



2006 DCD

Design Cost Data™
est. 1958

MEDIA PLANNER

The #1 Cost Estimating Magazine for Design and Construction



“

“Design Cost Data is a valuable resource tool for me because it covers all types of building projects and also provides a useful budget format so that the costs can be easily analyzed.”

”

Herb Stone,
Director of Design
Howard R. Green Company

Design Cost Data™ is designed to deliver your message to the architect and contractor at the most critical stage of the project life cycle: The Very Beginning. This is the point that determines project feasibility, scope, design, and budgets. This is the time when product information is key to being specified.

DCD is the Only Industry Publication Devoted to Preliminary Cost Estimating

Design Cost Data has been a must have cost reference and resource in the construction professional's office for close to 50 years.

Two years ago, DCD developed a high-powered database built on the archives of DCD called the NHBCdb™ (National Historical Building Cost Database™) for use by DCD subscribers as a tool to assist in their costing needs. The NHBCdb is housed at DCD.COM where subscribers can access over 1,200 projects for cost modeling, estimating, and research. Design Cost Data is available anytime and anywhere to subscribers who need access to a massive project cost library. In print or on the Internet, DCD is the industry's #1 source of actual construction cost data.



Noble Company has advertised in DCD for over 14 years, and we plan to continue. The reason is simple. DCD has consistently produced quality leads for us. We're also finding that DCD's website is a source of inquiries. We recommend DCD as a vehicle to others who supply the construction industry.



*Richard M. Maurer
Director of Marketing*

In a survey conducted by DCD, 100% of the construction professionals surveyed reported they choose to use historical cost data over hypothetical cost data in preparing their cost estimates.

Design Cost Data is the only publication to reach the construction professional at the very beginning of a project. Manufacturers who advertise in DCD are present when numbers are being crunched, designs are being formulated, or as the architect is helping a client visualize just what their budget will build. This is the most important time to advertise!

The marketing dollars you spend in DCD today will get your products specified tomorrow!

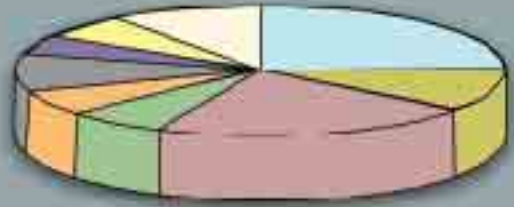
Call us today at
(800) 533.5680

Photo Courtesy:

James D'Addio, Athletic Field House, St. Luke's School.
Architect: Ganek Baer Architects, Inc.

Design Cost Data's Influential Audience: Circulation 13,000

- Architect 36% ● General Contractor 21%
- Construction Management 7%
- Design/Build 7% ● Engineering 8%
- Estimating 5% ● Consulting 6%
- Other 10%



Circulation 13,000: Distributed internationally.
Pass along rate is 3.18 readers per copy.

How Powerful is the Audience of Design Cost Data?

*63% are the president, principal, owner or partner of their firm.
89% of DCD subscribers specify, recommend or make the final decision for purchasing and/or specifying products used.
Design Cost Data targets the industry professional that does an average of 62 projects per years.

Design Cost Data is the first place architects look to solve their project budget and cost dilemmas.

86% of DCD subscribers archive their issues for future use.
96% consider the information DCD publishes as valuable.



I would like to extend kudos to the professionals at Design Cost Data on consistently producing an outstanding publication issue after issue, year after year. The case studies are current, quality projects offering a variety of project types and scales that provide a great source for building square foot costs and product information. I also enjoy the informative articles on professional business and legal matters written by Arthur O,Leary and guest writers. Keep up the good work DCD!



David Shafferman,
Bonsall Shafferman Architects

Your advertisement stands out, as Design Cost Data has one of the highest ratios of editorial versus advertising in the industry. Call (800) 533.5680 to reserve your space in DCD today!

Other Opportunities Available from Design Cost Data

List Rental: The Design Cost Data subscriber list is maintained daily and is available all or part for your direct marketing efforts. Rental rates are \$135/m. **Editorial Reprints:** Reprints of Case Studies and Product Editorial provide you with a cost effective high quality promotional handout. Whether you're a product manufacturer or part of the case study project team, DCD reprints are an excellent sales tool for proposal inserts and trade show literature, as well as a testimonial to your company's achievements. Reprints can be customized to maximize your exposure by our extensive graphics department. Customize your reprint by inserting your company's logo, strip in your web address or telephone number. Please call us at **800-533-5680 for more information.** DCD is the only industry publication that answers, "How Much will this cost?"

* These demographic results are from a quantitative, independently tallied readership survey mailed recently to the subscribers of DCD Magazine. The methodology was mailing to an nth selection of the subscriber list.

2006 DCD

Design Cost Data™

GENERAL CONDITIONS/ RATE CARD #42

B/W Advertising Rates

Size:	1x	3x	6x	12x
Full Page	\$2,190	\$2,085	\$1,985	\$1,890
2/3 Page	\$1,760	\$1,675	\$1,600	\$1,525
Jr. Page	\$1,590	\$1,510	\$1,440	\$1,375
1/2 Page	\$1,330	\$1,265	\$1,210	\$1,155
1/3 Page	\$940	\$900	\$860	\$815
1/4 Page	\$725	\$695	\$665	\$635
1/6 Page	\$560	\$530	\$505	\$485

Specifiers Spotlight

1/6-page, 4/color spotlight advertisement (for products, literature, etc. Illustration plus 50-60 words).

Net pricing:	1x	3x	6x	12x
	\$585	\$560	\$535	\$510

FREE BONUS (6x plus): Ad is placed, with hot link, in InstaSpec™ on DCD.COM.

Color Advertising Rates

(Additional to B/W Space Rates)

Standard AAAA Color (ROP)	\$325
Matched PMS	\$400
4/Color Process	\$850
Bleed	No Charge

Special Positions

Center Spread (includes 4/color)	\$6,000
Back Cover (includes 4/color)	\$3,675
Covers 2 and 3 (includes 4/color)	\$3,400
Guaranteed Position	Add 10%

Design Cost Data Internet Banner Advertising Rates

Rotating Front Page Banner (460 x 60 pixels)	\$100 per month*
Rotating Department Page Banner (460 x 60 pixels)	\$75 per month*
Stationary Side Page Banner (130 x 50 pixels)	\$35 per month*

FREE BONUS: Includes your banner on www.d4cost.com for length of contract. * All banner advertisements are payable in advance each quarter. Courtesy links for space advertisers also apply.

Rates under contract at the time this rate card goes into effect will be honored by publisher for the duration of current contracts not to exceed 12 months. Blanket and TF (til-forbid) insertions do not hold rates. Cancellation not accepted after closing date. Short rate applies to contracts cancelled before expiration. Rates may be changed with the issuance of a subsequent rate card and/or 90 day notice. Cancelled ads may be scheduled in subsequent issues to hold rates as long as such issues fall within the contract period. ● All insertion orders for advertising in are accepted subject to the terms and provisions of the current advertising rate card. Publication of the advertisement represents acceptance. No conditions, printed or otherwise appearing on the space order, billing instructions, or copy instructions which conflict with the publisher's stated policies and current rate schedule shall be binding on the publisher. ● Errors appearing in an advertisement due to the fault of the publisher will be corrected on a "make good" basis provided that the publisher is notified of the error after the first insertion. Publisher shall not be responsible for errors appearing in advertiser-supplied copy. Publisher promises special placement only when a guaranteed position is purchased. Publisher reserves the right to reject positioning which does not meet industry standards. Failure by advertiser to make the order correspond in price or otherwise with the rate schedule is regarded as a clerical error, and publication of the advertisement will be made and charged for upon the terms of the rate schedule then in force without further notice. ● All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser shall indemnify and hold the publisher harmless from any and all loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism, copyright, trademark, and/or patent infringement. Publisher does not accept responsibility for errors and omissions in key numbers or reader service numbers. ● Publisher reserves the right to reject any advertising considered objectionable as to wording or appearance. Advertising that resembles editorial shall be marked "advertisement" or "advertorial" by the publisher. ● All advertising materials designed and/or produced exclusively by DCD are copyrighted, and are produced for use in its publications only. Charges do not cover any other use of ad materials. Additional use of ads, designs, logos, created by DCD, is allowed only with the written permission of the publisher. ● Submission of copy is the responsibility of the advertiser. Copy from last insertion will be run if material is not received by specific closing date. If no previous insertion, client is liable for cost of contracted space. Advertiser's logo, phone number, and address may be published in allocated space at the discretion of the publisher. ● Space contracts holding rates shall be binding, and reserved space shall run irrespective with the issuance of insertion orders from advertiser or agency, unless space has been cancelled in writing prior to the deadline of any reserved issue. Short rates shall apply and shall be adjusted to conform with the current rate card at time of termination. Verbal space reservations will be confirmed with an in-house space contract, a copy of which will be sent to advertiser. Contract shall be binding whether or not advertiser signs and returns. ● By placing an advertising order, advertiser/agency agrees to pay the charges for said insertion(s). In the event advertiser/agency defaults on payment for charges due, advertiser/agency assumes all liability for fees and sums incurred in collection including, but not limited to, reasonable attorney fees and court costs. ● It is presumed that advertisers have read the rate policy and accept its conditions without further notice, and these policies shall be binding. **Terms:** Net 10 days. New advertising accounts must be prepaid. No cash discount. Discount to recognized advertising agencies is 15%, providing payment is made within 45 days of billing. Agency discount is forfeited if payment is not made within terms. A carrying charge of 1.5%/mo. on total outstanding space, color and production charges will be assessed on all accounts after 30 days. No commissions on artwork, color separations, or production provided by publisher. All payments shall be credited toward oldest open invoice.

If you are searching for a highly targeted website with excellent traffic for your Internet advertising dollar, DCD.COM has what you are looking for.

DCD.COM is the Only Resource on the Internet for Real Factual Construction Cost Data.

High traffic, unique site content, and longevity are what make DCD.COM one of the best vehicles to reach the A/E/C market on the Internet.

DCD.COM is home to the NHBCdb™ (National Historical Building Cost Database™), a resource of over 1,200 actual projects, and their cost to build, in an interactive database for cost modeling, building research and more for the industry.

Online since 1995, DCD.COM is an Internet pioneer. DCD.COM is widely indexed and heavily visited by the industry as an information leader for: square foot construction costs in the NHBCdb; dynamic case studies, full access to industry articles by the renown Arthur F. O'Leary, FAIA, MAIA and other building professionals, industry news, and more.

Call us today at **800-533-5680** to discuss all of the Internet Marketing Programs we have available to reach the A/E/C industry.

DCD.COM Web Statistics

Monthly Traffic on DCD.COM (Average) *(Averages based on statistics from 8-01-04 to 7-1-05).*

Better than 294,000 Hits • Upwards of 69,600 Page Views • Over 30,000 Visitors

The Average Visit to DCD.COM is Over 18 Minutes!



I refer to Design Cost Data often. Their magazine, coupled with the NHBCdb, the on-line estimating resource are a must for the Design Professional and Construction Cost Manager wanting to keep current.



Morris Crisci, CPE
Roel Construction Company

DCD.COM Advertising Opportunities

● **Have You Been Featured in a Design Cost Data Case Study?**

Being featured in a DCD case study showcases your products to the industry as no other means can. There is not a better testimonial to your product and its cost impact on a project. Now Available: All case studies published in Design Cost Data reside in the NHBCdb at DCD.COM along with a copy of the actual case study as it appeared in DCD. Manufacturers can hot link their case study listing to their website for additional exposure (those manufacturers advertising in DCD get this as an added Free bonus). Call us today and find out just how easy this is to do.

Online Advertising at DCD.COM ● **Rotating banner ads start as little as \$75 per month**

● **Hot links in the NHBCdb** – the more case study exposure you have, the cheaper it is!

● **New for 2006! Monthly subscriber e-newsletter to DCD subscribers.** Become a sponsor for this exciting new subscriber bonus.

* Don't forget to send us your People News, New Product Information, and Company Press Releases. Tradewinds™ on DCD.COM, is continually updated with news and information received by our Editorial Department. You can email, fax or mail your press releases to editor@dcd.com, fax to 888-533-5680, or mail to Design Cost Data, 8602 N. 40th Street, Tampa, FL 33604.. on DCD.COM in Tradewinds.

DCD.COM

A Highly Targeted Industry Resource

PRODUCTION FACTS

Production Charges:

Any additional production setup requirements will incur a charge based upon industry standards. (Rates available upon request.) Advertiser may ask for a quotation on production charges before they are incurred.

However, advertiser accepts liability for production charges if quotation is not requested. Services to include typesetting, layout, copywriting, halftones, screen prints, photo service, production proofs, stripping and tints, color separations, color proofs, reverses and other. Publisher does not assume liability for damage to, or return of, advertiser-supplied materials.

Product Information:

Paper Stock: 50# White Enamel
Line Screen: 150
Bleed & Trim Sizes: Negative size 8 1/2" X 11 1/8"
Trim size: 8" X 10 3/4"
Printing Method: Offset
Binding: Saddle-Stitched
(Perfect bound over 120 pgs.)

Note:

Keep live matter (i.e. text) 1/2" from top, bottom and outside edges; 3/8" from gutter.

Proofs:

Matchprint or laser (B/W) must accompany disk.

Graphics:

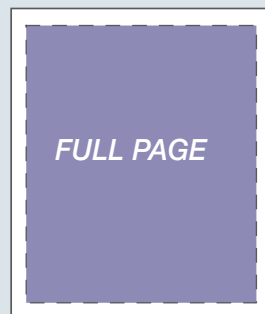
Please include all supporting graphic files and all fonts. Also will accept PDF format, however please supply a test to verify that the PDF is done correctly.

ISSUE/FOCUS

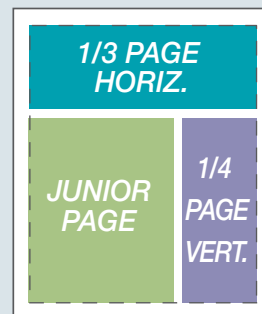
ADDITIONAL DISTRIBUTION

MONTHLY DEADLINES

Jan/Feb New Building Trends Project Cost Data	Technology for Construction World of Concrete	Space Reservation: December 9, 2005 Material Due: December 16, 2005
March/April Building Safety Project Cost Data	CSI Show	Space Reservation: February 10, 2006 Material Due: February 17, 2006
May/June Building Square Foot Cost Guide Project Cost Data	AIA Show and Expo	Space Reservation: April 7, 2006 Material Due: April 14, 2006
July/Aug Healthcare in America Estimator's Corner Project Cost Data	The American Society of Professional Estimators Academy EcoBuild	Space Reservation: June 9, 2006 Material Due: June 16, 2006
Sept/Oct Building Smart with Metal Project Cost Data	Metalcon International The Texas American Society of Architects Show	Space Reservation: August 11, 2006 Material Due: August 18, 2006
Nov/Dec Building Green in America Project Cost Data	GreenBuild Design Build Institute Conference	Space Reservation: October 6, 2006 Material Due: October 13, 2006



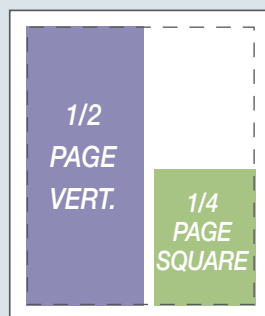
Page Bleed 8" x 10 3/4"
Page Non-Bleed 7 1/4" x 9 13/16"



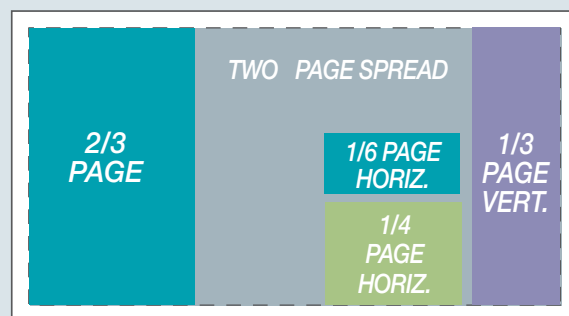
Third Page Horiz. 7 1/4" x 3 1/16"
Junior Page 4 3/4" x 6 1/2"
Quarter Page Vert 2 1/4" x 6 1/2"



Third Page Sq. 4 3/4" x 4 3/4"
Sixth Page Vert. 2 1/4" x 4 3/4"
Half Page Horiz. 7 1/4" x 4 3/4"



Half Page Vert. 3 1/2" x 9 13/16"
Quarter Page Sq. 3 1/2" x 4 3/4"



Spread Bleed 16" x 10 3/4"
Spread Non Bleed 15 1/4" x 9 13/16"
Two Thirds Page 4 1/2" x 9 13/16"

Third Page Vert. 2 1/2" x 9 13/16"
Sixth Page Horiz. 4 3/4" x 2 3/16"
Quarter Page Horiz. 4 3/4" x 4 1/2"

Digital Advertising Specifications

DC&D Technologies, Inc. has a computer-to-plate workflow, a film free process.

Platforms: Macintosh or IBM (or compatible)

Media Accepted: Preferred Format CD or DVD. Will also accept Floppy, Zip 100 & 250, FireWire, SCSI Drive in MAC or PC Format.

Applications Supported: Quark, Pagemaker, Photoshop, Illustrator and Corel Draw. If your application is not included please call DCD (800-533-5680) to verify application is supported.