelope Rd. Ste. 2526 • Menifee, CA 92584
(909) 772-3120 • (951) 723-8714 Fax
ehenegar@comcast.net

Dutch Meads - Northern California

2144 Allen Creek Rd. • Grants Pass, OR 97527
(541) 441-1941 • (541) 955-9183 Fax
dmeads9190@msn.com

EDITORIAL SUBMISSION

Kerry Hoover

P.O. Box 3095 • Dublin, Ohio 43016
(909) 772-3121 • (614) 791-9563 Fax
khover@rroho.com

2006 EDITORIAL CALENDAR

January 2006 - Crane & High Reach Issue

Closing Date: December 23, 2005

February 2006 - Golf & Resort Construction

Closing Date: January 20, 2006

March 2006 - Underground Construction

Closing Date: February 24, 2006

April 2006 - Equipment Guide

Closing Date: March 24, 2006

May 2006 - Asphalt Construction

Closing Date: April 21, 2006

June 2006 - Demolition & Recycling

Closing Date: May 19, 2006

July 2006 - Compact Equipment

Closing Date: June 23, 2006

August 2006 - Concrete Construction

Closing Date: July 21, 2006

September 2006 - Owner/Operator

Closing Date: August 18, 2006

October 2006 - Specialty Contractor

Closing Date: September 22, 2006

November 2006 - Landscaping Construction

Closing Date: October 20, 2006

December 2006 - Grading & Excavating

Closing Date: November 17, 2006

2006 ADVERTISING RATES - 4/COLOR

SIZE	1x	6x	12x
Page	\$1,790	\$1,640	\$1,460
1/2 Page	\$1,150	\$1,070	\$970
1/4 Page	\$750	\$710	\$670

Rates include full-color layout and design.
15% discount if disk, film or camera ready art are provided. Electronic format preferred.

2006 ADVERTISING RATES - BLACK/WHITE

SIZE	1x	6x	12x
Page	\$1,080	\$990	\$880
1/2 Page	\$710	\$680	\$660
1/4 Page	\$550	\$490	\$440

Rates include black & white layout and design.
15% discount if disk, film or camera ready art are provided. Electronic format preferred.

MECHANICAL REQUIREMENTS

	Width	Depth
Page (Bleed)	8-3/8"	10-3/4"
Page Trim Size	8-1/8"	10-1/2"
Page (Type)	7-1/8"	9-1/2"
1/2 Horizontal	7-1/8"	4-5/8"
1/4 Square	3-1/2"	4-5/8"

Acceptable platforms and software - Files may be produced on Macintosh or PC platforms using QuarkXpress, Adobe Photoshop, Adobe Illustrator and Adobe Acrobat. High Resolution Print Ready PDF Files are preferred.

Acceptable media: PC or Mac formatted CD-ROM or DVD-ROM. CMS also has an FTP site available for large file transfers if needed.

For any questions regarding file preparation, please contact CalContractor at: calcontractor@covad.net