

DCD

2012 Media Planner



Design Cost Data Magazine and DCD.COM:

*Putting You in Front of the Industry Professional
as They Plan, Budget and Construct the Projects of Tomorrow.*

Position Your Brands For Long Term Success With DCD

Dear Marketing Professional:

Design Cost Data and DCD.COM reach a very qualified professional – the professional that is busy planning and building.

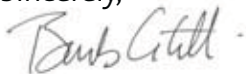
DCD is the resource the industry turns to for building costs. DCD is the only national publication that has made cost data its number one priority – valuable cost data used by architects, contractors, and other construction professionals to determine what it is going to cost to build a project.

This data is brought to life on DCD.COM where construction professionals can customize any published project to their location and time of building. Over 1,400 projects of all types are housed online in the DCD Archives™. DCD is unlike any other publication in the industry – we are a trusted cost resource manufacturers can showcase their marketing alongside.

Each issue of DCD is filled with cost trends, building cost analysis, square foot cost guides, new projects and important features such as “Legally Speaking” focusing on Green building by Matthew J. DeVries.

Available in print and in digital format, DCD is constantly in front of the industry – and you can be too when you place your advertising and banners with DCD in 2012. Please do not hesitate to give us a call at 800-533-5680 with any questions. We'll be happy to help.

Sincerely,



Barb Castelli
Publisher

** Web statistics 2011 per Awstats,
available upon request.*



“I have used DCD Magazine as a resource for marketing projects for the past five years. I find the costing information for project types as well as the articles on cost trends to be very beneficial. I frequently use DCD Magazine to check how our designs fall within the industry and as a check on whether Projects we are seeking are properly budgeted, particularly those project types that our firm has not had recent experience.”

**Stan Klausung, AIA; President
SCOTT / KLAUSUNG & CO. ARCHITECTS**

DCD – Just Pure Documented Building Cost Data and You

Design Cost Data is the definitive source for construction cost data for architects, contractors and other construction professionals. For over 50 years DCD has published what it really costs to construct a building. We do not publish hypothetical, national averages or bid numbers – just cold hard cost data.

We are unlike any other industry resource. This data comes to life in the DCD Archives™ on DCD.COM. The DCD Archives is the only resource where the industry can estimate a building cost using an actual building as their model. Quickly and with confidence users can select a project similar to theirs, change time and location and a new sq. ft. cost model is created. They know there is no better starting point than a completed building and its actual cost to build.

DCD.COM is rich in content and tops the list when searching construction cost data. DCD.COM is filled with sq. ft. cost guides, cost analyses on different building types, material cost trends, informative articles on construction law, green building, past issues of DCD, contract documents and more. DCD.COM generates an average of over 100,000 page views each month!

Place your advertising, either print or banner, with DCD. We will position you for success — **next to the information the industry is using now.**



“Working with DCD for the past 4 years has been a real pleasure. They are responsive and our client’s message hits the AEC market successfully.”

Brenda Collons
C Squared Advertising

The Resources of DCD

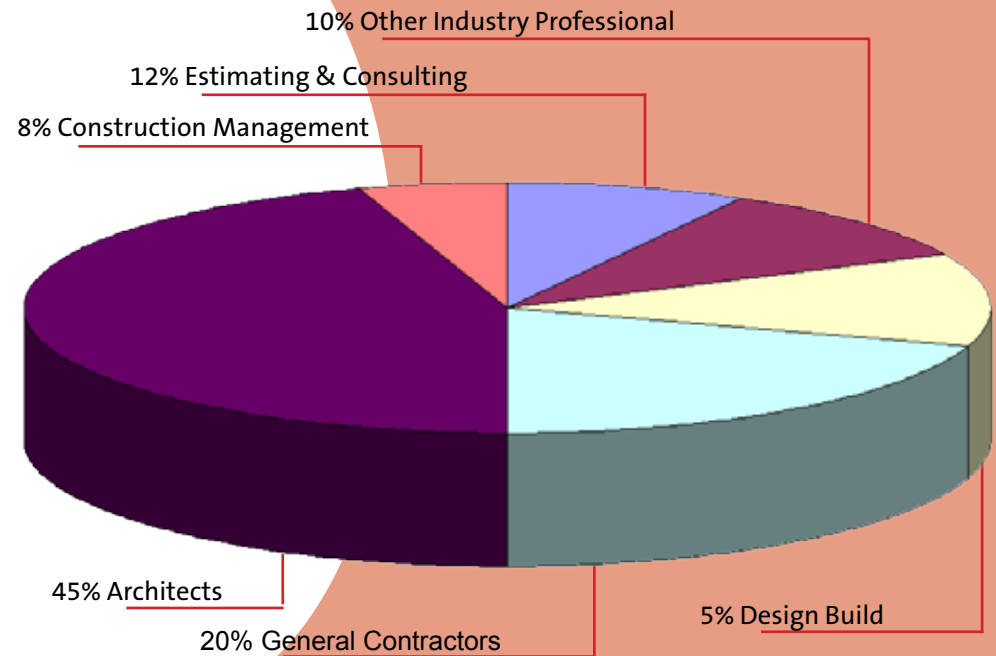
Construction professionals turn to the resources of DCD when they need to answer, “How much is this project going to cost?” quickly and with confidence. Your brand, positioned alongside the valuable cost data guarantees reaching the professional at the most critical time of designing – while product selection is being considered and budgets are being determined.

DCD Magazine: Each issue of DCD includes all types of projects including schools, hospitals, offices, churches, LEED® and sustainable projects and more submitted by architects and general contractors from around the country. These projects are published with the actual cost to build along with a project write-up, photos, plans, project team, building components, and cost description. These projects are referenced time and time again. In addition each issue of DCD includes cost trends, square foot cost guides and important editorial features highly regarded by the industry. Print and digital circulation is 16,500 and growing.

DCD.COM: Online since 1995, DCDCOM is highly trafficked. Content rich, in addition to valuable cost information, visitors find DCD.COM when searching for contract documents, construction law, and legal views on Green building, building methods, and more. The scope of the content opens DCD.COM to all avenues of the construction trade.

The DCD Archives: A massive online cost resource, the DCD Archives includes over 1,400 actual projects and their cost to build in a simple-to-use database to forecast what a new project will cost today, tomorrow, or 5 years from now. Users simply select a project similar to what they are working on and move it to a new location and date, and

(Continued on next page)



“I have worked with and used DCD Magazine for over ten (10) years and will continue to do so. DCD offers a very good incite to the construction industry with quality reporting of all types of projects.

As a design-builder, DCD provides me with example projects that allow me to use to develop my projects and costs for the projects. I would highly recommend DCD Magazine to anyone in the construction industry.”

Respectfully,
D. J. MALTESE CORPORATION
Dominic J. Maltese, Jr., CPE, ASPE
President
DJM,JR/gt
Old Village
886 N. Mill Street
Plymouth, Michigan 48170-1424

The Resources of DCD

instantly a new cost model is created with a new cost to build. The Archives doesn't stop there – users can go further by changing any cost division, square footage and even save the project for later use. It is an excellent costing tool – and can be used by manufacturers to promote their brand.

Placing banners on each project or on select categories (LEED®, Schools, Medical, etc.) banners are constantly viewed by those costing upcoming projects – the best time to promote brands.

The DCD Archives is a paid subscriber site.

DCD InfoLine: You can now reach the DCD subscriber via DCD InfoLine. You supply us the wording, photo, logo and link and we'll pull it all together in a targeted email blast to our subscribers. We'll also help guide you through the process of what makes a successful email campaign. This is a great way to announce a new product, webcast, or more. You can also segment who you want to reach – architects, contractors, or others. The order minimum is 5,000. Call 800-533-5680 for rates.

DCD ENews: Now in its 6th year of publication, the DCD ENews picks up after DCD magazine with more editorial on building products, more square foot cost guides, and industry information devoted to building cost. Each month the circulation of the DCD ENews grows with more professionals opting in for this valuable information. The DCD ENews™ is an excellent vehicle for manufacturers targeting the costing professionals serviced by the DCD ENews. Electronic circulation: 14,000+.

Design Cost Data™ • DCD.COM • 800-533-5680

"As a full time construction cost estimator, working directly with architects and engineers to develop owner's budgets from the conceptual stage through bid documents, I find that DCD Magazine and the online database provides a substantial selection of building types, sizes and the historicals costs that I can quickly reference on-line. The breakout of divisional costs along with the written descriptions of project specifications provides a solid understanding of what is included in each of the separate areas, thus providing a higher level of estimating confidence when evaluating differences in types of construction. It is also a plus, with the online database, that I can escalate a past project's cost forward to today's costs or the future and have regional modifiers factored into my project cost model. DCD Magazine has become a regularly used, valuable tool for our estimating staff to better understand actual costs and how they can be used in future budget estimating."

Andrew Beebe
Senior Estimator, CPE, LEED-AP
Phoenix Engineering, Inc.

Hiding trouble viewing this email? [Please click here](#)
To ensure delivery, please add info@dcddata.com to your address book

Forward to a friend
[Beck Technology](#)

INFO-Line
Brought to You By Design Cost Data™

Beck Technology
Innovation in All Dimensions
D Profiler

Building in the New Normal: Fresh Ideas and Best Practices from Preconstruction Leaders

Ever wonder if you might be missing out on a better way of doing things? Wish you could listen in as a group of industry pros share their insights on preconstruction practices and future trends? Get ready - it's happening on Friday, September 30 at 10am CDT.

Beck Technology is hosting a virtual roundtable with leaders in preconstruction from Rushforth Construction, Linbeck, Turner Construction, Clark Builders, DFR Construction and Haskell. No dry powerpoint presentations here - this webinar will bring ideas from people and companies that are developing new precon processes and integrating cutting edge technology.

Attend this live information-packed webinar and learn from preconstruction pros across the US and Canada. You'll hear about:

- the future of technology and its impact on preconstruction
- the client's changing expectations of value
- how to adapt preconstruction workflow when you're experiencing growing pains
- best practices and lessons learned in implementing new processes & technology tools

Register [here](#)

[Click here](#) to be removed from any future third-party offers.

Long Term Success with DCD

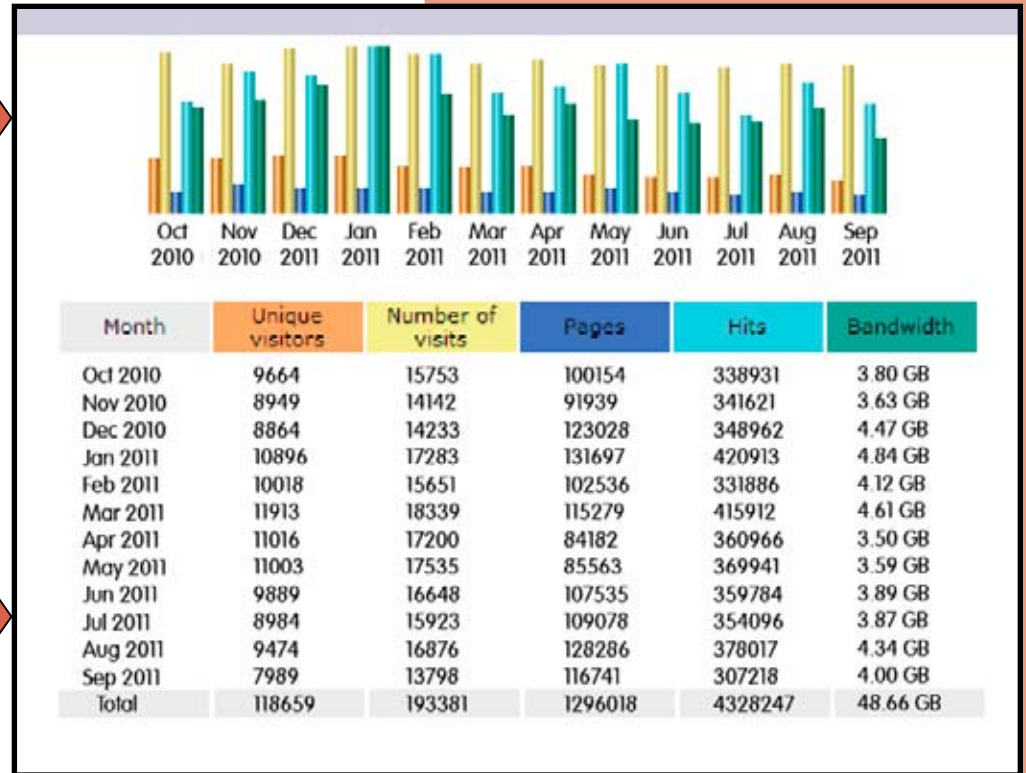
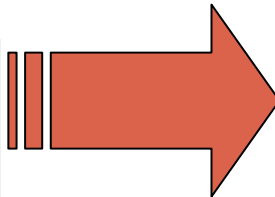
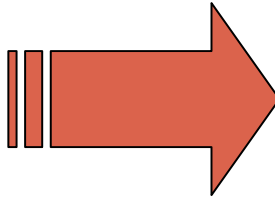
Powerful Web Stats

Placing your company's banner on DCD.COM puts you in front of Architects, Contractors, and Industry professionals planning and budgeting the projects of tomorrow. DCD.COM generates more than 100,000 page views per month* and DCD.COM is a must for your marketing plan for 2012 to reach this important audience.



*Average based on DCD.COM and DCD Archives traffic combined.

Design Cost Data • DCD.COM • 800-533-5680



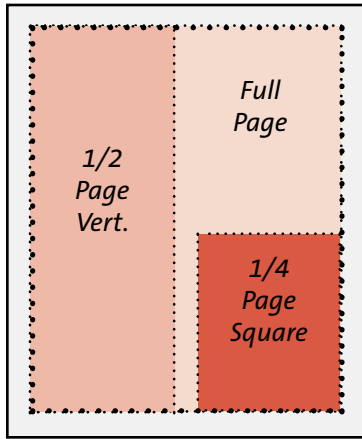
Horizontal Banner
460 pixels x 60 pixels 6.3889" x 0.8333" 72 dpi

Square Banner
130 pixels x 130 pixels
1.8056" x 1.8056"
72 dpi

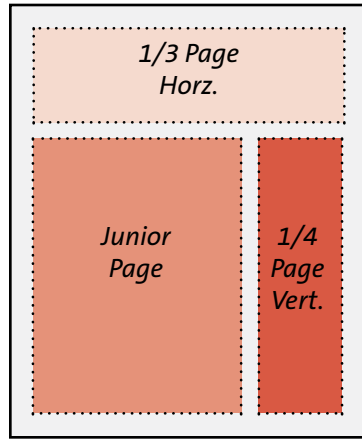
Other Banner Sizes Accepted
Call 800-533-5680

Web Stats Reports

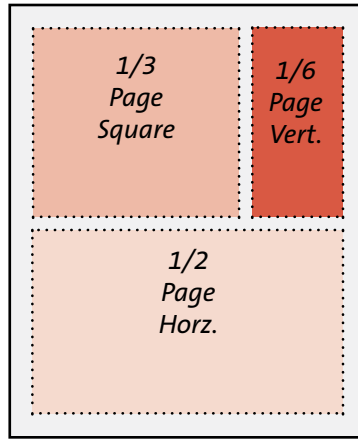
2012 Advertisement Specifications and Rate Card



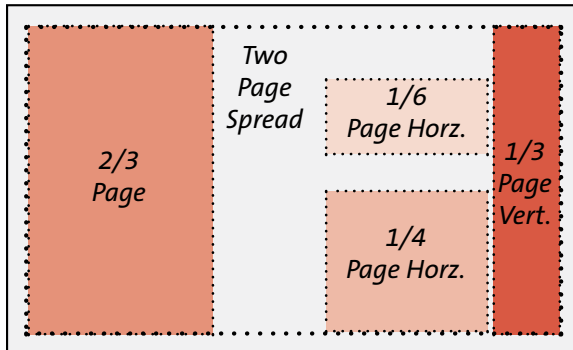
Page Bleed: 8 1/2" x 11 1/4"
 Trim: 8" x 10 3/4"
 Live Area: 7 1/8" x 9 3/4"
 Half Pg. Vert.: 3 1/2" x 9 13/16"
 Quarter Pg. Sq.: 3 1/2" x 4 3/4"



Third Page Horz.: 7 1/4" x 3 1/16"
 Junior Page: 4 3/4" x 6 1/2"
 Quarter Pg. 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 Horz.: 7 1/4" x 4 3/4"



Spread Bleed: 16 1/2" x 11 3/4"
 Spread Trim: 16" x 10 3/4"
 Live Area: keep live matter 1/2" from trim size.
 Third Pg. Vert.: 2 1/4" x 9 13/16"
 Quarter Pg. Horz.: 4 3/4" x 4 1/2"
 Sixth Page Horz.: 4 3/4" x 2 3/16"
 Two Third Pg.: 4 1/2" x 9 13/16"

Additional Information:

Bleed & Trim Sizes: Bleed size - 8 1/2" X 11 1/4" Trim size - 8" X 10 3/4"
Printing Method: Offset Binding: Saddle-Stitched (Perfect bound over 120 pgs.)
Graphics: Prefer Hi Resolution PDFs, will accept TIFs, JPEGs, and EPS files.

Advertising Rates — Includes 4/Color*

Size:	1x	3x	6x
Full Page	\$1945	\$1850	\$1770
2/3 Page	\$1565	\$1495	\$1450
Jr. Page	\$1425	\$1345	\$1300
1/2 Page	\$1185	\$1130	\$1090
1/3 Page	\$845	\$805	\$765
1/4 Page	\$645	\$620	\$585
1/6 Page	\$495	\$465	\$450

*Net Rate

"With over twenty years in the construction industry, three years ago I found myself in roles that involved more up front or preliminary work which included conceptual estimating. I discovered DCD and found it to be a great tool for many purposes that helped in my own analysis of projects at conceptual and preliminary design phases. The fact that these

are real projects designed and built by reputable companies then adjusted for costs at future target dates is truly beneficial. It is definitely worth the small amount of time and effort to get an idea of what similar project costs would be as a comparison to a planned project."

DCD ENews Rates

14,000+ circulation per month & growing

	1x	3x	6x	12x
Small Banner (130 x 130 pixel)	\$110	\$100	\$90	\$80
Large Banner (130 x 260 pixel)	\$140	\$130	\$120	\$110

William A. Lee
 Sr. Project Manager
 RQ Construction, Inc.

Design Cost Data Magazine

January/February 2012:

Focus: Multi-Family Housing; Square Foot Cost Guide: Elementary, Middle, and High Schools, Colleges; Material Cost Trends

Bonus Distribution: Technology for Construction, World of Concrete, Decorative Concrete

Space Reservation: December 2, 2011 | **Material Deadlines:** December 9, 2011

March/April 2012:

Focus: Green Products; Square Foot Cost Guide: Hospitals, Medical Offices, Assisted Living, Cancer Centers

Space Reservation: February 3, 2012 | **Material Deadlines:** February 10, 2012

May/June 2012:

Focus: New Product Releases; The Annual 2012 Square Foot Cost Guide

Bonus Distribution: AIA Show & Expo, Commercial Construction Show

Space Reservation: March 30, 2012 | **Material Deadlines:** April 6, 2012

July/August 2012:

Focus: Square Foot Cost Guide: Industrial

Bonus Distribution: American Society of Professional Estimators, Construct

Space Reservation: June 1, 2012 | **Material Deadlines:** June 8, 2012

September/October 2012:

Focus: Metal Project Review; Square Foot Cost Guide for Metal Construction

Bonus Distribution: Metalcon, The Texas AIA Show, DBIA

Space Reservation: August 3, 2012 | **Material Deadlines:** August 10, 2012

November/December 2012:

Focus: Build Green. Square Foot Cost Guide for LEED® and Sustainable projects

Bonus Distribution: GreenBuild and Build Boston

Space Reservation: September 28, 2012 | **Material Deadlines:** October 5, 2012

Design Cost Data • DCD.COM • 800-533-5680



DCD ENews

Now in its 6th year of publication, the DCD ENews is published monthly and is distributed the 3rd week of every month to professionals opting in for its delivery. Filled with more building costs, guides, and information, the DCD ENews is a valuable resource for those construction professionals estimating, designing or budgeting.. Becoming a sponsor in the DCD ENews links you with the construction professional and the valuable cost data DCD is known for.

Advertisers banners stand out for further brand recognition on the DCD ENews. When you become a sponsor of the DCD ENews you get a good size banner that will be noticed for an affordable price – a 12x insertion is only \$110 per issue for a 130 x 260 pixel banner (over an inch and a half wide and over 3 inches long). Electronic circulation: 14,000+ and growing each month.

Editorial Calendar