

connecting people_projects_products



Southwest Contractor

MEDIA KIT 2010

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ABOUT MCGRAW-HILL CONSTRUCTION

McGraw-Hill Construction connects people, projects, and products across the design and construction industry. From project and product information to industry news, trends and forecasts, we provide industry players with the tools, resources and applications to help them save time, money and energy.

Backed by the power of Dodge, Sweets, *Architectural Record*, *Engineering News-Record (ENR)*, *GreenSource*, *Constructor*, our Regional Publications and *SNAP*, McGraw-Hill Construction services more than one-million customers within the \$5.6-trillion global construction community.

BUILD AWARENESS

Through every stage of the marketing and sales process, McGraw-Hill Construction is there for you:



CRITICAL CONSIDERATIONS OF MARKETING TO THE CONSTRUCTION INDUSTRY

Key Considerations

Who?

Are we reaching and influencing the right audience?

What?

Are we providing the information required?

Where?

Are we reaching our targets when they require information?

Why McGraw-Hill Construction?

Extensive Reach Into All Critical Audiences

Influencer – Owners, architects, engineers, CM/GC
Designer / Specifier – Architects, Engineers, Design-Build Team
Buyer – General contractor and sub-trades

Address All the Information Needs of Your Audience

Inspire – Capture design / construction community attention
Inform and Enable – Guide / control product selection processes
Educate and Reinforce – Create buyer loyalty

Integrated and Connected Media Options

Print – Reach and influence senior executive decision makers
Online Resources – Enable design and construction process
Event Networking – Direct connection to decision maker

Sweets Dodge

ARCHITECTURAL
RECORD

ENR
Engineering News-Record

GreenSource
THE MAGAZINE OF SUSTAINABLE DESIGN

Regional Publications

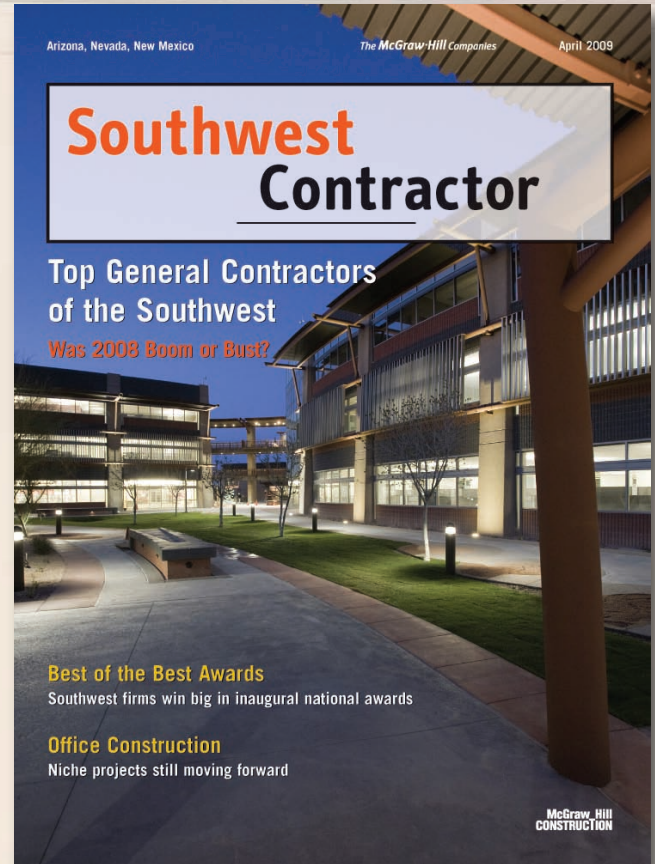
Constructor

NO OTHER PUBLICATION PENETRATES THIS LUCRATIVE REGIONAL MARKET BETTER THAN *Southwest Contractor*.

The industry is evolving and *Southwest Contractor* continually evolves to best suit your needs.

Southwest Contractor draws upon the resources of McGraw-Hill Construction, including the most powerful brands in the industry, *Engineering News-Record (ENR)* and Dodge to name a few. We provide expertise that few other publications can—from cutting-edge economic research to trends in markets across the region and across the nation. These resources enable our editorial staff to better understand, and relate, the dynamic Southwestern regional construction market to you.

Whether your objective is blanket coverage of your home market, as a target market for geo-expansion or to increase your market presence in order to be extra competitive, *Southwest Contractor* is the place to be —online, in print and at our live events.



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 **Arizona, Nevada and New Mexico.**

Our editorial scope and integrity makes us a trusted resource.

Southwest Contractor has been at the forefront of reporting news, trends, and intelligence on the growing engineering and construction market, and we remain the local leader today, covering all sectors of the industry. In a market that is constantly changing and facing new challenges and opportunities, *Southwest Contractor* understands the urgent need for timely and independent reporting that can be trusted by project owners and construction professionals who make crucial business and buying decisions.

Southwest Contractor is backed by the editorial power of *ENR*, the construction industry's "brand of record". *Southwest Contractor's* editorial team collaborates with *ENR's* editors, to connect local sectors of the industry with coverage in business management, design, construction methods, products, materials, technology, equipment, safety, law, legislation, environment, cost reports, economics, workforce and labor.

What Southwest Contractor Covers...

- News and Features
- Innovation, Trends
- Equipment Management
- Information Technology
- Top Lists
- Construction Economics
- People, Projects & Products

Find it on Southwest.Construction.com:

- Breaking news
- Feature extras
- Staff Columns & Blogs
- Viewpoints
- Availability to McGraw-Hill Construction Research, Regional Directories, Dodge Database, Building Codes, Career Center and more.



Issue	National Features	Local Features	Custom Publishing/ Events	Closing/ Mat'l. Due
January	2010 Forecast 2010 Construction Directory	2009 Top Lists Review	A to Z 50th Anniversary ABA Membership Directory	Nov 25/ Dec 4
Feb/March	Equipment	Albuquerque/Santa Fe Activity Report Healthcare Renovation	Cornerstone Building Foundation Awards ASA 25th Anniversary Profile AGC NM Best Building Awards 2010 Outlook AZ w/CFMA 2010 Outlook NV w/AGC LV	Jan 28/ Feb 4
April/May	Top General Contractors Top Green Contractors	Highways & Bridges Education Native American Development	AZ Builders' Alliance Valley Partnership Flat Tire Tour	April 1/ April 8
June/July	Top Projects	Phoenix Activity Report AZ Developer Spotlight	USGBC of Arizona ACNM Profile AIA AZ Directory	June 1/ June 8
Aug/Sept	Top Specialty Contractors Technology	Las Vegas Activity Report Public/Private Partnerships NV Developer Spotlight	NAIOP Directory MWBE Directory AGC AZ Profile BIM AZ Event	Aug 2/ Aug 9
Oct/Nov	Top Design Firms Top Green Designers	Green Building Public Works Hotels/Casinos	AIA Arizona Awards AGC NM Building Branch Profile AGC Las Vegas	Oct 1/ Oct 8
Dec 2010 /Jan 2011	Owner of the Year 2011 Directory	Best of 2010 Awards	AMIGOS/AMA Best of 2010 Awards	Nov 29/ Dec 6

Editorial line-up is subject to change, due to late-breaking news and information.

**MAKE CONNECTIONS WITH KEY DECISION-MAKERS...
OUR READERS ARE YOUR TARGET AUDIENCE!**

Print Circulation*

Total Qualified Circulation:	5,715
Qualified Contractors, Owners, Subcontractors, Architects and Engineers:	4,437

Readership Base*:

Equipment/Material Producers	12%
Owners/Public	15%
Professional Services/Other	10%
Engineers/Architects	21%
Contractors - Highway/Heavy, Building or Both	42%

Online Users:**

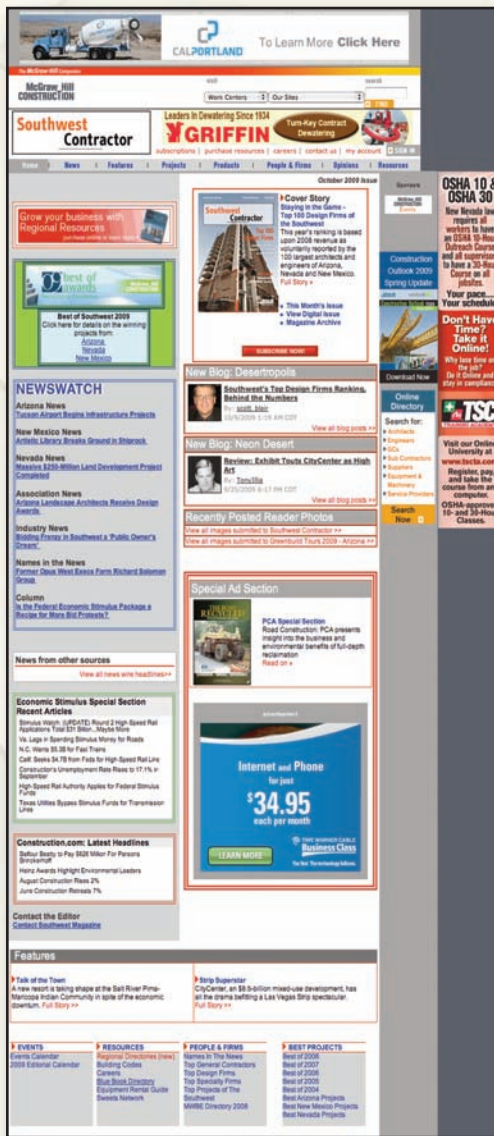
Unique Visitors/Month:	3,971
Page Views/Month:	14,000

Southwest Contractor readers are **Interested. Involved. Interactive. Important.**
They're an invaluable link between **you...and your next project!**

Sources: *June '09 ABC Statement, **Web Trends, Jan.-June '09, Page Views based on average impressions per ad placement from OAS Ad Tracking System, Jan-June '09.

Southwest.Construction.com PROVIDES UP-TO-THE-MINUTE NEWS AND ANALYSIS

...for construction professionals throughout the region, to stay connected on their own time, from any location around the globe. Reach online customers in your region with a Southwest.Construction.com website sponsorship. Make industry-wide connections and get cost-effective online exposure to local industry professionals buying and specifying your products and services.



About Southwest.Construction.com

- We are open 24/7, 365 days per year
- We do not take holidays, vacation or sick days
- No guessing on your ROI – receive metrics on your ads
- 92% of McGraw-Hill Construction Regional Publications website users do not subscribe to the print magazine -- the website has a vast unique audience unto itself, giving you greater Audience reach*
- We are here to work for you

Banner Ad Sponsorship

Banner ads are an effective tool for branding and product awareness. Reach and interact with your target audience through visually compelling ad units. Banner ads increase your exposure and drive greater awareness of your products and services.

Banner ads help to meet your marketing goals:

- Generate leads
- Increase traffic to your website
- Alert construction professionals about your product launch
- Drive awareness of your products, services and brand
- Frequency capped for maximized exposure – limits the number of times any one user is exposed to your banner ad, so that remaining impressions can reach more unique users

Banner ads are available in three possible size/positions:

- Leaderboard 728x90
- Full Banner 468x60
- Skyscraper 120x600
- Medium Rectangle 300x250

** Source: Advantage Business Research (advantageresearch.com)

DISPLAY ADVERTISING: Southwest Contractor BUILDS YOUR BRAND AND DRIVES AWARENESS LIKE NO OTHER VEHICLE IN THE MARKET!

We offer a variety of advertising options to fit your budget and target your key audiences.



Special Advertising Sections

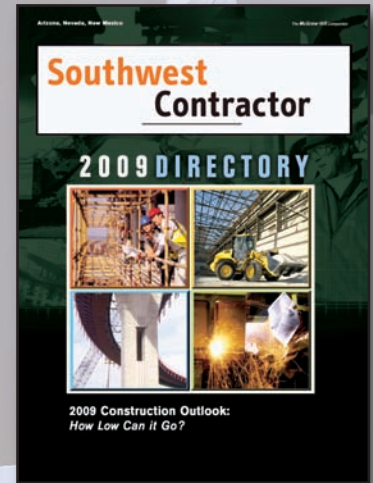
Align your message with specific editorial topics.

Southwest Contractor's Special Advertising Sections provide construction professionals with focused information direct from industry sources and associations on specific vertical industry topics. They provide the perfect opportunity for you to position your company as a vertical market product and service provider.



Regional Directories

If there is one issue not to miss, it is the Annual Construction Directory! Southwest Contractor 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.



EVENT SPONSORSHIPS = GREAT REWARDS

While we encourage you to connect with potential customers both online and in print, nothing beats personal interaction, for sales success.

Face-to-face networking is still one of the most important avenues for making direct connections to key decision-makers who build leading projects in the construction industry.

Where else can you make valuable connections via a handshake, a smile, with a prospect who wants to learn more about your firm at your trade show booth, or at breakfast after a seminar or meeting? Only at industry-leading conferences and events from *Southwest Contractor* and McGraw-Hill Construction.

Our events and conferences provide unique access for construction marketers to make connections and gain new insight. The setting of our conferences and events is both informative and educational, and provides plenty of networking opportunities for you to cultivate new business and to strengthen your existing relationships as well.

Meet decision-makers at our industry-leading events, including...

- CEO's
- Presidents
- Executive Vice Presidents
- Senior Vice Presidents
- Vice Presidents
- Partners
- Business Development Executives
- Directors
- Managers

Network with industry leading companies, like these...

- | | | |
|-------------------------------|-----------------------------------|--------------------------------|
| Adolfson & Peterson | Halcrow Yolles | The PENTA Building Group |
| Arizona State University | Harris & Associates | Perini Building Company |
| Carpenter Sellers Architect | HDR Architecture | Renaissance Companies |
| Charleston Pavilion LLC & KKE | Herschman Architects Inc | RHP Mechanical Systems |
| City of Las Vegas | Ironco Enterprises | RNL Design |
| City of Phoenix | J.M. Williams & Associates | RSP Architects |
| City of Tucson | KHS&S Contractors | Ryan Companies |
| Cobra Stucco | Kendle Design Collaborative | Schuff Steel Company |
| Commonwealth Electric Co | Lacina Contracting & Painting LLC | SmithGroup |
| Core Construction | Lake Powell Construction & Dev. | SR Construction |
| Dekker/Perich/Sabatini | M A Mortenson Company | State of Nevada |
| Delta Diversified | McCarthy Buildings Companies Inc | Sundt/Stacy & Witbeck |
| DLR Group | Minard-Ames Insurance Services | T Y Lin International |
| DPR Construction | Nevada State College | Valley Metro Rail Inc |
| Form Design Studio | Okland Construction | Whiting-Turner Contracting Co. |
| Gensler of Nevada | PACE Pacific Corp | |
| Glendale Community College | Panattoni Construction | |

* Source: McGraw-Hill Construction Event Attendee Lists

McGraw-Hill Construction Conferences and Events Cover Hot Industry Topics Such as BIM, Green, Emerging Markets and the Economic Stimulus.

This year's events include:

ENR's Award of Excellence

Years worth of expertise & knowledge in one room... that's our audience of 1,400 construction professionals... have you connected lately?

April 8, 2010 - New York, New York – www.construction.com/events/AwardofExcellence09/

Architectural Record's Schools of the 21st Century

This symposium focuses on how to make better school design decisions for architects, school board members

April 9, 2010 - Chicago, IL – www.construction.com/events/21Schools09/

ENR/CURT Construction Business Forum

This event brings together the owners, engineers and contractors for a high-level conference on industry hot topics.

June 2010 - Arlington, VA – www.construction.com/events/enrcurt/

Architectural Record Innovation Conference

Connect to architects, interior designers, engineers, energy consultants and educators at the design industry's leading event.

October 6-7, 2010 - New York, New York – www.construction.com/events/innovation2009/

McGraw-Hill Construction's Economic Outlook Executive Conference

Get a first-hand view of industry trends and the economic forecast that will affect the construction industry. This Conference will give you the vital information you need to plan for business success.

October 28-29, 2009 - Washington, DC – www.construction.com/events/outlook2010/

Regional Economic Outlook Conference

Local Event!

Local professionals and industry experts come together to review the latest research and forecasts for upcoming activity in the Southwest regional market, across multiple construction categories. Many area builders base their plans upon Outlook.

December 2010 - February 2011 - cities TBD www.construction.com/events/outlook2010regionals/

Best of Awards

Local Event!

The Best of Awards are an annual celebration to honor the building teams that created the best projects in our region, in a range of categories that include steel, concrete, healthcare and more.

Once named, the Southwest's "Best Projects" award winners will be entered into the National "Best of" Awards competition and will be judged against entries from other regions, and profiled in

ENR and all ten local Regional Publications.

December 2011 - Cities TBD – www.construction.com/events/bestof2009/

**Click here to learn about sponsoring any of these events,
and start building better connections, today!**

Link to: www.construction.com/events/sponsorship.asp

Check our site for updated events information: www.construction.com/events/

ONLINE, IN PRINT AND AT EVENTS.

Why custom marketing will work for you!

Customized media, which includes Custom Publishing, Advertorials, Newsletters and e-Newsletters, go beyond traditional display advertising to tell your story in a compelling format. It allows you to cut through the clutter and the competition associated with traditional media, to showcase your brand and deliver your message exclusively to targeted customers and prospects.

Custom marketing program benefits:

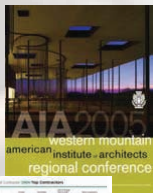
- Build long-term brand awareness and preference
- Communicate and focus your messaging through appropriate media platforms
- Drive leads and ad measurement
- Align media tactics with marketing objectives
- Separate your brand from the competition
- Reach your target audience
- Educate and share your industry knowledge

We offer turnkey services to help you develop your custom marketing program:

- Editorial and content development
- Creative design
- Audience development
- Print and delivery execution
- Marketing and strategic consulting

Custom Marketing Opportunities

- Webcasts & Webinars
- Custom Events and Roundtables
- Direct marketing and e-mail marketing
- Gatefolds, bellybands, coverwraps and inserts



Company Profiles

Southwest Contractor can create a special section that focuses on your company and insert it into an upcoming issue. A company profile should be an important part of your marketing plan if your firm is taking a new direction, celebrating an anniversary or re-positioning itself in the marketplace.



Reprints and Copy Sales

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



Plaques

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

Custom Digital Sections

Southwest Contractor wants to help you and your business make the leap to digital communications, to reach the entire building team both in print and online. "Best of" Award Winners now have the opportunity to create a custom "Digital Magazine," comprised of the Best of Awards magazine cover, your single-page ad and one page of editorial content or "Advertiser's Viewpoint." Digital Magazine packages also include a URL link that can be placed on your company website and marketing materials, as well as printed copies for your internal and/or external distribution. Audio, video and podcast options are also available.





Online Banner Ad Rates

Ad Unit**	Average Monthly Impressions	Monthly Rates
728x90 Leaderboard	14,000*	\$910
468x60 Full Banner	14,000*	770
120x600 Skyscraper	14,000*	630
300x250 Medium Rectangle	14,000*	770

*Average monthly impressions based on historical data from January 01- June 30, 2009; Numbers are rounded down to the nearest 500; Actual impression levels may be higher or lower with no effect on sponsorship cost.

Print Rates

Black & White

	1x	4x	7x	12x
Full	\$1,675	\$1,510	\$1,365	\$1,225
2/3	1,370	1,230	1,115	1,000
1/2	1,040	940	850	765
1/3	830	755	680	615
1/4	700	640	580	525

Two Color (*Black plus one color)

Full	\$1,915	\$1,750	\$1,605	\$1,465
2/3	1,610	1,470	1,355	1,240
1/2	1,280	1,180	1,090	1,005
1/3	1,070	995	920	855
1/4	940	880	820	765

Four Color

Full	\$2,225	\$2,060	\$1,915	\$1,775
2/3	1,920	1,780	1,665	1,550
1/2	1,590	1,490	1,400	1,315
1/3	1,380	1,305	1,230	1,165
1/4	1,250	1,190	1,130	1,075

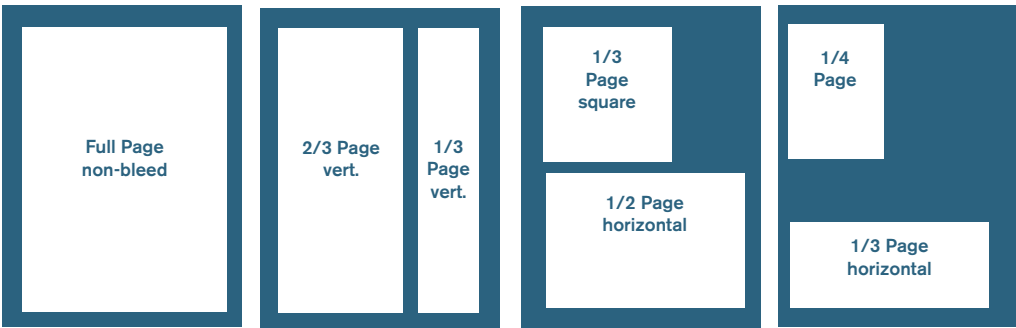
Premium Positions / Additional Cost

Inside Front Cover	15%	Second Spread or Center Spread	10%
Page 1	15%	Inside Back Cover	15%
Page 2 through 9	10%	Outside Back Cover	20%

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 Adobe InDesign, Adobe Photoshop, Adobe Illustrator and QuarkXPress

Ad Layouts & Sizes



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 horiz.	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 horiz.	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: *Southwest Contractor* 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.

CONTACT INFORMATION

Mailing Address

4747 E. Elliot, Ste. 29-339
Phoenix, AZ 85044

Publisher

Kathy Varney

206-378-4707 phone
206-378-4720 fax
kathy_varney@mcgraw-hill.com
<http://Twitter.com/KathyVarney>

Senior Regional Editor

Scott Blair

480-656-7615 phone
480-656-7984 fax
scott_blair@mcgraw-hill.com

Data Manager

Tom McClure

480-656-7764 phone
480-656-7984 fax
tom_mcclure@mcgraw-hill.com

Display Sales

866-761-2353

Display Sales Representatives

Erica Lange

602-548-0511 phone
602-548-0448 fax
erica_lange@mcgraw-hill.com

Jerry Leavitt

602-368-9490 phone
602-368-9491 fax
jerry_leavitt@mcgraw-hill.com

Megan Schimmelpfennig

602-237-1757 phone
602-237-1704 fax
megan_schimm@mcgraw-hill.com

Marketing Manager

Erica Mileo

212-904-6476 phone
212-904-3313 fax
erica_mileo@mcgraw-hill.com

Director, Tradeshow and Events

Amy Katz

212-904-6819 phone
212-904-2548 fax
amy_katz@mcgraw-hill.com