

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 CAPITOL TIMES
Custom Publishing

PO Box 2260 • Phoenix, AZ 85002 • 602.258.7026 • Fax: 602.253.7636
www.azcapitoltimes.com • advertising@azcapitoltimes.com

Advertising Rates

	Open Rate		4x Contract Rate*		6x Contract Rate*	
	B/W	Color	B/W	Color	B/W	Color
Back Cover	-	1,038	-	4,150		4,670
IFC / IBC	-	975	-	3,900		4,390
Full Page	800	900	3,200	3,600	3,600	4,100
1/2 Page	450	550	1,800	2,200	2,205	2,525
1/3 Page	350	450	1,400	1,800	1,575	2,075
1/4 Page	300	400	1,200	1,600	1,350	1,850
1/6 Page	225	325	900	1,300	1,015	1,515

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

Placement in 4 issues
of *The Arizonan*

Placement in 4 issues of
The Arizonan and 2 issues
of *Arizona Capitol Times*
(Real Estate & Construction
and Economic Development
1/4 black & white).

Mechanical Requirements

Page Size

8-3/8 x 10-7/8 (trim)

Full Page (w/Border)

7-7/8 x 10"

1/2 Page Horizontal

7-7/8 x 4-15/16"

1/2 Page Vertical

3-7/8 x 10"

1/3 Page Vertical

2-1/2 x 10"

1/3 Page Block

5-3/16 x 4-15/16"

1/4 Page Block

3-7/8 x 4-15/16"

1/6 Page Vertical

2-1/2 x 4-15/16"

Bleeds

add 1/8"

Publication Dates

- February 19, 2010
- May 21, 2010
- August 20, 2010
- November 19, 2010

Production Charges

Rates for design and layout are \$100 for black and white ads, and \$200 for color ads.

Payment Terms

- Minimum 50% of contract due with insertion order.
- Make checks payable to Arizona Capitol Times.
- American Express, Mastercard or Visa accepted.

Measurement Guide

