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  Springfield, IL
January 2020  Buffalo, NY

7,000 SF Credit Union  $247.63  $300.63

New cost to build Credit Union in January 2020 in Buffalo $300.63 per square foot.

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.

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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)

**WHO IS THE DCD READER?**

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!
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**

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

*All rates are net and include 4/color

**DCD Magazine Banners**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 x 800</td>
<td>950</td>
<td>900</td>
<td>850</td>
</tr>
<tr>
<td>200 x 400</td>
<td>475</td>
<td>450</td>
<td>425</td>
</tr>
<tr>
<td>200 x 200</td>
<td>275</td>
<td>250</td>
<td>225</td>
</tr>
</tbody>
</table>

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

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 • DCD.COM • 800-533-5680

**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.COM**

- **Average Monthly Visits**: 8,160
- **Unique Visitors**: 6,256
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!

**Email Blast**

<table>
<thead>
<tr>
<th>1x</th>
<th>2x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,995</td>
<td>$1,895</td>
<td>$1,795*</td>
</tr>
<tr>
<td>$2,575</td>
<td>$2,475</td>
<td>$2,375</td>
</tr>
<tr>
<td>$3,725</td>
<td>$3,675</td>
<td>$3,575</td>
</tr>
</tbody>
</table>

*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**

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>1 to 2 months</th>
<th>3 to 5 months</th>
<th>6 to 9 months</th>
<th>10 to 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>460 x 60</td>
<td>460</td>
<td>440</td>
<td>420</td>
<td>400</td>
</tr>
</tbody>
</table>

**Project of the Week**

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>1 to 2 months</th>
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<th>6 to 9 months</th>
<th>10 to 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>460 x 60</td>
<td>460</td>
<td>440</td>
<td>420</td>
<td>400</td>
</tr>
</tbody>
</table>

**Kirksey’s 19th Annual Construction Cost Update**

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.

**E-mail Blast**

- 15,000 email**  
  - $1,995
- 20,000 email  
  - $2,575
- 30,000 email  
  - $3,725

**Tradewinds & Project of the Week**

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>1 to 2 months</th>
<th>3 to 5 months</th>
<th>6 to 9 months</th>
<th>10 to 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>460 x 60</td>
<td>560</td>
<td>540</td>
<td>520</td>
<td>500</td>
</tr>
</tbody>
</table>

**3rd Page Square**

- 7 1/4” x 4 3/4”
- 7 1/4” x 3 1/16”
- 4 1/2” x 9 13/16”
- 4 1/2” x 7 1/2”

**Spread Bleed**

- 16 1/2” x 11 3/4”
- 16 1/2” x 11 1/4”

**Blend & Trim Size**

- 8 1/2” x 11 3/4”
- 8” x 10 3/4”

**Web Banner Specifications**

- DCD: 72dpi JPEG, PNG, GIF, Animated GIF
- Stationary Banners: 200 x 450, 300 x 300, 450 x 600
- Email Blast: 1x 2x 3x
- Minimum 15,000 email**
- Banners (200 x 200) posted for 2 months
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