



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 ----- 3.6875"w x 4.9375"h

BUSINESS CARD ---- 3.5" x 2"

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*, * Illustrator* & Photoshop*).
- Color must be CMYK or Grayscale (RGB and spot colors will not be accepted).

DIGITAL ISSUES:

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

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

If you'd like SCCA to create an ad for your business, the cost is \$300 per design. This 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 active Annual Partners upon request.

CLASSIFIED ADS:

Details for classified ad requests, including specifications, sizes, and word count limits, can be found at the end of this packet. Submission deadlines are aligned with magazine artwork deadlines and will be adhered to accordingly. Classified ads are scheduled on a bi-monthly basis and are billed per issue unless otherwise specified. Please note that classified ads are not included in the member directory. Ad sizes are listed below. Updates to ads must be made by their respective deadlines for current printing. Any changes to ads can be made by contacting our office.

QUARTER
VERTICAL ----- 3.6875"w x 4.9375"h

BUSINESS CARD ---- 3.5" x 2"

DISTRIBUTION:

COPIES PRINTED BI-MONTHLY ARE MAILED TO THE FOLLOWING:

Our magazine and annual directory connect members with public works directors, developers, contractors, suppliers, and distributors to market their services.

JOIN THE MAILING LIST

To be added to our recipient list as a member, or to have an address revised, please contact our office at 657-223-0800 or email info@sccaweb.org.

BILLING:

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

NON-PAYMENT:

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

DISCOUNTS:

A 10% discount is offered for those advertisers who pay for the year (6 issues & Directory) in advance. Please note the discount does not apply to classified ads, which are billed on a per issue basis regardless of quantity.



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.

Advertisement	Directory Only	Per issue	4 issues	6 issues + Directory
SCCA MEMBERS				
☐ Full Page (4 Color)	☐ \$ 1,000	☐ \$ 1,000	☐ \$ 900	☐ \$ 800
☐ ½ Page Horizontal (4 Color)	☐ \$ 775	☐ \$ 775	☐ \$ 750	☐ \$ 725
☐ ½ Page Vertical (4 Color)	☐ \$ 700	☐ \$ 700	☐ \$ 625	☐ \$ 575
☐ ¼ Page Vertical (4 Color)	☐ \$ 350	☐ \$ 350	☐ \$ 300	☐ \$ 225
☐ ¼ Page Horizontal (4 Color)	☐ \$ 375	☐ \$ 375	☐ \$ 325	☐ \$ 250
☐ Business Card	☐ \$ 110	☐ \$ 110	☐ \$ 95	☐ \$ 75
CLASSIFIED ADS -- Per issue only				
☐ 1/4 Page Vertical (Color + Image)		☐ \$ 300		
☐ 1/4 Page Vertical (B&W+ Image)		☐ \$ 200		
☐ Business Card (Color + Words + Image)		☐ \$ 150		
☐ Business Card (Color + Words only)		☐ \$ 110		
☐ Business Card (B&W + Words only)		☐ \$ 75		
SPECIAL POSITIONS (Color or B&W) -- Printed 6 issues + Directory only				
☐ Back Cover (4 Color)				☐ \$ 1,000
☐ Inside Front Cover (4 Color)				☐ \$ 925
☐ Inside Back Cover (4 Color)				☐ \$ 875
NON-MEMBERS				
☐ Full Page (4 Color)	☐ \$1,300	☐ \$1,200	☐ \$1,100	☐ \$ 1,000
☐ ½ Page Horizontal (4 Color)	☐ \$ 900	☐ \$ 825	☐ \$ 800	☐ \$ 750
☐ ½ Page Vertical (4 Color)	☐ \$ 825	☐ \$ 825	☐ \$ 775	☐ \$ 700
☐ ¼ Page Horizontal (4 Color)	☐ \$ 475	☐ \$ 475	☐ \$ 425	☐ \$ 350
☐ ¼ Page Vertical (4 Color)	☐ \$ 425	☐ \$ 425	☐ \$ 375	☐ \$ 300
☐ Business Card	☐ \$ 175	☐ \$ 150	☐ \$ 110	☐ \$ 85

Please select all issues below you wish to advertise in:

- ☐ Jan/Feb (Materials Due November 27th)
- ☐ May/June (Materials Due March 27th)
- ☐ Sept/Oct (Materials Due July 28th)
- ☐ Directory (Materials Due January 1st)

- ☐ Mar/Apr (Materials Due January 25th)
- ☐ July/Aug (Materials Due May 27th)
- ☐ Nov/Dec (Materials Due September 27th)

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 by logging in online at www.sccaweb.org or by calling our office.

Sample Ad Sizes

Full Page
8.5”w x 11”h

Sample Ad Sizes

**1/2 Page
Horizontal
8.5"w x 5.5"h**

**1/2 Page Vertical
4.25"w x 11"h**

Sample Ad Sizes

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

1/4 Page
Horizontal
8.5"w x 2.75"h

1/4 Page Vertical
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