



# AGC NYS Advertising Opportunities



**2010 Rate Card**

AGC Cornerstone & Membership Directory 2010

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## ***AGC Cornerstone***

This timely publication (combining the former *Low Bidder* and *Build New York*) carries highly informative, thought-provoking and authoritative articles covering such subjects as safety, government affairs, education, legal and tax issues, new technology and materials, as well as updates on association and member activities. The magazine will be produced four times in 2010.

## ***AGC NYS Membership Directory***

The membership directory is a full listing of the entire membership broken down alphabetically and by region. It has a shelf life of 12 months and is a source of referrals for members and non-members alike. The directory offers tabbed advertising in black/white and color. The tabs, which are printed on card stock for easier viewing, separate the sections of the directory.

## ***Circulation***

The *AGC Cornerstone* circulation includes approximately **4,500** specifically targeted mailings per issue. The magazine is also displayed **digitally** on the AGC NYS website for easy viewing by thousands of additional visitors.

The *AGC NYS Membership Directory* has a circulation of **1,800**, which includes association members, NY State Agencies and Authorities.

As an advertiser, you can be assured that your ad will be placed in the hands of hundreds of construction business owners who are the top decision makers in the New York construction markets.

## **Rate Information 2010**

### ***AGC NYS Membership Directory***

<b>Location</b>	<b>Size/Dimension</b>	<b>Rate</b>
Back Cover (Full color price)	5 x 8	\$2500
Front inside cover and back inside cover (both are full color priced)	5 x 8	\$2200
Tab - Four Color	5 x 8	\$1700
Tab - Black & White	5 x 8	\$1200

**Deadline for 2010 Membership Directory is: February 19th**

## ***AGC Cornerstone***

<b>Size/Dimensions</b>	<b>One time</b>	<b>Two times</b>	<b>Four times</b>	<b>Add spot color per insertion</b>	<b>Add full color per insertion</b>
Back Cover	\$1750	\$1700 each	\$1650 each	Included	Included
Inside Front Cover	\$1500	\$1450 each	\$1400 each	Included	Included
Inside Back Cover	\$1500	\$1450 each	\$1400 each	Included	Included
Full Page (7 x 9.5)	\$675	\$625 each	\$575 each	\$275	\$575
Half Page Vertical (3.25 x 9.5)	\$475	\$395 each	\$350 each	\$275	\$575
Half Page Horizontal (7 x 4.5)	\$475	\$395 each	\$350 each	\$275	\$575
Quarter Page Vertical (3.25 x 4.5)	\$275	\$225 each	\$175 each	\$275	\$575
Quarter Page Horizontal (7 x 2.25)	\$275	\$225 each	\$175 each	\$275	\$575
Eighth Page (3.25 x 2.25)	\$175	\$150 each	\$125 each	\$275	\$575

### **Deadlines for Cornerstone 2010 are:**

**Spring issue: March 5<sup>th</sup>**  
**Summer issue: May 14<sup>th</sup>**  
**Fall issue: August 20<sup>th</sup>**  
**Winter issue: October 22<sup>nd</sup>**

**For more information please contact  
Frances Holzhauser, Publications Director  
[frances@agcnys.org](mailto:frances@agcnys.org)  
518.456.1134**