

# Midwest Construction 2003 Editorial Calendar

	Editorial Topics	Special Ad Sections	Closing Date	Materials Due
January	2003 Forecast K-12 Construction Assisted Living Facilities	Masonry Awards	Nov. 29, 2002	Dec. 6, 2002
February	Renovation/Restoration Hospital Construction	Chicagoland Sheet Metal Contractors Association	Jan. 3, 2003	Jan. 10, 2003
March	University Construction Indianapolis Metro Report Power Market	2003 Association Directory	Jan. 31, 2003	Feb. 7, 2003
April	Top Contractors of 2003 Madison Metro Report	Equipment Rental Guide	Feb. 28, 2003	March 7, 2003
May	Owner and Developer of the Year Office Construction Mass Transit <b>Special Project Publication: Lambeau Field</b>		March 28, 2003	April 4, 2003
June	Top Projects of 2003 Sports Facilities <b>Special Project Publication: Soldier Field</b>	Unions	April 30, 2003	May 6, 2003
July	Concrete Construction Institutional Construction High-Rise Residential		May 28, 2003	June 4, 2003
August	Top Specialty Contractors of 2003 Highway/Transportation (national and local) Water Management		June 25, 2003	July 2, 2003
	<b>2003-2004 Midwest Construction Directory</b>		June 3, 2003	June 10, 2003
September	Steel in Construction Milwaukee Metro Report Design-Build	ASA Chicago	July 30, 2003	Aug. 6, 2003
October	Top Design Firms of 2003 Chicago Metro Report Museum/Cultural Facilities	AGC Chapter Roundup	Aug. 27, 2003	Sept. 3, 2003
November	DuPage County Report Airport Construction Industrial Construction		Sept. 24, 2003	Oct. 1, 2003
December	Best of 2003 Awards National Legislative Outlook	CRCA	Oct. 22, 2003	Oct. 29, 2003

## Contact Information for Advertising Sales

### PUBLISHER

**Heather Hatfield**  
312 233-7474  
fax 312 233-7430  
heather\_hatfield@mcgraw-hill.com

### OFFICE MANAGER

**Mamie DiGangi**  
312 233-7473  
fax 312 233-7430  
mamie\_digangi@mcgraw-hill.com

### DISPLAY SALES REPRESENTATIVE

**Bruce Weissman**  
312 233-7477  
fax 312 233-7430  
bruce\_weissman@mcgraw-hill.com

### DISPLAY SALES REPRESENTATIVE

**Dean Smith**  
312 233-7475  
fax 312 233-7430  
dean\_w\_smith@mcgraw-hill.com

### CLASSIFIED SALES REPRESENTATIVE

**Jack Lalou**  
888 675-1503 ext #2  
fax 800 599-8659  
jack\_lalou@mcgraw-hill.com

## Midwest Construction

130 East Randolph Street • Suite 400  
Chicago, IL 60601-6213  
312 233-7470 • 800 257-0993

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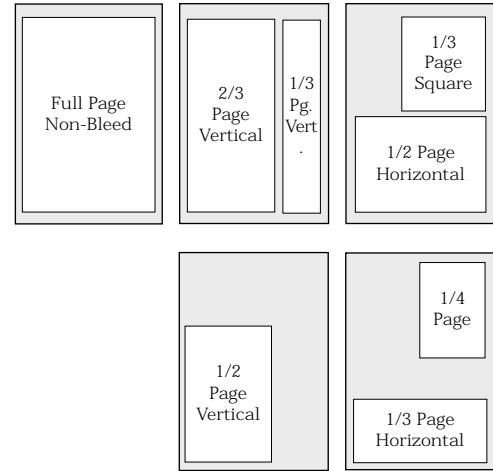
## 2003 Advertising Rates

	Black & White					Two Color – Standard*					Four Color				
	1X	4X	7X	13X	26X	1X	4X	7X	13X	26X	1X	4X	7X	13X	26X
<b>Full Page</b>	\$1,430	1,285	1,175	1,070	965	\$1,690	1,545	1,435	1,330	1,225	\$2,030	1,885	1,775	1,670	1,565
<b>2/3 Page</b>	\$1,060	960	870	790	725	\$1,320	1,220	1,130	1,050	985	\$1,660	1,560	1,470	1,390	1,325
<b>1/2 Page</b>	\$870	780	720	670	585	\$1,130	1,040	980	930	845	\$1,470	1,380	1,320	1,270	1,185
<b>1/3 Page</b>	\$645	560	515	485	435	\$905	820	775	745	695	\$1,245	1,160	1,115	1,085	1,035
<b>1/4 Page</b>	\$525	485	455	415	350	\$785	745	715	675	610	\$1,125	1,085	1,055	1,015	950

\*PMS Color: \$150 Plus Standard 2-Color Charge

### Special Positions Available

Back Cover	Inside Front	Inside Back
Add \$500 to earned rate.	Add \$250 to earned rate.	Add \$150 to earned rate.
Page facing inside front cover - add \$250. All other special positions, earned rate plus 10%		



### Material Requirements

Trim Size	8 1/8" x 10 7/8"
Page Bleed	8 3/8" x 11 1/8"
Page Non-bleed	7" x 10"
2/3 Page Vertical	4 1/2" x 10"
1/2 Page Vertical	4 1/2" x 7 1/4"
1/2 Page Horiz.	7" x 4 7/8"
1/3 Page Square	4 1/2" x 4 7/8"
1/3 Page Vertical	2 1/8" x 10"
1/3 Page Horiz.	7" x 3 3/8"
1/4 Page	3 3/8" x 4 7/8"

Ads must be supplied in a suitable electronic form. Proof prints must be supplied with the ad. Color proof required for color ads.

Digital files may be sent in by disk or email. Macintosh or PC compatible files are acceptable. All digital image files must be supplied at 300 DPI at actual size in EPS, TIF or PDF formats (with fonts embedded).

Programs supported are QuarkXPress, Adobe Pagemaker, Macro Media Freehand, Adobe Photoshop, Adobe Illustrator and Corel Draw.

## Contracts and Advertising Acceptance Provisions

- 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 ten (10) days in advance of closing date. Preferred position orders are noncancelable.
- The Publisher reserves the right to place 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 on 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 canceled 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 of 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** Midwest Construction 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 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 at cost plus 10%. Advertisements one-quarter page or under are noncommissionable. Commissions will not be given on accounts that are over 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.

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**Mamie DiGangi**  
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312 233-7477  
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312 233-7475  
fax 312 233-7430  
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