

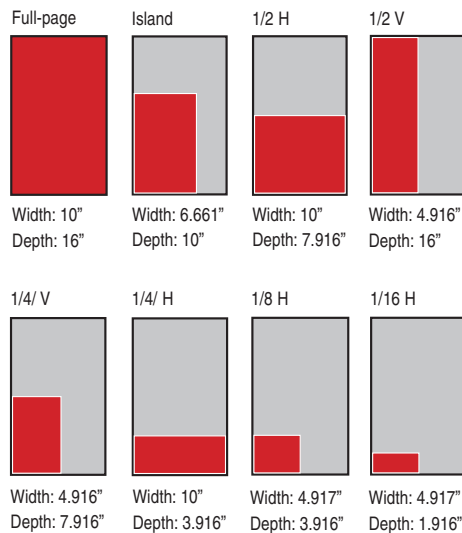
ADVERTISING RATES PRINT — CONSTRUCTION

Advertising works best as part of a planned marketing program. To help maximize your marketing budget, our rates encourage multiple insertions and include contract discounts. Display advertising is sold by modular units. Contract discounts begin with 26-time programs and are based on a 12-month schedule, otherwise, our full, or “open” rate is applied.

86
percent

of our readers are involved in their organizations purchases of products and services.

ADVERTISING
DIMENSIONS



We reach more than

6,000

— business owners,
developers, contractors,
architects, government
officials and industry leaders —
every business day.

MATERIAL
REQUIREMENTS

- Press Ready PDF, jpg, tif or gif, 300 dpi, CMYK color, fonts outlined
- Color Charges are net
Spot color/PMS: \$175 per insertion
Full color: \$300 per insertion

TESTIMONIAL:

“The people at The Daily Reporter have great relationships with their customers. Advertising with The Daily Reporter certainly has been an asset for our business.”

KAREN POLZER, Con-Cor Company

ADVERTISING
RATES

| | Open | 26x | 52x | 100x | 200x |
|-----------|------|------|------|------|------|
| Full Page | 1472 | 1192 | 1025 | 560 | 350 |
| 3/4 Page | 1181 | 957 | 788 | 450 | 281 |
| Island | 1031 | 840 | 688 | 389 | 235 |
| 1/2 Page | 866 | 701 | 578 | 330 | 206 |
| 1/4 Page | 489 | 396 | 325 | 186 | 117 |
| 1/8 Page | 274 | 221 | 183 | 103 | 67 |
| 1/16 Page | 147 | 126 | 103 | 58 | 38 |

Hyperlink your ad for \$50

There is a 15% position charge for guaranteed position, subject to availability.