

2011 Edition of the Texas Construction Directory

Scheduled to publish in January 2011, with a 1-year shelf life, the *Texas Construction Directory* is a valuable, comprehensive volume of company listings categorized in approximately 100 classifications and sorted by regions.

The Texas Construction Directory offers the following benefits:

- Industry-wide reach and cost-effective exposure to local industry professionals
- Viewed and utilized by construction professionals in the **\$57.8 billion regional construction market**
- Cost-effective and efficient method to deliver a powerful marketing message to the industry. Your advertisement will help keep your firm top-of-mind when customers are ready to buy
- Benefit of year long exposure for one low price



Take advantage of this opportunity and advertise your products or services to those building in the **healthiest market** in the country. The *2011 Texas Construction Directory* is the most comprehensive directory for the commercial/highway-heavy market—don't miss out!

LISTING UPGRADE OPTIONS:

PLEASE USE AN ADDITIONAL SHEET OF PAPER IF NEEDED

Bold Listing: \$50 per listing - Advertiser*
\$150 per listing - Non-Advertiser
\$50 / \$150 x _____ listing(s) = _____
*Category(ies) to be listed in: _____

Bold Listing & Border: \$100 per listing - Advertiser*
\$200 per listing - Non-Advertiser
\$100 / \$200 x _____ listing(s) = _____
*Category(ies) to be listed in: _____

Bold Listing & Logo: \$100 per listing - Advertiser*
\$200 per listing - Non-Advertiser
\$100 / \$200 x _____ listing(s) = _____
*Category(ies) to be listed in: _____

Bold, Logo & Border: \$150 per listing - Advertiser*
\$250 per listing - Non-Advertiser
\$150 / \$250 x _____ listing(s) = _____
*Category(ies) to be listed in: _____

Extra Lines of Text including Website and/or Email Address:
\$25 per listing - Advertiser*
\$75 per listing - Non-advertiser
\$25 / \$75 x _____ lines = _____
(30 characters per line)
*Extra lines: _____

Bold Logo 75-Word Profile:
\$250 per listing - Advertiser*
\$400 per listing - Non-Advertiser
\$250 / \$400 x _____ listing(s) = _____
*Category(ies) to be listed in: _____

Yes, please reserve my ad space to be in the 2011 Texas Construction Directory
Fax space reservations to 214-722-0552

Space Reservation Deadline: November 29, 2010
Materials Due: December 6, 2010

PLEASE PRINT OR TYPE

SIZE: _____ COLOR: _____ RATE: _____

COMPANY NAME: _____

NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ FAX: _____

AUTHORIZED SIGNATURE REQUIRED _____ DATE _____

E-MAIL ADDRESS _____

WILL FURNISH ART NEED NEW ART REPEAT LAST AD REVISE LAST AD

| Rates | 4-Color | 2-Color | B&W |
|---------------------------|---------------|---------------|---------------|
| Full Page | \$2,155 | \$1,845 | \$1,605 |
| 2/3 Page | \$1,880 | \$1,570 | \$1,330 |
| 1/2 Page | \$1,555 | \$1,245 | \$1,005 |
| 1/3 Page | \$1,355 | \$1,045 | \$ 805 |
| 1/4 Page | \$1,220 | \$ 910 | \$ 670 |
| *NEW Business Card | \$ 850 | \$ 540 | \$ 300 |

Premium Positions:

| | |
|------------|-------------------|
| Back Cover | \$2,905 (4-color) |
| IFC | \$2,655 (4-color) |
| IBC | \$2,455 (4-color) |

Ad Dimensions:

Full Page: Live area: 7 wide x 10 tall • Bleed: 8 3/8 wide x 11 1/4 tall
Trim - 8 1/8 wide x 10 7/8 tall

2/3 Page: 4 1/2 wide x 10 tall • **1/2 Page:** 7 wide x 4 7/8 tall

1/3 Page: 4 1/2 wide x 4 7/8 tall • **1/4 Page:** 3 3/8 wide x 4 7/8 tall

***NEW Business Card:** 3 1/2 wide x 2 tall

For Details Call Your Sales Representative:

JOAN CALLAHAN
214-682-8229 • FAX 214-722-0552
joan_callahan@mcgraw-hill.com

Send ad material or DIGITAL ad files to: McGraw-Hill, 4000 S. Sherwood Forest Blvd. #202, Baton Rouge, LA 70816. Nominal production charges will apply to ads created/alterd by Texas Construction. Cancellation of advertisement will be accepted only if received in writing not less than ten (10) days in advance of closing date. Preferred positions are non-cancelable.



www.texas.construction.com

