

ECA ²⁰¹² Magazine & Web Ads



2012 Magazine & Website Advertising Rates www.ecasocal.org

Get More From Your Ad Dollar

Put ECA to work for you! Advertise in 2012 in ECA Magazine or on our web site and take advantage of the resource for the southern California heavy construction contractor.

Since 1976, ECA's 3,000+ readers and online viewer are owners or top management decision makers in the heavy construction industry. The publications and online features of the Engineering Contractors' Association, including **ECA Magazine**, the annual **ECA Directory & Buyer's Guide**, and **ecaonline.net** have been essential tools for today's industry professional for both information and business development. ECA's circulation reaches 11 counties from San Luis Obispo to Las Vegas to the Mexican border. Call us at 562/861-0929, 800/293-2240, or FAX 562/923-6179. Email info.eca@verizon.net

Insertion Order Form

NEW! ECA ONLINE WEB SITE AD RATES

Full ECA web page: \$100/mo. for ___ months; or ___\$1000/yr.
Display link 220x320 pixels: \$35/mo. for ___ months; or ___\$350/yr.

2012 ECA MAGAZINE ISSUES

___ Jan., Public Works	___ Feb., ECA Directory
___ Mar., Safety Awards	___ Apr., Construction Finance
___ May, Risk Mgmt.	___ June, ECA Scholarships
___ July, Eqpt. Rentals	___ Aug., Trenchless Technology
___ Sept., Forecasts	___ Oct., DIG Award Preview
___ Nov., New Products	___ Dec., Holiday issue

2012 ECA MAGAZINE RATES

1 x Rates =	___ 1 pg. \$320	___ 2/3 pg. \$253	___ 1/2 pg. \$195	___ 1/3 pg. \$144	___ 1/4 pg. \$116	___ 1/6 pg. \$ 92
3 x Rates =	___ 1 pg. \$310	___ 2/3 pg. \$242	___ 1/2 pg. \$185	___ 1/3 pg. \$134	___ 1/4 pg. \$111	___ 1/6 pg. \$ 90
6 x Rates =	___ 1 pg. \$298	___ 2/3 pg. \$229	___ 1/2 pg. \$177	___ 1/3 pg. \$128	___ 1/4 pg. \$108	___ 1/6 pg. \$ 87
9 x Rates =	___ 1 pg. \$289	___ 2/3 pg. \$219	___ 1/2 pg. \$168	___ 1/3 pg. \$118	___ 1/4 pg. \$107	___ 1/6 pg. \$ 84
11 x Rates =	___ 1 pg. \$280	___ 2/3 pg. \$209	___ 1/2 pg. \$160	___ 1/3 pg. \$112	___ 1/4 pg. \$102	___ 1/6 pg. \$ 80
Card Rates =	___ Card ad \$50 (6 months minimum)		___ Card ad \$50 ea. @ 12 months			

2012 ECA DIRECTORY & BUYER'S GUIDE (Deadline February 3, 2012.)

___ 1 pg. \$368 ___ 2/3 pg. \$292 ___ 1/2 pg. \$224 ___ 1/3 pg. \$166 ___ 1/4 pg. \$133 ___ 1/6 pg. \$107

COLOR & AD PRODUCTION

___ Reserve full/four color in addition to the space rate above: ___ \$314 Full Page ___ \$157 Half Page ___ \$79 1/4 Page ___ \$53 1/6 Page
OR reserve ___ Yellow, ___ Orange, ___ Red, ___ Blue, ___ Green, or ___ other/PMS) color @ \$105 additional.
___ Please call regarding ad production assistance.

NAME/TITLE.....
COMPANY.....
ADDRESS.....
CITY..... STATE..... ZIP.....
PHONE..... FAX..... EMAIL.....
___ MasterCard ___ Visa Card # _____ Exp: _____ Total \$ _____
Name on Card _____ CVV Code _____
Card billing address _____ Card billing Zip _____

Signature/Date: _____

Or return with check payable to ECA, 8310 Florence Ave., Downey, CA 90240. We agree to pay ECA's invoice within 30 days of receipt and any legal or collection fees incurred by ECA for non-payment after 60 days. If the full amount of space designated in this contract is not used within the prescribed period, we agree to pay for the space actually used at the earned rate. If production-ready advertisements are not furnished, the publisher is authorized to insert advertisements or editorial matter of choice.

Ad Dimensions: _____ W x H

Magazine trim size	8 1/2" x 11"
Full Page, bleed	8 3/4" x 11 1/4"
Full Page, no bleed	7 1/2" x 9 13/16"
Two Thirds Page	4 7/8" x 9 13/16"
Half Page	7 1/2" x 4 13/16"
One Third Page	2 5/16" x 9 13/16"
One Quarter Page	3 9/16" x 4 13/16"
One Sixth Page	2 5/16" x 4 13/16"
Business Cards	3 9/16" x 1 5/8"

PRODUCTION/SCREENS:

Advertisements should be submitted press-ready: Digital files in most professional programs are accepted in Mac or PC formats. Files under 8 megabytes may be emailed to: Innovators@aol.com. Larger files should be sent via CD or other memory media to ECA, 8310 Florence Avenue, Downey, CA 90240. Or call for FTP information. Send one print or color key per ad. Production service available for ads not press-ready, please call in advance for assistance. There is no charge for simple or card-size ad typesetting. Photo screens: 300 dpi or 150 lines per linear inch.

SUBMISSION DEADLINE: The 10th day of the month prior to issue month (i.e. March 10 for April issue).

ON LINE ADS:

Display ads should be submitted as .jpg files to: Innovators@aol.com. Call 562/708-4601 for more info.