

# **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



# **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 TOUCH UPS AVAILABLE:**

Touch-ups and simple text editing to existing ad art is available at \$50.00 per half hour. Please contact our office for more information on artwork updates and touch ups.

#### **CUSTOM ADS:**

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. Members receive 50% off this price. A limited number of stock photos are available at no charge. Artwork will be provided free to active Annual Partners upon request.



#### **ANALYTICS:**

Ad reports are provided to active members on a quarterly basis in the form of a digital email summary to the primary contact on file. These summaries provide general traffic insights and ad performance. Quarterly reports are provided every third month of each year.

#### **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. 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.

#### **IOIN 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:**

If 3 consecutive non-payments are present- ads may be pulled 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 Advertising Contract

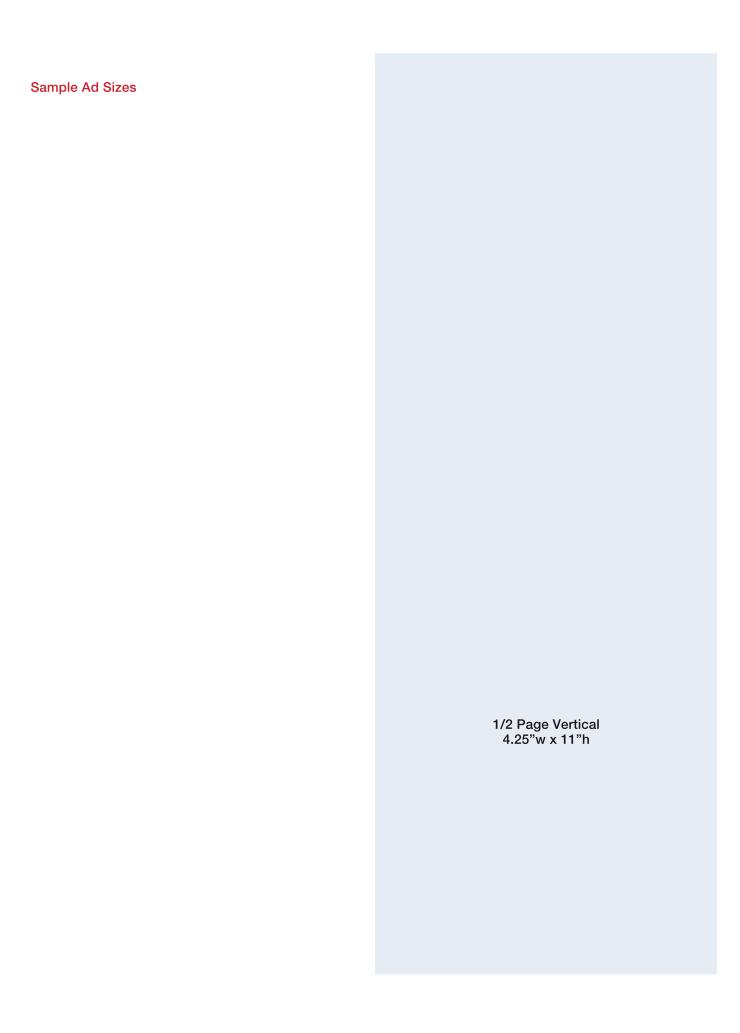
\*Please check the desired ad size and frequency below (Prices shown below reflect a per issue basis). Advertisers will be billed for each magazine issue selected. Ad reports provided quarterly\*

				,,
Advertisement - 2026	Directory Only	Per issue	4 issues	6 issues + Directory
SCCA MEMBERS				
Full Page (4 Color)	□ \$ 1,000	<b>\$ 1,000</b>	□ \$ 900	□ \$ 800
☐ ½ Page Horizontal (4 Color)	<b>\$ 775</b>	<b>\$ 775</b>	<b>\$ 750</b>	<b>\$ 725</b>
☐ ½ Page Vertical (4 Color)	□ \$ 700	<b>\$ 700</b>	<b>\$ 625</b>	□ \$ 575
☐ ¼ Page Vertical (4 Color)	\$ 350	\$ 350	\$ 300	\$ 225
☐ ¼ Page Horizontal (4 Color)	<b>\$ 375</b>	\$ 375	\$ 325	<b>\$ 250</b>
Business Card	□ \$ 110	<b>\$ 110</b>	<b>\$ 95</b>	<b>\$ 75</b>
CLASSIFIED ADS Per issue only				
1/4 Page Vertical ( Color + Image )		<b>\$ 300</b>		
1/4 Page Vertical ( B&W+ Image )		□ \$ 200		
Business Card ( Color + Words + Image )		<b>\$ 150</b>		
Business Card ( Color + Words only )		<u></u> \$110		
Business Card ( B&W + Words only )		<b>\$ 75</b>		
SDECIAL DOSITIONS (Color or BOM) Drinted Siegues - Bire	estoru onlu			
SPECIAL POSITIONS (Color or B&W) Printed 6 issues + Dire  Back Cover (4 Color)	ectory only			<b> </b>
				□ \$ 1,000 □ \$ 925
Inside Front Cover (4 Color)				
Inside Back Cover (4 Color)				□ \$875
NON-MEMBERS				□ ¢ 4 000
Full Page (4 Color)	\$1,300	\$1,200	\$1,100	\$ 1,000
1/2 Page Horizontal (4 Color)	\$ 900	\$ 825	\$ 800	\$ 750
½ Page Vertical (4 Color)	\$ 825	\$ 825	\$ 775	\$ 700
<ul><li>½ Page Horizontal (4 Color)</li><li>½ Page Vertical (4 Color)</li></ul>	\$ 475	\$ 475	\$ 425	\$ 350
Business Card	\$ 425 \$ 175	\$ 425 \$ 150	\$ 375 \$ 110	\$ 300 \$ 85
Busilless Card	\$ 175	\$ 150	\$ 110	⊅ ၀၁
Please select all iss	sues below vou	wish to adve	rtise in:	
	_			0.7.4.)
Jan/Feb (Materials Due November 27th)	<b>)</b>		Materials Due Jan Materials Due May	
May/June (Materials Due March 27th) Sept/Oct (Materials Due July 28th)			Лaterials Due May Лaterials Due Sep	•
Directory (Materials Due January 1st)		NOVIDEC (I	патенаіз Вис Оср	tember zrunj
Bircotory (materials 2 as canaary rety				
Name	Phone			
Company	Ema	ail		
Address	City			
State —	Zip			
Ciamata wa	Date	Э		
Signature	Built			

#### **Advertising Contact Information:**

Sample Ad Sizes		
	Full Page	
	Full Page 8.5"w x 11"h	

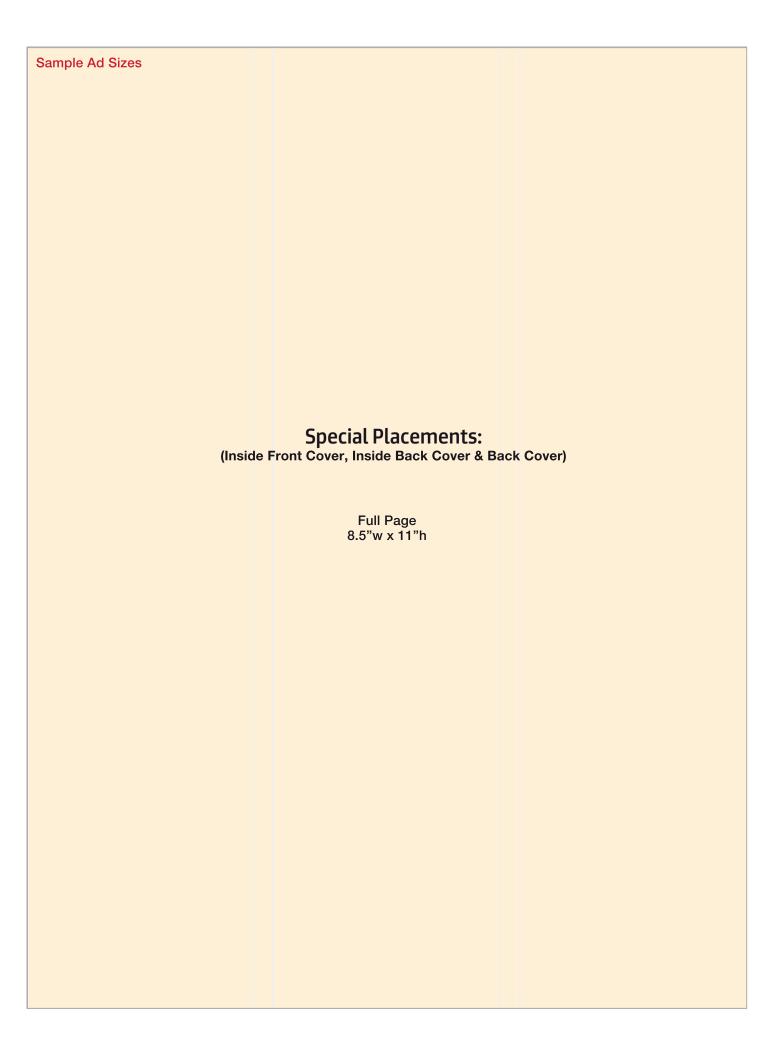
# Sample Ad Sizes 1/2 Page Horizontal 8.5"w x 5.5"h



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





# Southern California Contractors Association Classified Ad Contract

\*Please check the desired ad size and frequency below. Classifieds run on a per issue basis and are not printed in the member directory. Advertisers will be billed for each magazine issue selected. If more than one issue is desired, please select all that apply.

CLASSIFIEDS 2026	Per issue					
CLASSIFIED ADS Per issue only						
1/4 Page Vertical (Color + Image)	<b>\$ 300</b>					
Business Card (Color + Words + Image)	□ \$150					
Business Card (Color + Words only)	<b>\$ 110</b>					
1/4 Page Vertical (B&W+ Image)	□ \$ 200					
Business Card (B&W + Words only)	<u>\$ 75</u>					
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)	<ul> <li>Mar/Apr (Materials Due January 25th)</li> <li>July/Aug (Materials Due May 27th)</li> <li>Nov/Dec (Materials Due September 27th)</li> </ul>					
Name	Phone					
Company ————————————————————————————————————	Email					
Address	_ City					
State ———————————————————————————————————	Zip					
Signature	_ Date					

#### **Contact:**

For advertising inquiries, ad listing changes, or seller updates, please contact our office at (657) 223-0800 or email bjackson@sccaweb.org.

#### **Disclaimer:**

The Southern California Contractors Association (SCCA) assumes no responsibility or liability for the outcome of classified ad transactions. Placement of an ad does not guarantee the sale or exchange of the advertised item. SCCA does not endorse or verify the accuracy of claims made in classified ads. Buyers and sellers are solely responsible for conducting due diligence and negotiating terms. All transactions are at the sole risk of the parties involved.

### **CLASSIFIED ADS ONLY**

# Business Card Ad 3.5"w x 2"h

Item For Sale Name - 45 characters
Description- Up to 50 words
Price - N/A
Contact Info - 45 characters

1/4 Page Vertical 3.6875"w x 4.9375"h

Item For Sale Name - 45 characters
Description- Up to 70 words
Price - N/A
Contact Info - 45 characters
Image - Landscape orientation

Building SoCal, \*\*
Together