

Arizona Contractors Association

A D V E R T I S I N G R A T E S



About The Arizonan

The Arizonan is a full color, quarterly magazine of the Arizona Contractors Association. It is distributed to general contractors, subcontractors, architects, engineers, governmental agencies and other decision makers in the construction industry in Arizona and surrounding areas.

The Arizonan is an excellent forum to reach this targeted audience. The publication is distributed via the *Arizona Capitol Times* which is six times the audience of previous editions of *The Arizonan*.



Digital File Requirements

- Submit all artwork in Mac based QuarkXPress, Adobe Illustrator, or Adobe Photoshop.
- If PC document, please submit as PDF file, *press optimized*.
- Graphics should be set at a minimum resolution of 300 dpi.
- All colors must be created as Process colors and as CMYK.
- Ads can be loaded on to zip or CD and mailed to us, or can be emailed to: advertising@azcapitoltimes.com
- Please do not submit film.

FOR ADDITIONAL INFORMATION CONTACT:

ARIZONA NEWS SERVICE

Custom Publishing

PO Box 2260 • Phoenix, AZ 85002 • 602.889.7125 • 602.889.7120 • Fax: 602.253.7636
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Advertising Rates

	Open Rate*		4x Contract Rate*		6x Contract Rate**	
	B/W	Color	B/W	Color	B/W	Color
Back Cover	-	1,142	-	1,085	-	1,028
IFC / IBC	-	1,073	-	1,019	-	968
Full Page	880	990	836	941	792	891
1/2 Page	495	605	470	575	446	545
1/3 Page	385	495	366	470	347	446
1/4 Page	330	440	314	418	297	396
1/6 Page	248	358	236	340	223	322

Special offer for ACA members:
Receive 10% off the open rate
when you book a contract.

***Per ad cost**

**Includes placement in 4 issues of
The Arizonan and (2) 1/4 B&W ads
in Arizona Capitol Times

Mechanical Requirements

Magazine Trim Size
8.375 x 10.375"

Full Page (w/Bleed)
8.375 x 10.375" Trim
(Bleeds add .125";
no text within .25"
of trim size)

Full Page (w/Border)
7.875 x 9.875"

1/2 Page Horizontal
7.875 x 4.875"

1/2 Page Vertical
3.875 x 9.875"

1/3 Page Block
5 x 4.875"

1/4 Page Block
3.875 x 4.875"

1/6 Page Vertical
2.5 x 4.875"

Publication Dates

- February 24, 2012
- May 25, 2012
- August 31, 2012
- November 23, 2012

Space Deadlines

- January 27, 2012
- April 27, 2012
- July 27, 2012
- October 26, 2012

Design Services Available

Payment Terms

- Make checks payable to Arizona Capitol Times.
- American Express, Mastercard or Visa accepted.

Measurement Guide

