



Media Kit

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 | January 1st |
| January/February | November 27th |
| March/April | January 25th |
| May/June | March 27th |
| July/August..... | May 27th |
| September/October | July 28th |
| November/December | September 27th |

www.sccaweb.org



MEDIA GUIDELINES

IN-HOUSE AD ARTWORK

AD SIZE:

The following sizes are for the yearly directory and magazine. Directory ad sizes will be adjusted in accordance with the chosen dimensions of each booklet. Directory booklets may vary per year.

FULL PAGE ----- 8.5" x 11"

HALF PAGE ----- 8.5" x 5.5"

HALF VERTICAL -- 4.25" x 11"

QUARTER
HORIZONTAL----- 8.5" x 2.75"

QUARTER
VERTICAL ----- 2.125" x 11"

BUSINESS CARD ---- 3.5" x 2"

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).

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

The cost is \$300, which includes creation from your supplied text, photos, and logo, as well as one round of revisions. A limited number of stock photos are available at no charge. Artwork will be provided free to Annual Partners per year.

DISTRIBUTION:

COPIES PRINTED BI-MONTHLY ARE MAILED TO THE FOLLOWING:

Our magazine and annual directory are provided to public works directors, developers, general contractors, suppliers, and distributors to help our members market their services and products.

For advertising questions or to be added to our recipient list as a member, please contact our office at 657-223-0800 or email info@sccaweb.org.

DIGITAL MAGAZINES:

Digital copies of our magazine are released prior to our printed issue and are hosted on our website via our Resources page.

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:

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



SOUTHERN CALIFORNIA CONTRACTORS ASSOCIATION

Southern California Contractors Association Advertising Contract

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 - 2025, Directory Only, 1 issue, 4 issues, 6 issues + Directory. Rows include SCCA MEMBERS and various ad sizes like Full Page (4 Color), 1/2 Page Horizontal, etc.

SPECIAL POSITIONS table with rows for Back Cover (4 Color), Inside Front Cover (4 Color), and Inside Back Cover (4 Color).

NON-MEMBERS table with rows for various ad sizes and their corresponding prices for different frequencies.

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

- Checkboxes for magazine issues: Jan/Feb, May/June, Sept/Oct, Directory, Mar/Apr, July/Aug, Nov/Dec with their respective material due dates.

Form fields for Name, Company, Address, State, Signature, Phone, Email, City, Zip, and 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.

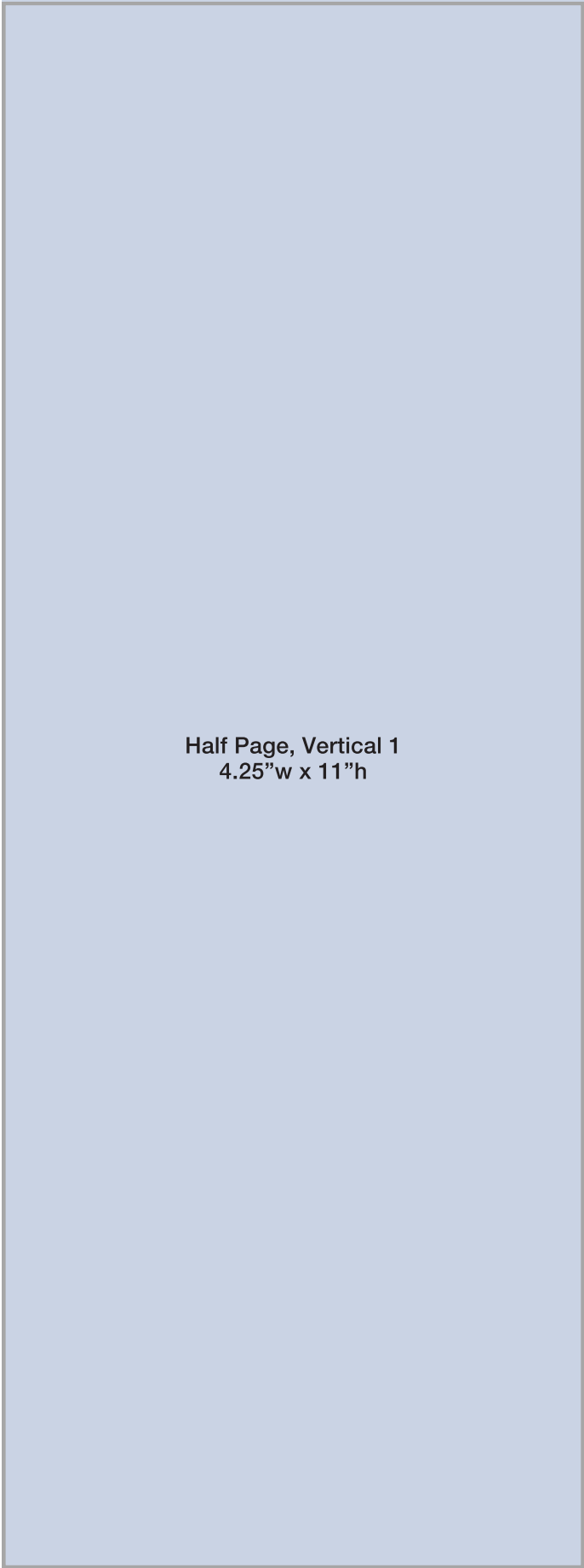
Sample Ad Sizes

Full Page
8.5”w x 11”h

Sample Ad Sizes

**Half Page, Horizontal
8.5"w x 5.5"h**

Sample Ad Sizes



Half Page, Vertical 1
4.25\"w x 11\"h

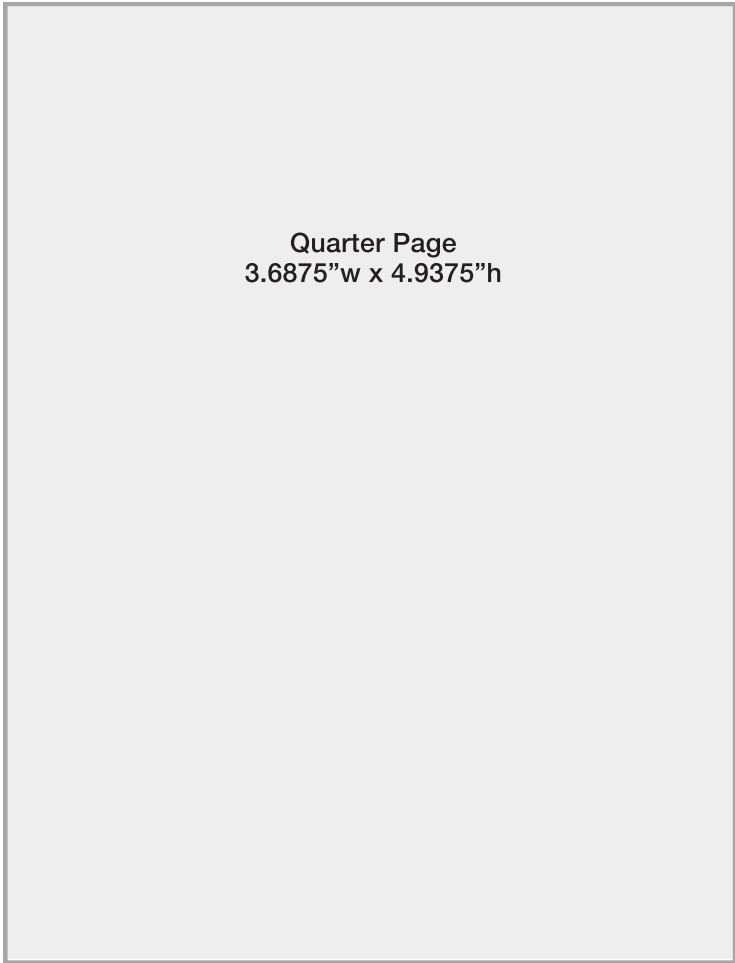
Sample Ad Sizes



Business Card Ad
(Products & Services Page)
3.5”w x 2”h



Quarter Page
Horizontal
8.5”w x 2.75”h



Quarter Page
3.6875”w x 4.9375”h

Special Placements:
(Inside Front Cover, Inside Back Cover & Back Cover)

Full Page
8.5”w x 11”h