

Design Cost Data™

DCD



2015 MEDIA PLANNER



Are you looking for a fresh approach in reaching the construction professional?

If so – look to DCD in 2015. Reach architects, contractors, estimators and other construction professionals who use the cost data published by DCD to plan and budget the nation's upcoming building projects.

Marketing has changed and new ways are needed to reach the construction professional. We are here to answer your quest and beginning in 2015 each advertisement in DCD qualifies for a targeted e-mail, designed by you (not a canned format), to our subscribers. This new program will enable to you to 'talk' directly to the DCD subscribers who are designing future projects.

It is during this crucial time of conceptualization and budgeting that your brand needs to stand out and to be selected when plans are drawn. The DCD subscriber is the point person you need to be in front of to ensure your product specification.

DCD is your voice to this construction professional via print and digital magazine, banner advertising on DCD.COM, along side projects in the DCD Archives and now through a target e-mail campaign. For 57 years DCD is the first information source the construction industry turns to for building costs. Let us be your voice to the industry in 2015!

Please give us a call at 800-533-5680 if you would like us to work with you to prepare a 2015 integrated print/e-media advertising plan utilizing DCD for your review. We look forward to working with you.

Barb Castelli

Barb Castelli
Publisher



DCD MAGAZINE

57 Years and Still Going Strong

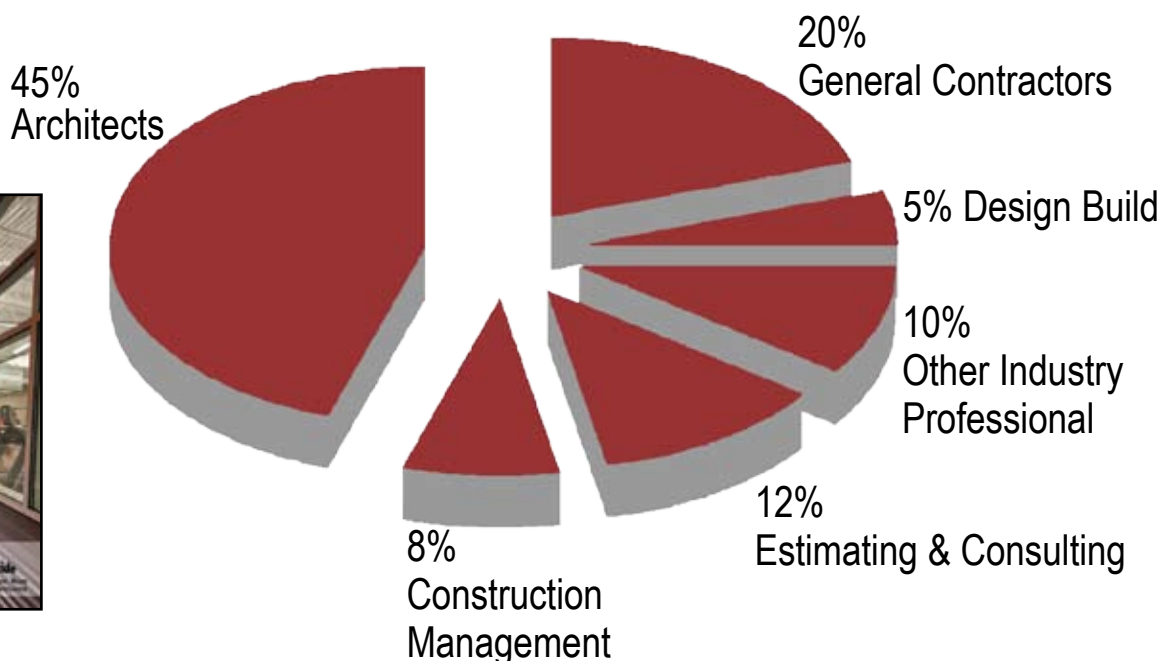
Since 1958, DCD's mission is to be the first resource architects, contractors, estimators and other industry professionals turn to for building costs.

Published bi-monthly, the projects featured in DCD are actual and submitted by construction professionals nationwide. These projects include a full project profile including the project's actual cost to build broken out in an easy to read format. These projects are the benchmark construction professionals use when they need to know, "How much will this building cost?" when projects are being conceptualized.

Not your typical industry publication, DCD is a highly trusted industry resource for planning, budgeting and estimating. It is a working tool in the hands of construction professionals, the professionals planning the projects that will be on tomorrow's drawing boards.

DCD is available in print and digital format (print: 2,500; digital: 16,000).

Your message in 2015 will be heard in DCD over and over providing you a strong voice to the building professional with the tools DCD provides the industry for cost estimating. **Plus beginning in 2015 each advertisement in DCD magazine qualifies for a targeted e-mail to our subscribers maximizing your marketing reach!**



An Actual Project Database for Cost Estimating

All projects featured in DCD are a part of the DCD Archives

Helping a client visualize a project and then what it will cost to build isn't easy to do. But with the project cost data published in DCD and the projects online in the DCD Archives, DCD subscribers are always ready to help their clients see and know what a project will cost to build.

Banner advertising alongside over 1,600 projects in the DCD Archives helps DCD subscribers visualize manufacturer's brands in the projects they are conceptualizing. As a brand appears time and time again specifications increase.

Each month the projects in the DCD Archives are used over 16,000 times! Banners appear each time a project is used – each time increasing the opportunity to be specified. Now is the time to place your banner on projects in the DCD Archives. Starting at only \$295 per month, banner advertising on the DCD Archives is an excellent vehicle to increase your specification opportunity. Visit the DCD Archives at DCD.COM and see what a smart marketing choice this is – be there as professionals are helping their clients visualize their project!

Timely monthly e-newsletter reaching the DCD subscribers

The DCD E-News, a monthly publication delivered to DCD subscribers supplements the cost information published in DCD. Timely articles, industry news and product information reach over 16,000 DCD subscribers each month.

Advertising is strategically placed alongside and in the articles for maximum exposure for the advertiser. Banners are offered in 2 sizes: 460 x 60 and 130 x 130 pixels and can be gif, animated gif, or jpg.

Banners start at \$125 per issue. Exceptional value for market coverage! Call us at 800-533-5680 to start your banner program in the DCD E-News!



DCD.COM • DCD Archives • DCD ENews

Three letters is all it takes to find a cost resource filled with actual projects and their cost to build, building cost trends, square foot cost reports, and more. Architects, contractors, estimators and other industry professionals visit DCD.COM daily to plan and budget their future construction. Each month over 12,000 people visit DCD.COM viewing more than 53,000 pages.

Over 1,600 projects, as featured in DCD, are housed in the DCD Archives, the online database complete with cost factors for cost estimating. DCD subscribers simply select a project similar to what they are building, change location and time, and instantly a new model is created with a new cost to build. On average DCD subscribers access over 16,000 projects monthly for the cost estimating.

Distributed monthly, the DCD ENews is the monthly companion to DCD Magazine with more information on costs, building trends, product news and more. Distributed to 16,000 construction professionals the 3rd week of every month.

Advertisers in DCD magazine receive banners on DCD.COM, the DCD Archives and on the DCD ENews as part of their advertisement. Those just wanting banner advertising can choose from the rates below.

Rotating Banner Advertisements (460 x 60 pixels)

Located at the top of the home page of DCD.COM, the DCD Archives and 5 department pages.

Frequency/Rate per Month

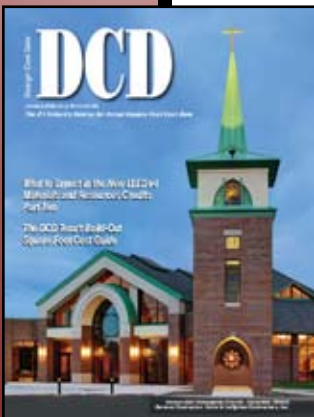
3x	6x	12x
\$295	\$285	\$275

Button Ads

Home Page of DCD.COM and every project in the DCD Archives

Frequency/Rate per Month

Size	3x	6x	12x
130 x 130	\$295	\$285	\$275
130 x 260	\$395	\$385	\$375
130 x 390	\$595	\$585	\$575



Sponsor an Issue of DCD in 2015

Sponsoring an issue of DCD rolls everything into one dynamic voice to the industry.

When you sponsor an issue of DCD you receive:

- Back cover of print issue and the opening page of the digital issue
- 728 x 90 banner on each page of the digital issue of DCD – there is only one banner available on the digital issue
- 2 banners on DCD.COM – homepage and department pages*
- 2 banners on the DCD Archives – homepage and a banner on every project (over 1,600 projects)*
- Top billing on the DCD Enews for 2 months
- 10,000 email drop to DCD subscribers

New

Your brand is spread across the industry as a DCD Sponsor:

- An average of 55,900 page views in the digital edition of DCD
- Your banners appear on over 66,000 impressions per month on DCD.COM and the DCD Archives
- Distribution to over 16,000 monthly with the DCD Enews
- Distribution at top trade shows

You can sponsor an issue for much less than one advertisement in other trade publications:

\$3,197 for one issue

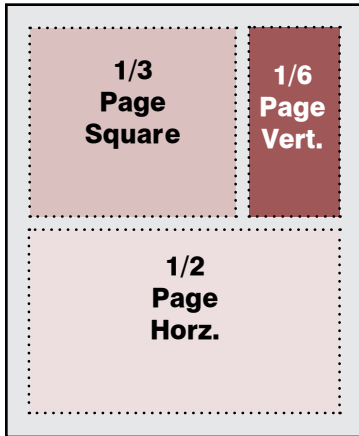
Save 5% 2 to 5 issues \$2,997 per issue

Save 8% for all 6 issues \$2,797 per issue

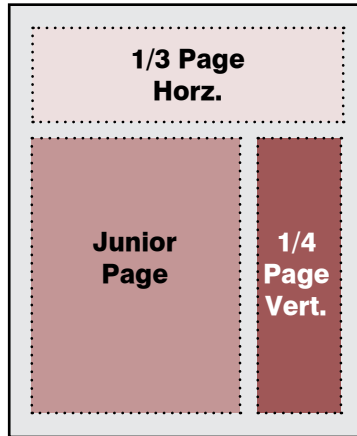
** For issue month (example: Jan/Feb issue of DCD banners run January 1st through February 28th).*



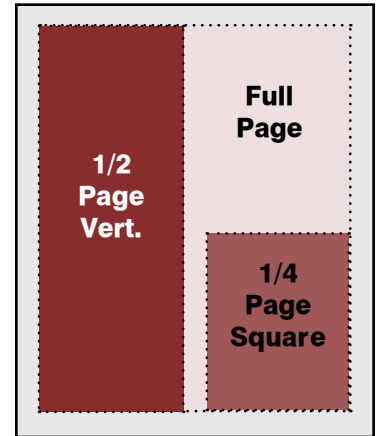
2015 DCD Advertisement Specifications



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"



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"



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"

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

Graphics:

Prefer Hi Resolution PDFs (embed all fonts)
 TIFs, JPEGs, or EPS files.

*Photos must be Hi Resolution
 minimum 300 dpi and built using CMYK.*

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"

Web Banner Specifications

Files Accepted: Rotating Banners jpg, png, gif, animated gif
 Stationary Banners jpg, png, gif, animated gif, swf (flash)

Maximum file size: 150KB

2015 Rate Card #50

Advertising in DCD includes your advertising banners on DCD.COM, and targeted email drops.

Advertising Rates — Includes 4/Color*

AD SIZE:	1X	3X	6X	New PER AD
Full Page	\$2045	\$1950	\$1870	10,000 email
Jr. Page	\$1525	\$1445	\$1400	7,500 email
1/2 Page	\$1285	\$1230	\$1190	5,000 email
1/3 Page	\$945	\$905	\$865	3,000 email
1/4 Page	\$745	\$720	\$685	2,000 email
1/6 Page	\$595	\$565	\$550	1,000 email

*Net Rate

All advertisements placed in DCD — no matter the size — receive total market coverage in all venues of DCD! Advertise in DCD and receive banner coverage on DCD.COM, the DCD Archives and the monthly DCD ENews and targeted email drops!



2015 DCD EDITORIAL CALENDAR

January/February 2015

Focus: Building Information Modeling

Bonus Distribution: World of Concrete Technology for Construction

Space Reservation: December 12, 2014 Material Deadline: December 19, 2014

March/April 2015

Focus: Project Delivery

Space Reservation: February 6, 2015 Material Deadline: February 13, 2015

May/June 2015

Focus: New Products; The Annual 2015 Building Cost Guide

Bonus Distribution: AIA Show & Expo

Space Reservation: April 3, 2015 Material Deadline: April 10, 2015

July/August 2015

Focus: Estimating

Bonus Distribution: American Society of Professional Estimators

Space Reservation: June 5, 2015 Material Deadline: June 12, 2015

September/October 2015

Focus: Building with Metal

Bonus Distribution: Metalcon, Construct

Space Reservation: August 7, 2015 Material Deadline: August 14, 2015

November/December 2015

Focus: Sustainable Construction

Bonus Distribution: GreenBuild, Texas AIA, ABX Boston

Space Reservation: October 10, 2015 Material Deadline: October 17, 2015

