



Demolition

Editorial Calendar

January/FebruaryConvention Preview
 March/AprilConvention Issue
 "Bonus Distribution" at the NDA Annual Convention
 May/JuneConvention Highlights
 July/August Job Stories
 September/October..... Job Stories
 November/December Job Stories

DIGITAL MAGAZINE
 ALSO AVAILABLE NOW ONLINE AT
WWW.DEMOLITIONMAGAZINE.COM

Rate Card No. 31, 2012 (Effective January 1, 2012)

Cover rates and special positions advertising				B&W	4 COLOR	B&W	4 COLOR	B&W	4 COLOR
				1 TIME	1 TIME	3 TIME	3TIME	6 TIME	6 TIME
Outside Back Cover				n/a	\$2,900	n/a	\$2,700	n/a	\$2,600
Inside Front/Inside Back Cover				n/a	\$2,850	n/a	\$2,650	n/a	\$2,550
Inside Text Pages Advertising		WIDTH	DEPTH	B&W	4 COLOR	B&W	4 COLOR	B&W	4 COLOR
				1 TIME	1 TIME	3 TIME	3TIME	6 TIME	6 TIME
1 Full Page	(Standard)	7 1/4	9 3/4	\$2,050	\$2,850	\$1,800	\$2,550	n/a	\$2,450
	Live Area								
	(Full Bleed)	7 3/4	10 1/4						
	Live Area								
Note: full bleed, full page ads (cover locations included) files must be supplied at 8 1/2 x 11 remembering live area maximum is 7/3/4" x 10 1/4"									
2/3 Page		4 3/4	9 3/4	\$1,850	\$2,650	\$1,750	\$2,450	\$1,600	\$2,450
ISLAND 1/2 PAGE		4 3/4	7 1/4	\$1,900	\$2,700	\$1,700	\$2,500	\$1,550	\$2,350
1/2 Page	(Horizontal)	7 1/4	4 7/8	\$1,800	\$2,600	\$1,550	\$2,350	\$1,450	\$2,250
	(Vertical)	3 9/16	9 3/4						
1/3 Page	(Horizontal)	3 9/16	4 7/8	\$1,750	\$2,550	\$1,500	\$2,300	\$1,400	\$2,200
1/4 Page	(Horizontal)	7 1/4	2 15/16	\$1,550	\$2,350	\$1,450	\$2,250	\$1,350	\$2,150
	(Vertical)	3 9/16	4 7/8						

Classified advertising: \$100.00 per column inch - minimum is 1 col 2", maximum is 2 col 4"

Business Card Ads: \$175.00 Per/Insertion

Spread rate: 90% of black & white page rate per page

Special position: 20% extra on space only

Supplied advertising inserts carry an additional cost to glue in over and above the per page advertising rates

Additional Color Rates

1. Black and one cmyk composite color per page or fraction of a page, \$350.00
2. Special matched pms colors, in conjunction with a full color ad or a black & white ad would carry an additional charge of \$600.00

Questions: rate questions should be directed to the Publisher at 1-800-541-2412

Digital, technical, design or layout questions should be directed to Barry Denlinger at 215-783-8431

HOW DO I SUBMIT AN AD? - GO TO WWW.DEMOLITIONMAGAZINE.COM & FOLLOW INSTRUCTIONS

International Advertising Representatives:

Construction Safety Associates, Inc.

16 N. Franklin Street, Suite 203 • Doylestown, PA 18901
 1-800-541-2414 or 215-348-8282 • Fax 215-348-8422
 E-mail: info@demolitionassociation.com

MB Marketing & Communications

P.O. Box 493 • Richlandtown, PA 18955
 215-538-9708 • Fax 215-538-2033
 E-mail: info@mbmandc.com