

Design Cost Data™ **DCD**

THE CONSTRUCTION INDUSTRY'S ONLY RESOURCE FOR BUILDING COSTS



2024 MEDIA PLANNER

WHERE DO ARCHITECTS AND CONTRACTORS TURN WHEN THEY NEED TO KNOW WHAT IT WILL COST TO BUILD A PROJECT? THEY TURN TO DCD!

Everyone wants to know what a project is going to cost. Do they go forward with their idea as is, or do they need to rethink the scope? To answer this question, they turn to their architect or contractor. Where do architects and contractors turn?

They turn to DCD.

As the only resource for actual building costs

and the tool to target these costs to their parameters, architects and contractors rely on DCD to answer, "What is this going to cost?" Utilized at the start, DCD is an integral part of the design. Your advertisement or banner appearing in DCD puts you out front of all others at the very beginning. As you visualize this process, you realize DCD is the vehicle for you.

Sample Project Page

Transportation Maintenance/SHARP Lines Facility Wichita Falls, Texas

Architect
SLA Architects



The administrative building includes offices for RPMC SHARP Lines, Falls Ride, and the Wichita Falls Metropolitan Planning Organization, among others.

The Transportation Maintenance Center was completed in 2023 by SLA Architects. This facility provides storage and maintenance facilities for the City's Falls Ride bus system as well as Rolling Plains Management Corporation's (RPMC) SHARP Lines Rural Transportation.

The Wichita Falls Transit System, Falls Ride, provides public transportation for the City of Wichita Falls and its residents. SHARP Lines Rural Public Transportation is a rural public transportation program and non-emergency medical transportation service for residents of Archer, Baylor, Cottle, Foard, Hardeman, Jack, rural Wichita, Wilbarger, and Young counties. Destinations include shopping centers, beauty/barber shops, social service agencies, and medical clinics.

The project scope includes administrative offices for the City of Wichita Falls Transportation staff and RPMC staff, maintenance facilities, parking, both covered and uncovered, for both organization's fleet, and bus washing area and fueling station. The site is designed to handle the capacity of as many as forty-three transit vehicles of various sizes. Access control and surveillance systems are utilized for both the site and all buildings.

The 8,468-square-foot administrative building includes multiple offices for RPMC SHARP Lines, Falls Ride, Wichita Falls Metropolitan Planning Organization and the DAV Chapter 41 staff, along with a shared conference/training room, break room, and secure vault. The design



A light-infused entry welcomes employees and visitors.

also includes a wellness room with fitness equipment and shower facilities. A dispatch office is located right off the lobby area. Adjacent to the administrative building, and connected with a covered walk, is the maintenance repair building. The 11,426-square-foot building consists of seven drive-thru bays, parts and tire storage areas, mechanics' offices, and mechanics' work area.

Product Information
Exterior Metal Panel: PAC-CLAD
Roofing: GAF, PAC-CLAD
Interior: Frameworks, Sorrento, Apco
Flooring: Dal Tile, Regupol, Shaw
Entrances & Storefronts: YKK America
Daylighting/Skylights: Kalwall
Lighting: Lithonia, Gotham, Mark
Architectural

Transportation Maintenance/SHARP Lines Facility

CIVIC CV230908

Architect

SLA Architects
2004 Quail Creek Drive, Suite 200
Wichita Falls, TX 76308
www.slaa.com

Project Team

Structural Engineer
GTC Engineering
2406 Keil Boulevard, Wichita Falls, TX 76303
Mechanical & Electrical Engineer
Baird, Hampton & Brown
6300 Ridgely Place, #700, Fort Worth, TX 76116
Civil Engineer
Biggs & Mathews, Inc.
2500 Brook Avenue, Wichita Falls, TX 76301
General Contractor
Anthony Inman Construction, Inc.
3000 Buchanan, Wichita Falls, TX 76308

Project General Description

Location: Wichita Falls, Texas
Date Bid: Feb 2020
Construction Period: Feb 2020 to Jan 2023
Site: 7.21 acres
Total Square Feet: 19,894
Building Sizes: Administration — First Floor, 8,468; Shop — First floor, 11,426; total, 19,894 square feet
Building Height: Administration — First Floor, 16'6"; Shop — First floor, 20'6"
Number of Buildings: Two
Basic Construction Type: New/Pre-Engineered/Conventional
Foundation: Cast-in-place, reinforced concrete, slab-on-grade
Exterior Walls: CMU, metal wall panel, aluminum storefront
Roof: Metal, membrane
Floors: Concrete
Interior Walls: Metal stud drywall



Access control and surveillance systems are utilized for both the site and all buildings.



Adjacent to the administrative building, and connected with a covered walk, is the maintenance repair building.

DIVISION	COST	% OF COST	SQ.FT. COST	SPECIFICATIONS
PROCURMENT & CONTRACTING REQUIREMENTS	80,267	1.00	4.09	—
GENERAL REQUIREMENTS	1,240,268	26.06	61.77	Reinforcing, formwork, etc.
CONCRETE	861,358	18.62	43.24	—
MASONRY	328,455	3.77	16.51	Structural steel joists, decking, shop drawings, sections
METALS	437,021	5.02	21.91	Rough & finish carpentry
WOOD, PLASTICS & COMPOSITES	48,826	1.01	2.42	Wood joists, 10'x10' decking, insulation, caulking & sealing
THERMAL & MOISTURE PROTECTION	840,532	8.21	41.33	Doors, frames & hardware, storefront, overhead doors
OPENINGS	284,750	3.39	14.82	Metal framing, glass, structural railing, painting & finishing floor covering, terrace
FINISHES	205,660	2.47	10.34	Slab, voided concrete
SPECIALITE EQUIPMENT	630,262	7.91	30.68	Vehicle lifts, substation equipment, compressed air system, vehicle exhaust, vehicle wash, general shop equipment, storage racks, fuel system
FURNISHINGS	23,000	0.26	1.16	Window treatment
SPECIAL CONSTRUCTION	556,842	5.74	28.04	Pre-engineered buildings
PAVEMENT	100,000	1.14	5.07	Pre-engineered buildings
PLUMBING	349,440	4.01	17.57	Mechanical rough-in, top off, boilers & tanks
WEEK	614,067	7.08	30.68	Rough-in, trim & start, TAB & other, paint
ELECTRICAL	697,463	9.31	45.11	Furniture, case, equipment, lighting protection, lighting, railing
ELECTRONIC SAFETY & SECURITY	40,658	0.50	2.01	Access control CCTV
TOTAL BUILDING COSTS	8,760,399	100%	\$437.86	Demolition
EXISTING CONDITIONS	48,481			Earthwork
LANDSCAPING	637,722			Paving, sidewalks, site concrete, bollards, flag poles, trees, light poles, trees, landscaping, irrigation
EXTERIOR IMPROVEMENTS	1,343,275			Sanitary sewer, storm drainage, water, gas
UTILITIES	249,542			
TOTAL PROJECT COST	10,794,487			

UPDATED ESTIMATE TO OCTOBER 2023: \$646.12 PER SQUARE FOOT

Regional Cost Trends				This project, completed in October 2023 in the national cities of the United States:			
EASTERN U.S.		CENTRAL U.S.		WESTERN U.S.		Total Cost	
City	\$/Sq. Ft. Cost	City	\$/Sq. Ft. Cost	City	\$/Sq. Ft. Cost	City	\$/Sq. Ft. Cost
Atlanta, GA	\$638.52	Dallas, TX	\$633.58	Los Angeles, CA	\$812.17	Phoenix, AZ	\$614.68
Pittsburgh, PA	\$773.94	Kansas City, MO	\$790.58	Las Vegas, NV	\$874.16	Portland, OR	\$774.60
New York, NY	\$1,448.89	Chicago, IL	\$804.32	Seattle, WA	\$874.16	San Francisco, CA	\$1,148.89

For more information on this project and similar projects visit www.dcd.com

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:



14,500 architects and engineers



17,000 general contractors



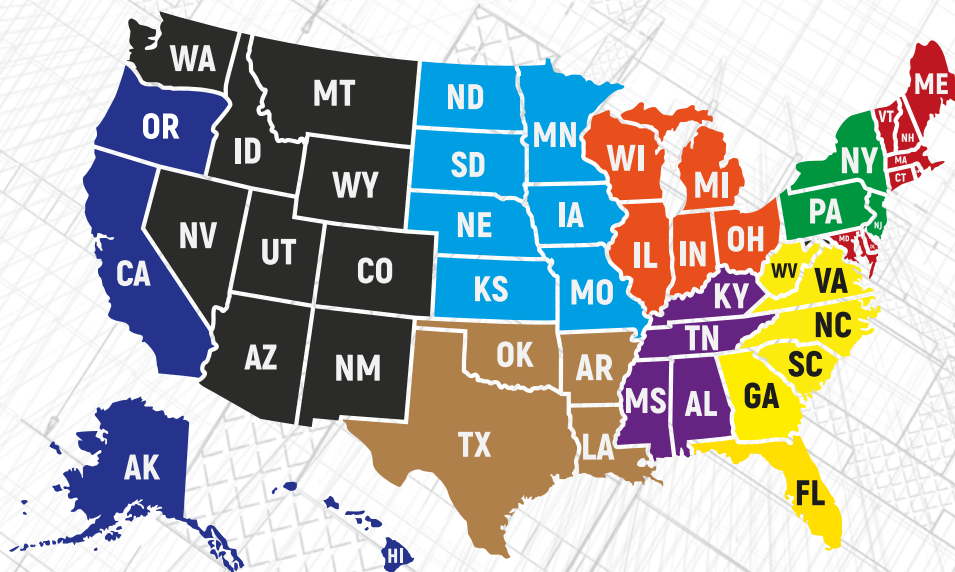
11,000 facility managers



41,700 subcontractors



800 other construction professionals (design/build, estimators, construction management, subcontractors)



5,100 CT, MD, ME, NH, RI, VT

5,500 IA, KS, MN, MO, ND, NE, SD

11,050 NJ, NY, PA

10,200 IL, IN, MI, OH, WI

17,000 DC, DE, FL, GA, MD, NC, SC, VA, WV

12,047 AL, KY, MS, TN

8,100 AR, LA, OK, TX

17,700 AK, CA, HI, OR, WA

6,000 AZ, CO, ID, MT, NM, NV, UT, WY

WIDE AUDIENCE REACH!

DCD reaches the construction professional via digital magazine, weekly e-news, website and on-line cost tool.

DCD reaches over 85,000 construction professionals with each issue. Published bi-monthly since 1958, DCD is the only publication with actual projects and their cost to build. Each issue is filled with multiple projects along with cost trends, labor rates, and pertinent articles. Distributed digitally, DCD's highly targeted content makes it a must-read by the construction professional.

One of the first construction publications appearing on the web, DCD.COM is highly indexed and visited for its unique content. Each month, DCD.COM receives over 6,000 visits for information on building cost. New content is added weekly, keeping visitors returning to DCD.COM for up-to-date information.

DCD reaches the construction professional with 2 weekly e-newsletters: DCD Tradewinds and DCD Cost Model of the Week. A weekly news source, DCD Tradewinds delivers up-to-date news on employment, market conditions, cost trends and more. DCD Tradewinds and DCD Cost Model of the Week target 75,000 weekly.

DCD Magazine Digital Statistics

Visits	12,100
Duration of visit	5 min 15 sec
Page Views	13,800
Unique Readers	11,070

DCD Tradewinds E-Newsletter

Frequency	Weekly
Distribution	67,000 average
Open Rate	15.8%
Click Through Rate	2.8%

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

Simpl•EST houses over 2,000 actual projects along with cost escalators and regional modifiers for cost estimating. Simpl•EST was developed for architects and contractors to provide a quick and easy way to answer, "How much will this cost?" Simpl•EST is housed on DCD.COM for subscriber use.

DCD.COM

Average Monthly Visits	6,752 average
Unique Visitors	5,142 average

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

As the only publication publishing actual buildings and their final cost to build DCD is like no other publication. Reaching 85,000 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.

2024 Rate Card #55

Ad Size	1x	3x	6x	Each ad includes
Full Page	2,550	2,485	2,425	15,000 email, 2 web banners
Junior Page	1,890	1,815	1,770	10,000 email, 1 web banner
Half Page	1,470	1,410	1,355	7,500 email, 1 web banner
Third Page	1,340	1,290	1,230	5,000 email, 1 web banner
Fourth Page	1,090	1,030	960	3,000 email, 1 web banner
Sixth Page	685	615	570	3,000 email, 1 web banner

*All rates are net and include 4/color

DCD Magazine Banners

	1x	3x	6x
200 x 800	1,310	1,240	1,180
200 x 400	720	690	665
200 x 200	480	450	410

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

You can reach 85,000 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**

\$2,745

\$2,525

\$2,415*

20,000 email

\$3,275

\$3,160

\$3,050

30,000 email

\$4,540

\$4,480

\$4,375

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

2024 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

\$610

\$580

\$550

\$520

DCD Cost Model of the Week

Banner Size

1 to 2 months

3 to 5 months

6 to 9 months

10 to 12 months

460 x 60

\$610

\$580

\$550

\$520

DCD Tradewinds & DCD Cost Model of the Week

Banner Size

1 to 2 months

3 to 5 months

6 to 9 months

10 to 12 months

460 x 60

\$750

\$720

\$690

\$660

REACH 67,000 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.

Design Cost Data

DCD

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A DESIGN COST DATA COMPANY

Model of the Week



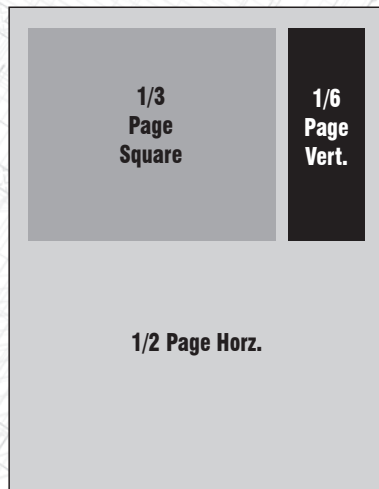
September 2, 2021

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

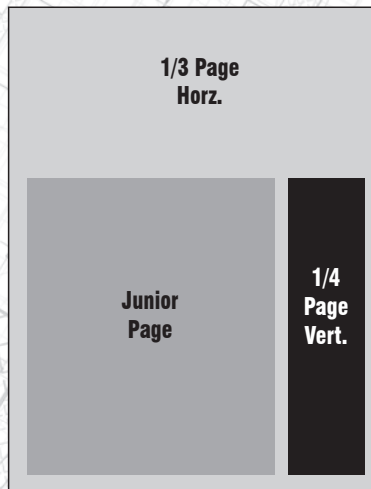
\$98.30 Cost Per Square Foot - 1st Floor
\$48.59 Cost Per Square Foot - 2nd/3rd Floors (adjusted to October 2021)

Owner: California State University

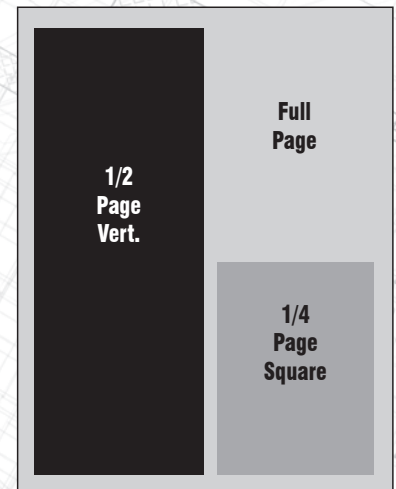
DCD Page Specifications



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"

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

2024 DCD Editorial Calendar

January/February 2024

Focus: Construction Technology

Space Reservation 12/1/2023

Material Deadline 12/8/2023

March/April 2024

Designing for Today

Space Reservation 2/8/2024

Material Deadline 2/15/2024

May/June 2024

Project Delivery

Space Reservation 4/4/2024

Material Deadline 4/11/2024

July/August 2024

Focus: Estimating

Space Reservation 6/6/2024

Material Deadline 6/13/2024

September/October 2024

Focus: Renovation/Adaptive Reuse/Tenant Build Out

Space Reservation 8/8/2024

Material Deadline 8/15/2024

November/December 2024

Focus: Sustainable Construction

Space Reservation 10/3/2024

Material Deadline 10/10/2024