

Design Cost Data™

DCD

THE CONSTRUCTION INDUSTRY'S ONLY RESOURCE FOR BUILDING COSTS

2020 MEDIA PLANNER

FOR 62 YEARS DCD HAS PROVIDED THE INDUSTRY WITH ACTUAL BUILDINGS AND THEIR FINAL COST TO BUILD TO DETERMINE WHAT A PROJECT WILL COST TOMORROW. NO ONE DUPLICATES DCD!

WHO IS THE DCD READER?



As the only resource for actual building costs, DCD stands out as the best way to reach the AEC professional. DCD is before the AEC professional as they plan, budget, and visualize their next project.

DCD is a widely respected publication and a valuable tool. DCD engages the reader to 'use' the data published to forecast what that project will cost in their location and time. No other publication gives its reader this ability.

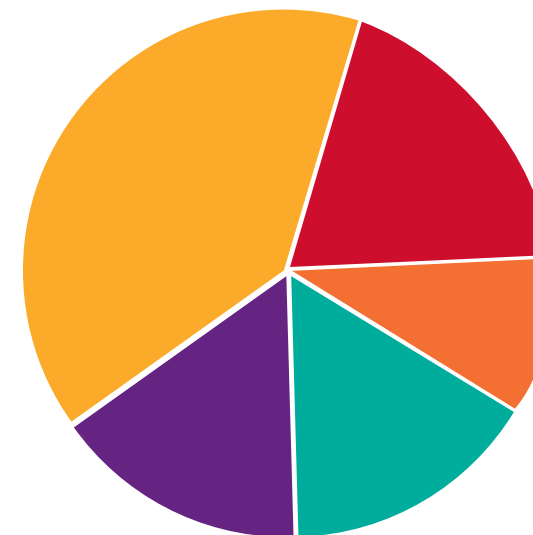
What a DCD reader can determine reading DCD:

	February 2017	January 2020
	Springfield, IL	Buffalo, NY
7,000 SF Credit Union	\$247.63 →	\$300.63
	<i>New cost to build Credit Union in January 2020 in Buffalo \$300.63 per square foot.</i>	

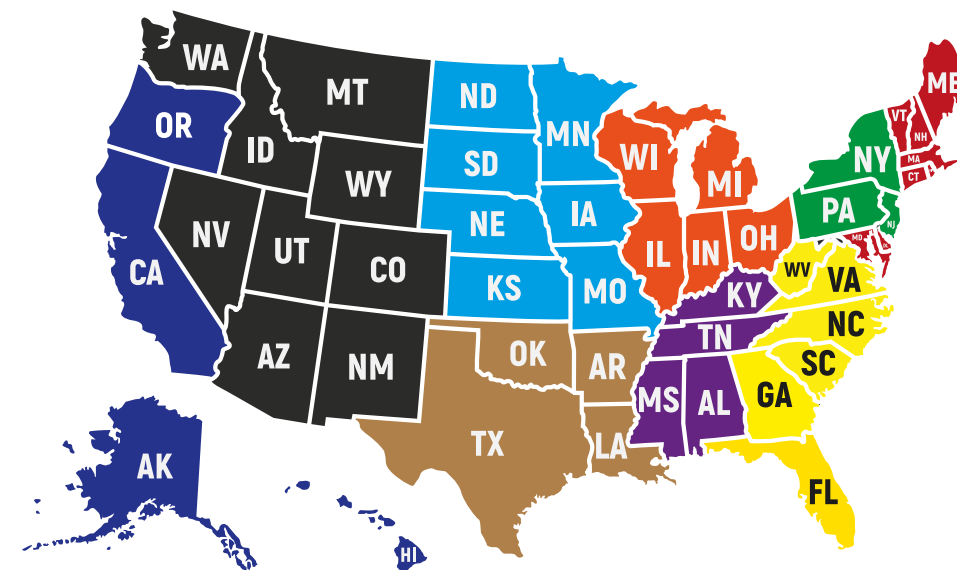
Why is this an important time? All the while, as the DCD reader moves and targets the projects in DCD, they are considering the materials they will use. As you visualize this process in your mind you realize DCD is the publication you need to be in.

The DCD reader is the construction professional planning the projects of tomorrow. They are in need of information that will help them budget and design the best project for their client. For over 60 years DCD has delivered what they need issue after issue.

THE REACH OF DCD:



- 33,000** architects and engineers
- 50,000** general contractors
- 30,000** facility managers
- 125,000** subcontractors
- 12,000** other construction professionals (design/build, estimators, construction management, subcontractors)



- 14,973** CT, MD, ME, NH, RI, VT
- 15,871** IA, KS, MN, MO, ND, NE, SD
- 34,591** NJ, NY, PA
- 31,827** IL, IN, MI, OH, WI
- 54,730** DC, DE, FL, GA, MD, NC, SC, VA, WV
- 12,047** AL, KY, MS, TN
- 25,608** AR, LA, OK, TX
- 55,125** AK, CA, HI, OR, WA
- 19,740** AZ, CO, ID, MT, NM, NV, UT, WY

**NEW FOR 2020!
KNOW MORE ABOUT WHO READS YOUR AD!**

**AN ADVERTISEMENT IN DCD INCLUDES
A TARGETED E-MAIL BLAST UP TO
15,000 READERS!**

DCD Magazine Digital Statistics

Visits	2,218
Duration of visit	5 min 22 sec
Page Views	50,312
Time Spent	199 hours
Zoom Clicks	8,002
Unique Readers	1,599

DCD Tradewinds E-Newsletter

Frequency	Once a week
Distribution	75,000 average
Open Rate	4.9%
Click Through Rate	0.2%

DCD's new platform engages the DCD reader even more in 2020!

DCD is now housed on an all new magazine reader that gives DCD and you the advertiser, the opportunity to learn more about the DCD reader.

The new platform delivers DCD to readers in a more readable and enticing platform. With the new platform we can give you more information on the reader and additional ways that you can reach that reader.

New banner opportunities, skyscrapers, full and button, are also available on each page of the issue with the new platform. These new banner opportunities give you more ways to reach the DCD reader.

DCD's advanced reader analytics, along with popular e-newsletters, DCD.COM, and targeted email blasts to the reader, DCD gives you more ways to reach the AEC professional than any other marketing vehicle. And at a fair price.

Simpl•Est®, DCD's Online Cost Estimating Tool

Redesigned and more powerful than ever, DCD.COM houses projects featured in DCD for cost estimating for DCD subscribers. Simpl•Est includes over 2,000 projects in over 100 different categories. Readers simply find the project closest to what they are working on, move it to their date and location and instantly get a new cost model with a new building cost. Simpl•Est, cost factors, industry trends and news and more lead more AEC professionals to DCD.COM daily.

DCD.COM

Average Monthly Visits	8,160
Unique Visitors	6,256

As the only publication publishing actual buildings and their final cost to build DCD is like no other publication. Reaching 250,000 AEC professionals, DCD appears before more individuals than any other. Not content with just digital distribution, DCD wants its advertisers to have every opportunity to get their message in front of its readers. That's why DCD includes a targeted e-mail blast up to 15,000 readers with every ad. Plus each advertisement includes a banner on DCD.COM. Freshly redesigned, DCD.COM is the only stop the industry needs to know what it is going to cost to build a project tomorrow.

2020 Rate Card #53

Ad Size	1x	3x	6x	Each ad includes
Full Page	1935	1885	1840	15,000 email, 2 web banners
Junior Page	1410	1360	1320	10,000 email, 1 web banner
Half Page	1090	1045	1000	7,500 email, 1 web banner
Third Page	990	940	895	5,000 email, 1 web banner
Fourth Page	780	730	690	3,000 email, 1 web banner
Sixth Page	465	415	380	3,000 email, 1 web banner

*All rates are net and include 4/color

DCD Magazine Banners

	1x	3x	6x
200 x 800	950	900	850
200 x 400	475	450	425
200 x 200	275	250	225

EMAIL MARKETING IS EFFECTIVE! MARKET TO DCD READERS WITH YOUR EMAIL BLAST.

REACH 75,000 DCD READERS WEEKLY WITH DCD E-NEWSLETTERS.

You can reach 250,000 AEC professionals with your targeted email blast with DCD. Strategically bundled with banners on DCD.COM, DCD's eblast package is an effective and economical way to reach your market.

Utilizing DCD powerful subscriber list you will get in front of the individual actually working on the projects of tomorrow. Send DCD your html file and DCD will deploy to those you want to reach: architects, contractors, engineers, estimators and others.

Coupled with your banner on DCD.COM there is no better way to reach the AEC professional!

E-mail Blast	1x	2x	3x
15,000 email**	\$1,995	\$1,895	\$1,795*
20,000 email	\$2,575	\$2,475	\$2,375
30,000 email	\$3,725	\$3,675	\$3,575

* Email campaign can be same or different
** Banners (200 x 200) posted for 2 months

2020 Rate Card E-Newsletter distributed weekly to 75,000

Tradewinds

Banner Size	1 to 2 months	3 to 5 months	6 to 9 months	10 to 12 months
460 x 60	460	440	420	400

Project of the Week

Banner Size	1 to 2 months	3 to 5 months	6 to 9 months	10 to 12 months
460 x 60	460	440	420	400

DCD Tradewinds & Project of the Week

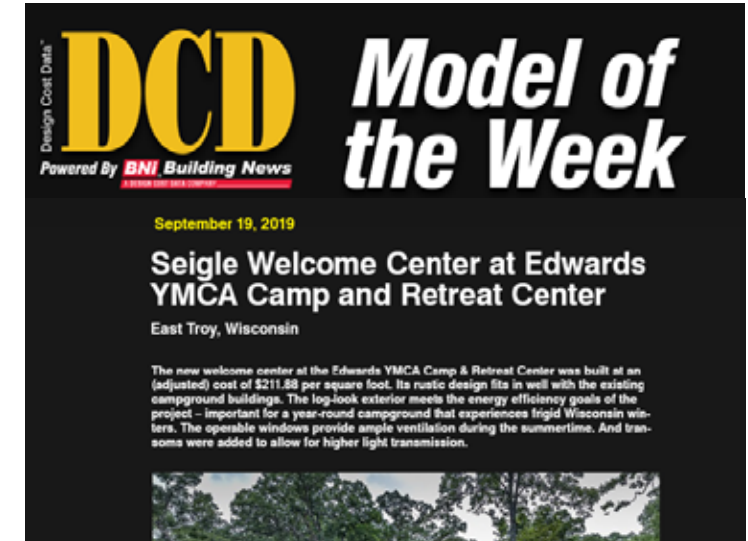
Banner Size	1 to 2 months	3 to 5 months	6 to 9 months	10 to 12 months
460 x 60	560	540	520	500



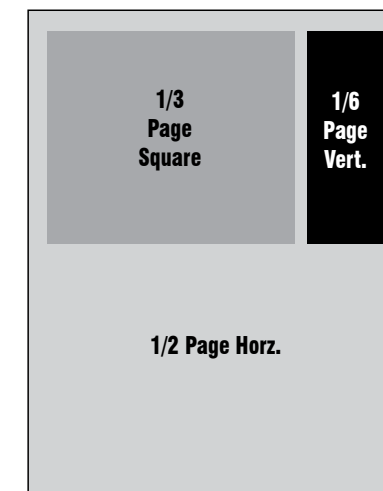
Kirksey's 19th Annual Construction Cost Update

Posted: September 12, 2019 | Tradewinds

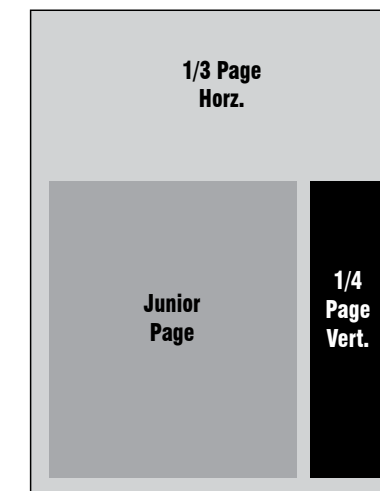
As a service to our clients each year, we poll some of the leading general contractor firms and compile the results in our Annual Construction Cost Update.



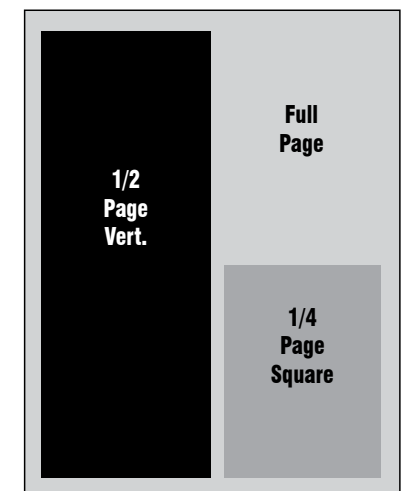
DCD Page Specifications



Third Page Sq. 4 3/4" x 4 3/4"
Sixth Page Sq. 2 1/4" x 4 3/4"
Half Page Horiz. 7 1/4" x 4 3/4"
Third Pg. Vert.: 2 1/4" x 9 13/16"
Quarter Pg. Horiz.: 4 3/4" x 4 1/2"



Third Page Horiz. 7 1/4" x 3 1/16"
Junior Page 4 3/4" x 6 1/2"
Half Page Vert. 2 1/4" x 6 1/2"
Sixth Pg. Horiz.: 4 3/4" x 2 3/16"
Two Third Pg.: 4 1/2" x 9 13/16"



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

Web Banner Specifications

Files Accepted: Rotating Banners JPEG, PNG, GIF, Animated GIF Stationary Banners JPEG, PNG, GIF, animated GIF **Maximum File Size:** 150 KB

Banner Specs: 200 x 200 200 x 400 300 x 300 460 x 600

Bleed & Trim Sizes: Bleed size - 8 1/2" x 11 1/4" Trim size - 8" x 10 3/4"

Delivery Method: Digital

Graphics: Prefer Hi Resolution PDF's (embed all fonts) TIFF, JPEG, or EPS files.

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



2020 DCD Editorial Calendar

January/February 2020

Focus: Construction Technology

Space Reservation: 12/12/2019

Material Deadline: 12/19/2019

March/April 2020

Designing for Today

Space Reservation: 2/13/2020

Material Deadline: 2/20/2020

May/June 2020

Project Delivery

Space Reservation: 4/16/2020

Material Deadline: 4/23/2020

July/August 2020

Focus: Estimating

Space Reservation: 6/18/2020

Material Deadline: 6/25/2020

September/October 2020

Focus: Renovation/Adaptive Reuse/Tenant Build Out

Space Reservation: 8/20/2020

Material Deadline: 8/27/2020

November/December 2020

Focus: Sustainable Construction

Space Reservation: 10/15/2020

Material Deadline: 10/22/2020