

Design Cost Data™

DCD

THE CONSTRUCTION INDUSTRY'S ONLY RESOURCE FOR BUILDING COSTS



2022 MEDIA PLANNER

FOR OVER 60 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 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:

September 2009
Los Angeles

January 2022
Chicago

24,500 SF Apartment Complex → **\$261.43**

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 for you.

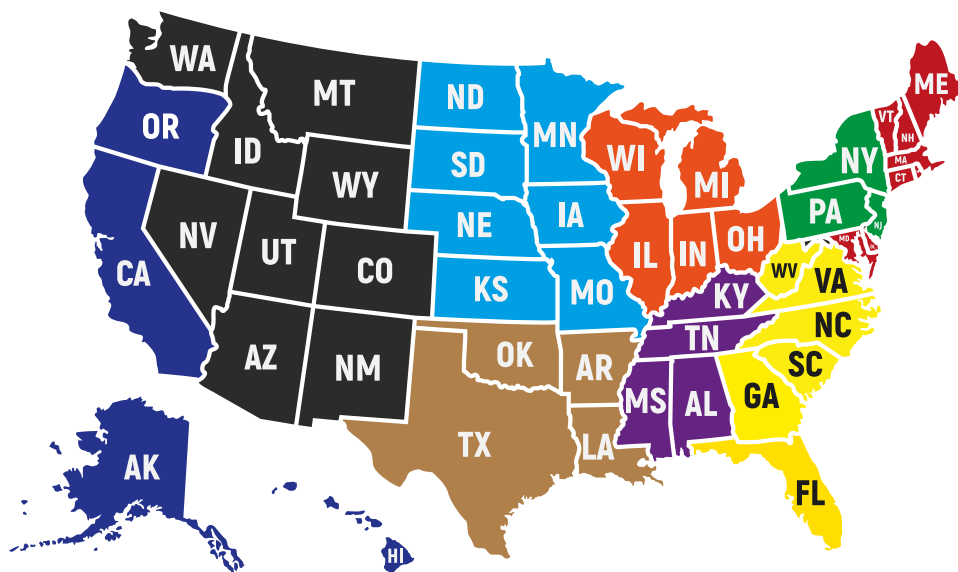
WHO IS THE DCD READER?

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:



- 35,000** architects and engineers
- 50,000** general contractors
- 31,000** facility managers
- 122,000** 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

MAXIMUM EXPOSURE WITH DCD!

DCD advertisers get the best of all worlds with their marketing dollar: DCD magazine, DCD.COM and DCD Tradewinds.

DCD magazine goes to 250,000 architects, contractors, and other construction professionals digitally. Published bi-monthly, DCD is the only trade publication focusing on cost data.

DCD.COM - three letters - need we say more? DCD.COM was one of the first websites and to this day is the only website the industry goes to for actual cost information.

DCD Tradewinds reaches 90,000 construction professionals weekly. Filled with employment stats, material pricing, housing starts and more, each issue keeps the reader abreast of what is happening in the industry.

Maximum Exposure with DCD!

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	6,592
Unique Visitors	5,144

DCD Magazine Digital Statistics

Visits	11,525
Duration of visit	6 min 6 sec
Page Views	13,485
Unique Readers	11,026

DCD Tradewinds E-Newsletter

Frequency	Weekly
Distribution	90,000 average
Open Rate	6.3%
Click Through Rate	2.7%

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

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. DCD.COM is the only stop the industry needs to know what it is going to cost to build a project tomorrow.

2022 Rate Card #55

Ad Size	1x	3x	6x	Each ad includes
Full Page	2,230	2,180	2,125	15,000 email, 2 web banners
Junior Page	1,630	1,570	1,530	10,000 email, 1 web banner
Half Page	1,250	1,205	1,155	7,500 email, 1 web banner
Third Page	1,130	1,090	1,040	5,000 email, 1 web banner
Fourth Page	900	850	800	3,000 email, 1 web banner
Sixth Page	535	480	440	3,000 email, 1 web banner

*All rates are net and include 4/color

DCD Magazine Banners

	1x	3x	6x
200 x 800	1090	1030	980
200 x 400	565	540	515
200 x 200	345	320	290

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

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**	\$2,295	\$2,095	\$1,995*
20,000 email	\$2,775	\$2,675	\$2,575
30,000 email	\$3,925	\$3,875	\$3,775

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

2022 Rate Card E-Newsletter distributed weekly to 90,000

Tradewinds

Banner Size	1 to 2 months	3 to 5 months	6 to 9 months	10 to 12 months
460 x 60	\$530	\$500	\$480	\$460

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	\$530	\$500	\$480	\$460

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	\$630	\$620	\$600	\$580

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



October 5, 2021

Construction Spending Stalls Between July And August As Decrease In Nonresidential Projects Negates Ongoing Growth In Residential Work

Most Infrastructure Categories Post Year-to-Date Declines Compared to First Eight Months of 2020; Association Officials Call for Congress, President to Finish Work on Bipartisan Infrastructure Bill.



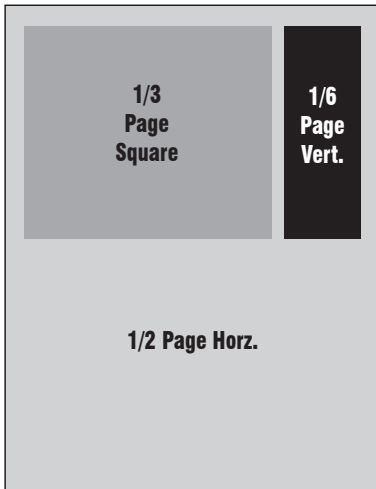
September 2, 2021

Stevenson Hall/Schulz Information Center First, Second, and Third Floor Renovation Sonoma State University Rohnert Park, California

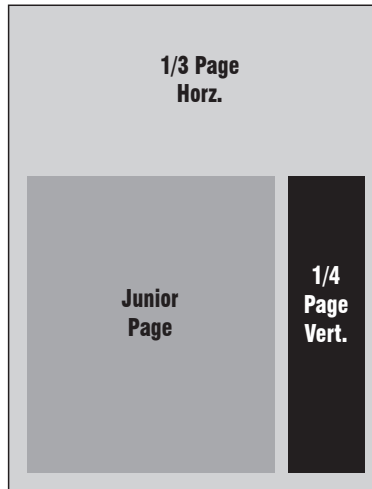
\$98.30 Cost Per Square Foot - 1st Floor
\$48.59 Cost Per Square Foot - 2nd/3rd Floors (adjusted to October 2021)

Owner: California State University

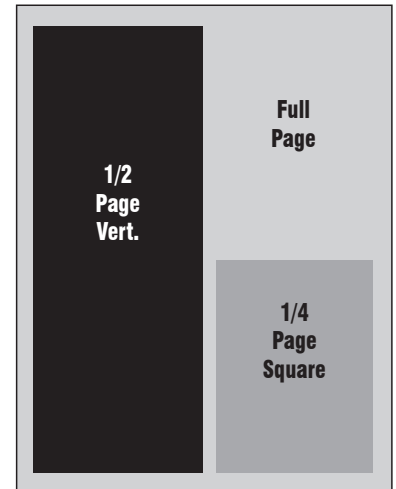
DCD Page Specifications



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



Third Page Horz. 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. Horz. 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 400 460 x 60

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.

2022 DCD Editorial Calendar

January/February 2022

Focus: Construction Technology

Space Reservation 12/2/2021

Material Deadline 12/9/2021

March/April 2022

Designing for Today

Space Reservation 2/10/2022

Material Deadline 2/17/2022

May/June 2022

Project Delivery

Space Reservation 4/7/2022

Material Deadline 4/14/2022

July/August 2022

Focus: Estimating

Space Reservation 6/9/2022

Material Deadline 6/16/2022

September/October 2022

Focus: Renovation/Adaptive Reuse/Tenant Build Out

Space Reservation 8/11/2022

Material Deadline 8/18/2022

November/December 2022

Focus: Sustainable Construction

Space Reservation 10/6/2022

Material Deadline 10/13/2022