



# Media Kit

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Your Industry • Your Magazine



## Published For The Construction Industry

Our magazine is distributed to thousands of reader's bi-monthly, which include timely articles on various topics related to the construction industry. Your ad will appear in a magazine that is read cover-to-cover!

### Production Schedule

ISSUE:	ARTWORK DEADLINE:
Member Directory .....	November 1st
January/February .....	December 1st
March/April .....	February 1st
May/June .....	April 1st
July/August.....	June 1st
September/October .....	August 1st
November/December .....	October 1st

[www.sccaweb.org](http://www.sccaweb.org)

# MEDIA GUIDELINES

## IN-HOUSE AD ARTWORK

### AD SIZE

(The following sizes are for the yearly directory. The bi-monthly magazine uses the same specifications. The magazine is then enlarged 108.75% to the final size of 9.25”w x 12”h.)

#### FULL PAGE

TRIM SIZE: .....8.5”w x 11”h  
BLEED: .....8.75”w x 11.25”h  
SAFETY AREA: .....7.5”w x 10”h

#### HALF PAGE

HORIZONTAL: .....7.5”w x 4.9375”h  
VERTICAL 1: .....4.9375”w x 7.5”h  
VERTICAL 2: .....3.6875”w x 10”h

#### THIRD PAGE

SQUARE: .....4.9375”w x 4.9375”h  
VERTICAL: .....2.375”w x 10”h

#### QUARTER PAGE

VERTICAL: .....3.6875”w x 4.9375”h

#### SIXTH PAGE

VERTICAL: .....2.375”w x 4.9375”h

#### BUSINESS CARD AD

HORIZONTAL: .....3.5”w x 2”h

### DIGITAL FILE REQUIREMENTS

- All images/photos must be high resolution (at least 300 dpi at 100% final print size).
- Preferred file format is high resolution PDF (other accepted file formats: InDesign\*, QuarkXPress\*, Illustrator\*\* & Photoshop\*\*).
- Color must be CMYK or Grayscale (RGB and spot colors will not be accepted).

\*When supplying InDesign or QuarkXPress files, you must ‘Package’ all files for InDesign or ‘Collect for Output’ all files for QuarkXPress.

\*\* When supplying native files for Illustrator or Photoshop please send all fonts used and linked files

### ARTWORK IS AVAILABLE UPON REQUEST:

Touch-ups and simple text editing to existing ad art is available at \$50.00 per half hour.

### NEW AD CREATION

Cost is \$300. Created from your supplied text, photos, and logo. This includes one round of revisions. A limited number of stock photos are available at no charge.

### DISTRIBUTION

#### 3,000 COPIES PRINTED BI-MONTHLY ARE MAILED TO THE FOLLOWING:

Our magazine and annual directory are supplied to public works directors, developers, general contractors, suppliers, and distributors as a means of helping our members market their services and products. For advertising questions please contact Britney Jackson at [bjackson@sccaweb.org](mailto:bjackson@sccaweb.org) or call (657) 223-0803.

### DIGITAL MAGAZINES

Digital copies of our magazine are hosted on our website

### BILLING

Payment for SCCA Magazine is due upon receipt of Invoice at each distribution.

**A 10% discount is offered for those advertisers who pay for the year (6 issues & directory) in advance**

(Non-payment results in advertisement being pulled from the issue until payments are made current.)



SOUTHERN CALIFORNIA CONTRACTORS ASSOCIATION

\*Please check the desired ad size and frequency below (Prices shown below reflect a per issue basis). Advertisers will be billed for each magazine issue selected.\*

Table with columns: Advertisement - 2024, Directory Only, 1 issue, 4 issues, 6 issues + Directory. Rows include SCCA MEMBERS (Two-Page Spread, Full Page, 1/2 Page, 1/3 Page, 1/4 Page, 1/6 Page, Business Card) and SPECIAL POSITIONS (Back Cover, Inside Front Cover, Inside Back Cover). A NON-MEMBERS section follows with similar ad options.

Please check the magazine issues below you wish to advertise in (If you selected the 7X frequency above, please do not check any boxes)

- Jan/Feb (Materials Due December 10)
May/June (Materials Due April 10)
Sept/Oct (Materials Due August 10th)
Directory (Materials Due February 10th)
Mar/Apr (Materials Due February 10th)
July/Aug (Materials Due June 10th)
Nov/Dec (Materials Due October 10th)

Name \_\_\_\_\_ Phone \_\_\_\_\_
Company \_\_\_\_\_ Email \_\_\_\_\_
Address, City, State, Zip \_\_\_\_\_
Signature \_\_\_\_\_ Date \_\_\_\_\_

Advertising Contact Information:

For advertising questions please contact our office at (657) 223-0800 or visit our website. Advertising payments may be processed online by visiting www.sccaweb.org or by calling our office.

Sample Ad Sizes

Full Page  
8.5”w x 11”h

Sample Ad Sizes

Half Page, Horizontal  
7.5"w x 4.9375"h

Half Page, Vertical 1  
4.9375"w x 7.5"h

**Sample Ad Sizes**

**Half Page, Vertical 2**  
3.6875”w x 10”h

**Business Card Ad**  
**(Products & Services Page)**  
3.9375”w x 2.375”h

**Quarter Page**  
3.6875”w x 4.9375”h

**Sample Ad Sizes**

**Third Page, Vertical**  
2.375"w x 10"h

**Sixth Page**  
2.375"w x 4.9375"h

**Third Page, Square**  
4.9375"w x 4.9375"h