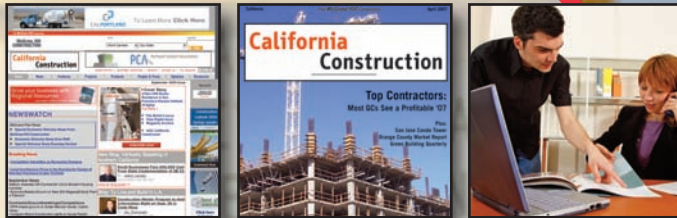


connecting people_projects_products



California Construction

MEDIA KIT 2010

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ABOUT MCGRAW-HILL CONSTRUCTION

McGraw-Hill Construction connects people, projects, and products across the design and construction industry. From project and product information to industry news, trends and forecasts, we provide industry players with the tools, resources and applications to help them save time, money and energy.

Backed by the power of Dodge, Sweets, *Architectural Record*, *Engineering News-Record (ENR)*, *GreenSource*, *Constructor*, our Regional Publications and *SNAP*, McGraw-Hill Construction services more than one-million customers within the \$5.6-trillion global construction community.

BUILD AWARENESS

Through every stage of the marketing and sales process, McGraw-Hill Construction is there for you:



CRITICAL CONSIDERATIONS OF MARKETING TO THE CONSTRUCTION INDUSTRY

Key Considerations

Who?

Are we reaching and influencing the right audience?

What?

Are we providing the information required?

Where?

Are we reaching our targets when they require information?

Why McGraw-Hill Construction?

Extensive Reach Into All Critical Audiences

Influencer – Owners, architects, engineers, CM/GC
Designer / Specifier – Architects, Engineers, Design-Build Team
Buyer – General contractor and sub-trades

Address All the Information Needs of Your Audience

Inspire – Capture design / construction community attention
Inform and Enable – Guide / control product selection processes
Educate and Reinforce – Create buyer loyalty

Integrated and Connected Media Options

Print – Reach and influence senior executive decision makers
Online Resources – Enable design and construction process
Event Networking – Direct connection to decision maker

Sweets Dodge

ARCHITECTURAL
RECORD

ENR
Engineering News-Record

GreenSource
THE MAGAZINE OF SUSTAINABLE DESIGN

Regional Publications

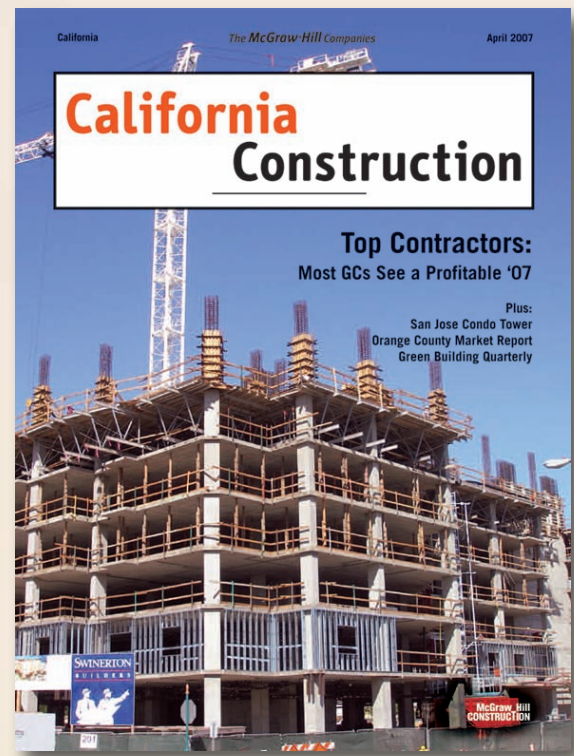
Constructor

NO OTHER PUBLICATION PENETRATES THIS LUCRATIVE, \$36.5 BILLION* REGIONAL MARKET BETTER THAN *California Construction*.

The industry is evolving and *California Construction* continually evolves to best suit your needs.

California Construction draws upon the resources of McGraw-Hill Construction, including the most powerful brands in the industry, *Engineering News-Record (ENR)* and Dodge to name a few. We provide expertise that few other publications can—from cutting-edge economic research to trends in markets across the region and across the nation. These resources enable our editorial staff to better understand, and relate, the dynamic California construction market to you.

Whether your objective is blanket coverage of your home market, as a target market for geo-expansion or to increase your market presence in order to be extra competitive, *California Construction* is the place to be —online, in print and at our live events.



*Source: McGraw-Hill Construction, *California Construction* Mid-Year Outlook '09, Summer, 2009.

OUR EDITORIAL STAFF HAS A FINGER ON THE PULSE OF THE MARKET.

They gather, refine and deliver local news and local information on the people, projects and products that shape construction in California.

Our editorial scope and integrity makes us a trusted resource.

California Construction has been at the forefront of reporting news, trends, and intelligence on the growing engineering and construction market, and we remain the local leader today, covering all sectors of the industry. In a market that is constantly changing and facing new challenges and opportunities, *California Construction* understands the urgent need for timely and independent reporting that can be trusted by project owners and construction professionals who make crucial business and buying decisions.

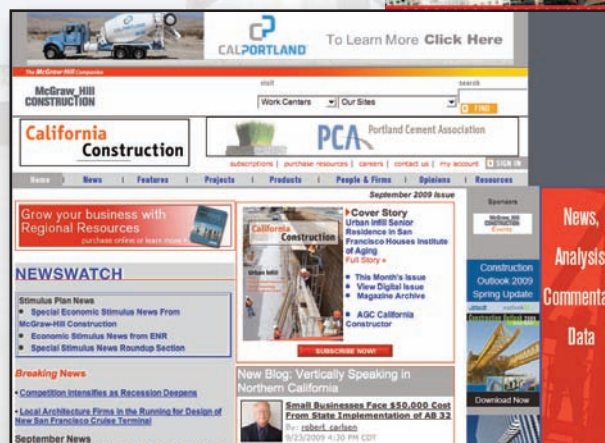
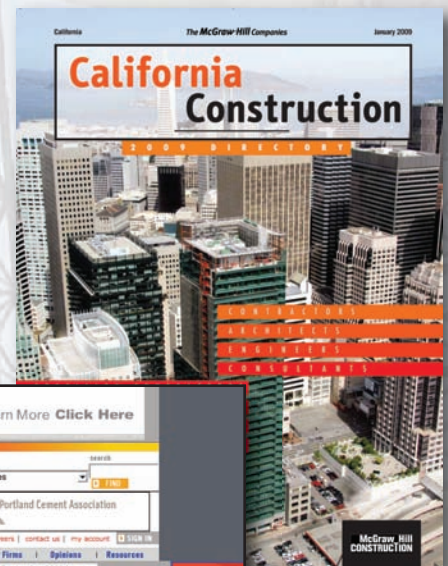
California Construction is backed by the editorial power of *ENR*, the construction industry's "brand of record". *California Construction's* editorial team collaborates with *ENR's* editors, to connect local sectors of the industry with coverage in business management, design, construction methods, products, materials, technology, equipment, safety, law, legislation, environment, cost reports, economics, workforce and labor.

What *California Construction* Covers...

- News and Features
- Innovation, Trends
- Equipment Management
- Information Technology
- Top Lists
- Construction Economics
- People, Projects & Products

Find it on California.Construction.com:

- Breaking news
- Feature extras
- Staff Columns & Blogs
- Viewpoints
- Availability to McGraw-Hill Construction Research, Regional Directories, Dodge Database, Building Codes, Career Center and more.



Issue	National Features	Local Features	Custom Publishing	Closing/ Mat'l. Due
January	2010 Forecast & Directory		ArcCA 9.4 AGC CA Constructor	Nov 25 Dec 3
February/ March	Equipment	Healthcare San Diego Market Report Unions Update	AGC CA Constructor Equipment Rental Guide AGC CA Outlook	Jan 28 Feb 3
April	Top Contractors	Bay Area Market Report Stimulus Project of the Month	AGC CA Constructor ArcCA 10.1 ASAC Special Report	Mar 1 Mar 5
May	Top Green Contractors	Safety Sacramento Market Report Stimulus Project of the Month	ACG CA Constructor AGC Education Catalog	Apr 1 Apr 7
June	Top Starts	Immigration Update Los Angeles Market Report Stimulus Project of the Month	AGC CA Constructor AQC Profile USGBC Los Angeles Profile	Apr 29 May 5
July	Contractor of the Year	Top 25 Highway Projects Construction Law Stimulus Project of the Month	AGC CA Constructor ArcCA 10.2	June 1 June 7
August	Top Specialty Contractors	School Design & Construction Stimulus Project of the Month	AGC CA Constructor AGC CA Profile CSI Directory	June 30 July 8
September/ October	Technology Top Design Firms	Urban Infill Central Valley Market Report Stimulus Project of the Month	AGC CA Constructor Unions Profile ArcCA 10.3 AIA HI Directory	Sept 1 Sept 8
November	Green Building Top Green Designers	Sustainable Practices Stimulus Project of the Month	AGC CA Constructor USGBC Directory AGC Education Catalog NorCal USGBC Profile	Oct 1 Oct 8
December		Best of 2010 Owner of the Year	AGC CA Constructor	Oct 28 Nov 3
January 2011		2011 Directory & Forecast		Nov 24 Dec 2

Editorial line-up is subject to change, due to late-breaking news and information.

**MAKE CONNECTIONS WITH KEY DECISION-MAKERS...
OUR READERS ARE YOUR TARGET AUDIENCE!**

Print Circulation*

Total Qualified Circulation:	10,981
Qualified Contractors, Owners, Subcontractors, Architects and Engineers:	8,003

Readership Base*:

Equipment/Material Producers	9%
Owners/Public	14%
Professional Services/Other	18%
Engineers/Architects	25%
Contractors: Highway/Heavy, Building or Both	34%

Online Users:**

Unique Visitors/Month:	8,026
Page Views/Month:	19,500

California Construction readers are **Interested. Involved. Interactive. Important.**
They're an invaluable link between **you...and your next project!**

Sources: *June '09 ABC Statement, **Web Trends, Jan.-June '09, Page Views based on average impressions per ad placement from OAS Ad Tracking System, Jan-June '09.

California.Construction.com PROVIDES UP-TO-THE-MINUTE NEWS AND ANALYSIS

...for construction professionals throughout the state, to stay connected on their own time, from any location around the globe. Reach online customers in your region with a California.Construction.com website sponsorship. Make industry-wide connections and get cost-effective online exposure to local industry professionals buying and specifying your products and services.

About California.Construction.com

- We are open 24/7, 365 days per year
- We do not take holidays, vacation or sick days
- No guessing on your ROI – receive metrics on your ads
- 43%+ of *California Construction* readers go online to California.Construction.com – the website has a vast unique audience unto itself, giving you greater audience reach**
- We are here to work for you



Banner Ad Sponsorship

Banner ads are an effective tool for branding and product awareness. Reach and interact with your target audience through visually compelling ad units. Banner ads increase your exposure and drive greater awareness of your products and services.

Banner ads help to meet your marketing goals:

- Generate leads
- Increase traffic to your website
- Alert construction professionals about your product launch
- Drive awareness of your products, services and brand
- Frequency capped for maximized exposure – limits the number of times any one user is exposed to your banner ad, so that remaining impressions can reach more unique users

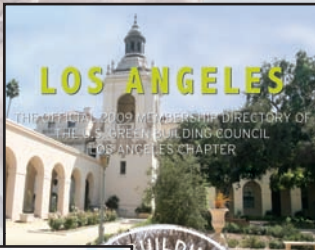
Banner ads are available in four possible sizes:

- Leaderboard 728x90
- Full Banner 468x60
- Skyscraper 120x600
- Medium Rectangle 300x250

** Source: Advantage Business Research (advantageresearch.com)

DISPLAY ADVERTISING:
California Construction BUILDS YOUR BRAND
AND DRIVES AWARENESS LIKE NO OTHER VEHICLE IN
THE MARKET!

We offer a variety of advertising options to fit your budget and target your key audiences.



Special Advertising Sections

Align your message with specific editorial topics.

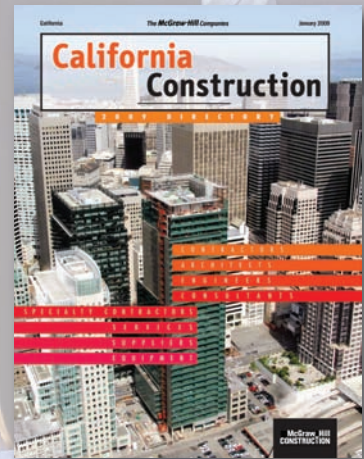
California Construction's Special Advertising Sections provide construction professionals with focused information direct from industry sources and associations on specific vertical industry topics. They provide the perfect opportunity for you to position your company as a vertical market product and service provider.



Regional Directories

If there is one issue not to miss, it is the Annual Construction Directory!

California Construction publishes a Construction Directory that lists the leading firms in the industry, in a number of different categories. This resource tool is used throughout the year, so your advertising dollars go further.



EVENT SPONSORSHIPS = GREAT REWARDS

While we encourage you to connect with potential customers both online and in print, nothing beats personal interaction, for sales success.

Face-to-face networking is still one of the most important avenues for making direct connections to key decision-makers who build leading projects in the construction industry.

Where else can you make valuable connections via a handshake, a smile, with a prospect who wants to learn more about your firm at your trade show booth, or at breakfast after a seminar or meeting? Only at industry-leading conferences and events from *California Construction* and McGraw-Hill Construction.

Our events and conferences provide unique access for construction marketers to make connections and gain new insight. The setting of our conferences and events is both informative and educational, and provides plenty of networking opportunities for you to cultivate new business and to strengthen your existing relationships as well.

Meet decision-makers at our industry-leading events, including...

- CEO's
- Presidents
- Executive Vice Presidents
- Senior Vice Presidents
- Vice Presidents
- Partners
- Business Development Executives
- Directors
- Managers

Network with industry leading companies, like these...

- | | | |
|------------------------------------|-----------------------------------|------------------------------|
| Boys & Girls Club of San Francisco | Heller Manus Architects | Simpson Gumpertz & Heger/HOK |
| Cahill Contractors, Inc. | HMC/J.D. Diffenbaugh | Solomon Cordwell Buenz |
| CHW | Leo A. Daly | Stahl Companies |
| City College of San Francisco | McCarthy Building Companies, Inc. | Swinerton Mgmt. & Consulting |
| Clark Construction | Miyamoto International | TM Davis |
| Devcon | Opus West Construction Corp. | Tishman Speyer |
| Flatiron Construction Corp. | Panattoni Construction Inc. | Turner Construction Company |
| Forell/Elsesser | PCL Construction Services, Inc. | UC Berkeley |
| FTR International | Perkins + Will, Inc. | Webcor Builders |
| Gensler | Project Management Advisors, Inc. | Woodland Healthcare |
| Hathaway Dinwiddie Const. Co. | Rosendin Electric | WSP Flack+Kurtz |

* Source: McGraw-Hill Construction Event Attendee Lists

McGRAW-HILL CONSTRUCTION CONFERENCES AND EVENTS COVER HOT INDUSTRY TOPICS SUCH AS BIM, GREEN, EMERGING MARKETS AND THE ECONOMIC STIMULUS.

This year's events include:

ENR's Award of Excellence

Years worth of expertise & knowledge in one room...that's our audience of 1,400 construction professionals... have you connected lately?

April 8, 2010 - New York, New York – www.construction.com/events/AwardofExcellence09/

Architectural Record's Schools of the 21st Century

This symposium focuses on how to make better school design decisions for architects, school board members

April 9, 2010 - Chicago, IL – www.construction.com/events/21Schools09/

ENR/CURT Construction Business Forum

This event brings together the owners, engineers and contractors for a high-level conference on industry hot topics.

June 2010 - Arlington, VA – www.construction.com/events/enrcurt/

Architectural Record Innovation Conference

Connect to architects, interior designers, engineers, energy consultants and educators at the design industry's leading event.

October 6-7, 2010 - New York, New York – www.construction.com/events/innovation2009/

McGraw-Hill Construction's Economic Outlook Executive Conference

Get a first-hand view of industry trends and the economic forecast that will affect the construction industry.

This Conference will give you the vital information you need to plan for business success.

October 28-29, 2009 - Washington, DC – www.construction.com/events/outlook2010/

Regional Economic Outlook Conference

Local Event!

Local professionals and industry experts come together to review the latest research and forecasts for upcoming activity in the California market, across multiple construction categories.

Many area builders base their plans upon Outlook.

Sacramento, CA: February 9, 2010 - San Jose, CA February 10, 2010 - Ontario, Canada - February 23, 2010

www.construction.com/events/outlook2010regionals/

Best of Awards

Local Event!

The Best of Awards is an annual celebration to honor the building teams that created the best projects in our region, in a range of categories that include steel, concrete, healthcare and more.

Once named, California's "Best Projects" award winners will be entered into the National "Best of"

Awards competition and will be judged against entries from other regions, and profiled in *ENR* and all ten local Regional Publications.

December 2011 - Cities TBD – www.construction.com/events/bestof2009/

Click here to learn about sponsoring any of these events, and start building better connections, today!

Link to: www.construction.com/events/sponsorship.asp

Check our site for updated events information: www.construction.com/events/

ONLINE, IN PRINT AND AT EVENTS.

Why custom marketing will work for you!

Customized media, which includes Custom Publishing, Advertorials, Newsletters and e-Newsletters, go beyond traditional display advertising to tell your story in a compelling format. It allows you to cut through the clutter and the competition associated with traditional media, to showcase your brand and deliver your message exclusively to targeted customers and prospects.

Custom marketing program benefits:

- Build long-term brand awareness and preference
- Communicate and focus your messaging through appropriate media platforms
- Drive leads and ad measurement
- Align media tactics with marketing objectives
- Separate your brand from the competition
- Reach your target audience
- Educate and share your industry knowledge

We offer turnkey services to help you develop your custom marketing program:

- Editorial and content development
- Creative design
- Audience development
- Print and delivery execution
- Marketing and strategic consulting

Custom Marketing Opportunities

- Webcasts & Webinars
- Custom Events and Roundtables
- Direct marketing and e-mail marketing
- Gatefolds, bellybands, coverwraps and inserts



Company Profiles

California Construction can create a special section that focuses on your company and insert it into an upcoming issue. A company profile should be an important part of your marketing plan if your firm is taking a new direction, celebrating an anniversary or re-positioning itself in the marketplace.



Reprints and Copy Sales

Was your firm mentioned prominently in a recent feature story in *California Construction*? Make sure that your clients and prospective clients know about your expertise. Get reprints made and add them to your marketing kit to extend the life of that third-party endorsement. Or, you can purchase extra copies of the entire magazine for use in promotional mailings.



Plaques

Promote your accomplishments everyday, in your own lobby. For special recognition of your efforts and industry rankings, *California Construction* offers high-quality plaques, engraved with company name and ranking.

Custom Digital Sections

California Construction wants to help you and your business make the leap to digital communications, to reach the entire building team both in print and online. "Best of" Award Winners now have the opportunity to create a custom "Digital Magazine," comprised of the Best of Awards magazine cover, your single-page ad and one page of editorial content or "Advertiser's Viewpoint." Digital Magazine packages also include a URL link that can be placed on your company website and marketing materials, as well as printed copies for your internal and/or external distribution. Audio, video and podcast options are also available.





Ad Material Requirements

- Ads must be supplied in a suitable electronic form.
- Proof prints must be supplied with ads.
- Color proof required for color ads.
- Digital files may be sent in by disk or with special permission, email.
- Macintosh or PC compatible files are acceptable.
- All digital image files must be supplied at 300 dpi at actual size in EPS, TIFF or PDF formats (with fonts embedded).
- Programs supported are QuarkXPress, Adobe Photoshop, Adobe Illustrator and Adobe InDesign.

Online Banner Ad Rates

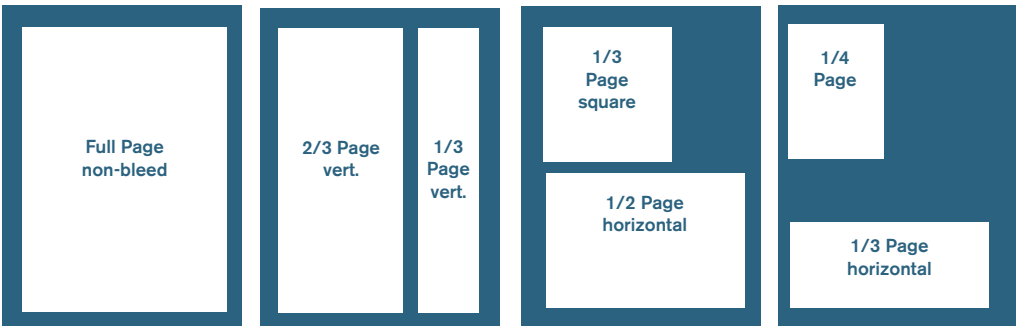
Ad Unit	Average Monthly Impressions	Monthly Rates
728x90 Leaderboard	19,500*	\$1,270
468x60 Full Banner	19,500*	1,075
120x600 Skyscraper	19,500*	880
300x250 Medium Rectangle	19,500*	1,075

*Average monthly impressions based on historical data from January 01- June 30, 2009; Numbers are rounded down to the nearest 500; Actual impression levels may be higher or lower with no effect on sponsorship cost.

Print Rates

	1x	4x	7x	12x
Black & White				
Full	\$3,425	\$3,085	\$2,785	\$2,515
2/3	2,740	2,470	2,220	2,000
1/2	2,270	2,040	1,840	1,660
1/3	1,725	1,555	1,395	1,270
1/4	1,225	1,115	1,000	905
Two Color (*Black plus one color)				
Full	\$3,665	\$3,325	\$3,025	\$2,755
2/3	2,980	2,710	2,460	2,240
1/2	2,510	2,280	2,080	1,900
1/3	1,965	1,795	1,635	1,510
1/4	1,465	1,355	1,240	1,145
Four Color				
Full	\$3,975	\$3,635	\$3,335	\$3,065
2/3	3,290	3,020	2,770	2,550
1/2	2,820	2,590	2,390	2,210
1/3	2,275	2,105	1,945	1,820
1/4	1,775	1,665	1,550	1,455
Premium Positions / Additional Cost				
Inside Front Cover	15%	Second Spread or Center Spread	10%	
Page 1	15%	Inside Back Cover	15%	
Page 2 through 9	10%	Outside Back Cover	20%	

Ad Layouts & Sizes



Ad Sizes

	Inches
Trim size	8 1/8 w X 10 7/8 h
Page bleed	8 3/8 w X 11 1/8 h
Page non-bleed	7 w X 10 h
2/3 page vertical	4 1/2 w X 10 h
1/2 page horiz.	7 w X 4 7/8 h
1/3 page square	4 1/2 w X 4 7/8 h
1/3 page vertical	2 1/8 w X 10 h
1/3 page horiz.	7 w X 3 3/8 h
1/4 page	3 3/8 w X 4 7/8 h

- The provisions of this rate card are the official rates and regulations.
- Publisher reserves the right to reject any advertisement.
- Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims arising therefrom against the Publisher.
- Cancellation of advertisement will be accepted only if received in writing not less than (10) days in advance of closing date. Preferred position orders are non-cancelable.
- The publisher reserves the right to put the word "Advertisement" with copy that, in the Publisher's opinion, resembles editorial matter.
- All consecutive and nonconsecutive contracts must be filled within one year of date of contract.
- An incomplete schedule will be subject to short-rate computed at earned rate.
- Credits incurred by increasing frequency during a contract year will be applied toward future billing for space. No cash rebates or credit to past balances will be made.
- Contracts are subject to rate change with 60 days notice by the Publisher. If such revision is unacceptable to the advertiser, the contract may be cancelled without short-rate.
- An advertiser can increase or reduce a display ad size under a multiple insertions contract; the new size rate will be computed at the same frequency contracted.

Recognized agency: "Recognized agency" as used in this rate sheet refers to an individual or group or individuals, independent of the advertiser, who makes the media selection, handles the order, coordinates and processes the space placed with the Publisher under terms of this rate sheet, provides final electronic files and proofs, furnishes and prepays transportation and import charges on all printing materials submitted and processes prompt payment.

Issuance and closing dates: *California Construction* magazine is published monthly. Closing date is approximately one month prior to publication. All materials for display advertising, including complete electronic files, alterations, furnished inserts and insertion orders, must be received approximately 20 days preceding date of issue. When no acceptable copy is furnished by material due date for space under contract, the Publisher reserves the right to repeat latest advertisement or to charge for unused space. No cancellations after deadlines.

Agency commissions: A 15% commission will be given to recognized agencies on all rates for final material (prepress to our specifications). If other material is furnished, conversion charges will be billed to agency, plus 10 percent. Advertisements one-quarter page or under are noncommissionable. Commissions will not be given to accounts that are 60 days past due.

Production services:

Our production department has the capability to provide design services at a nominal rate.

Ask a Sales Representative for more details.

CONTACT INFORMATION

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