

**Worldwide construction is now at \$3.4 trillion.\* ENR, Dodge, and Design•Build estimate the current domestic design-build market at \$74.5 billion, with another \$9.6 billion in international volume.**

\*Source: ENR, 12/4/00

## **Design•Build**

Published as a supplement to *Engineering News-Record*, *Design•Build* is the only publication dedicated to charting the continuing expansion of single-source delivery. *Design•Build* keeps owners, contractors, engineers, architects and the entire design and construction industry current with best practices, projects, construction methods, financial and insurance issues, news, and computer technology.

*Design•Build* is:

- Published 4 times a year
- Received by all subscribers of *Engineering News-Record*
- Sent to an additional 7,500 owners identified by Dodge as having an interest in the design-build project delivery system
- The official magazine of the Design-Build Institute of America, reaching the entire membership of 1,000
- Received by 84,000 construction professionals, including over 20,000 owners

The annual **DBIA Showguide** is the official guide to the Professional Design-Build Conference attended by CEOs, designers, constructors, facility and project owners, and other decision-makers who want the latest and most-in depth information on the design-build method of project delivery.

## **Design•Build 2003 Publishing Schedule:**

ISSUE	Reserve Space By	Ad Material Due By
March	March 3	March 10
June	June 2	June 9
September	September 1	September 8
December	November 24	December 1

**Design•Build** is the advertising choice of design-builders, building product manufacturers and others who want to capture a share of the single-source market.

By advertising in **Design•Build** you identify your company as ready, willing and able to provide products and services to single-source decision-makers.

Choose an integrated program including:

- *Design•Build* advertising – display, classified and recruitment
- [designbuild.construction.com](http://designbuild.construction.com)
- DBIA Showguide



## Design•Build Magazine

### The **Only** Publication Serving Construction's Fast-Growing Single Source Delivery

To serve the need for authoritative information on single-source project delivery, McGraw-Hill Construction launched *Design•Build* magazine in 1998.

*Design•Build* is the **only magazine meeting the information needs of design-builders and owners in the worldwide, construction market.** Editors report on the most significant design-build projects, and showcase companies and owners who are making the most of the design-build method.

*Design•Build* is published four times a year and polybagged with *ENR*. Total distribution is **84,000**, including **more than 20,000 owners**.

#### FOUR COLOR

	1x	3x	6x
Page	\$7,560	7,220	6,890
1/2 Island	\$5,820	5,550	5,310
1/2 Page	\$5,300	5,060	4,830
1/3 Page	\$4,130	3,940	3,760
1/4 Page	\$3,700	3,540	3,380

#### TWO COLOR

	1x	3x	6x
Page	\$6,510	6,220	5,930
1/2 Island	\$5,010	4,780	4,560
1/2 Page	\$4,560	4,350	4,160
1/3 Page	\$3,560	3,390	3,250
1/4 Page	\$3,180	3,040	2,920

#### BLACK & WHITE

	1x	3x	6x
Page	\$5,860	5,600	5,340
1/2 Island	\$4,510	4,300	4,110
1/2 Page	\$4,110	3,920	3,740
1/3 Page	\$3,210	3,060	2,930
1/4 Page	\$2,860	2,740	2,630

## 2003 *Design•Build* Resources

	1x	3x	6x
1 Inch	\$180	175	170
2 Inches	\$340	320	300
3 Inches	\$450	430	400
4 Inches	\$540	500	470
5 Inches	\$600	550	510

#### FOUR COLOR

	1x	3x	6x
Showcase	\$745	705	655



## AGENCY COMMISSION

15% of gross billing allowed to recognized advertising agencies on display space and color. Net 30 days. Commission is not allowed on any production charges.

**Short Rates & Rebates:** Advertisers will be short-rated if within a 12-month period from the date of the first insertion, they have not used the amount of space upon which their billings have been based. Advertisers will be rebated if within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that upon which their billings have been based.

## GENERAL ADVERTISING RATES

**Earned Frequency Rate:** Based on the number of insertions used within any 12-month period (or less, if desired) from the date of first insertion. Each unit used in an advertisement composed of multiple units counts as an insertion towards earning a frequency rate. Advertising counts as an insertion toward earning a frequency rate. Advertising schedules composed of mixed space units are entitled to a frequency rate for each unit with one exception. The exception is a mixed schedule in which the use of either the smaller units or smallest units lowers the total cost of the campaign below the amount which the larger units taken alone would cost. Rate holders are not acceptable.

## COLOR RATES

**Rates for color and colors offered (other than black):** Publisher requires that PMS colors be provided in process colors with corresponding film. PMS ads are not accepted. The 4-color process rates apply to 3-color ads.

## MECHANICAL REQUIREMENTS

**Film Requirements:** Negatives, right-reading emulsion side down. Film must be supplied in one piece per color, in exact register, identified by color, with 4 register marks located approximately 1/4" outside bleed area. Center and crop marks must be included. All film must meet SWOP standards. *ENR* does not accept PMS ads; all PMS matches must be supplied separated to process.

**Density:** 280% maximum for 4-color; 170% maximum for 2-color.

**Line Screen:** 133

**Proofing:** *Design•Build/ENR* requires color proofs for all ads. All proofs meeting SWOP standards are acceptable, but *ENR* prefers matchprints.

**Digital Ad Requirements:** *Design•Build/ENR* will only accept digital ads sent in TIFF/IT-P1 or Postscript formats. Files should be sent on a Zip Disk or CD-ROM and must be accompanied by one SWOP certified proof (eg; Kodak Approval or Imation Digital Halftone Proof). *Design•Build/ENR* does not accept application files or email ads. See complete digital specs at [www.enr.construction.com/advertise](http://www.enr.construction.com/advertise).

**Reproduction Quality:** *Design•Build/ENR* does not assume liability for quality of printed ad, if files supplied do not conform to specifications.

**Production Charges:** *Design•Build/ENR* will not be responsible for reducing or enlarging ads, color separations, separating film for PMS matches, stripping, screening, or color correction. Any costs incurred to make material meet specifications will be billed back to advertiser.

**Printing:** Web offset

**Stock:** R.O.P. forms: 40# coated; Cover forms: 80# coated

**Binding:** Saddle-stitched. Special issues are perfect-bound. All issues polybag with *ENR*.

**Film Storage:** Film will be stored for 12 months only and then destroyed, unless otherwise requested by advertiser in writing.

**Publication Trim Size:** 7 7/8" x 10 1/2"

**Ad Sizes:** Space units accepted in the following dimensions only. Measurements are in width x depth. 1/4" safety is required from all trimmed edges. Bleed accepted in spread, page, and 2/3 vertical units only; no charge for bleed.

Space Unit	Bleed Size	Trim Size	Live Matter Size
Spread	16" x 10 3/4"	15 3/4" x 10 1/2"	14" x 9 3/4"
1 Page	8 1/8" x 10 3/4"	7 7/8" x 10 1/2"	7" x 9 3/4"
2/3 Page Vertical	5 3/8" x 10 3/4"	5 1/4" x 10 1/2"	4 5/8" x 9 3/4"
1/2 Page Island			4 5/8" x 7 1/4"
1/2 Page Horiz.			7" x 4 3/4"
1/3 Page Vertical			2 1/4" x 9 3/4"
1/3 Page Square			4 5/8" x 4 3/4"
1/6 Page Vertical			2 1/4" x 4 3/4"
1/6 Page Horiz.			4 5/8" x 2 1/4"
1/12 Page			2 1/4" x 2 1/8"

## ISSUANCE AND CLOSING DATES

**Published Quarterly:** Polybagged with last *ENR* issue in March, June, September and December.

**Closing Date for Orders:** Due at publication 5 weeks preceding date of issue.

**Closing Date for Material:** Film due at publication 4 weeks preceding date of issue.

**Printed Inserts:** Due at printer four weeks preceding date of issue. Inserts must be approved by *Design•Build/ENR* prior to production deadline. Advance sample or mock-up required for content and design approval.

**Cancellation Dates:** No cancellations accepted after closing date. Contracts may be canceled by advertiser or publisher on written notice 30 days in advance of closing date; 90 days in advance for covers.

## FURNISHED INSERTS

**Specifications and Costs:** Check with publisher for rates, availability, specifications and quantity needed on all inserts.

**Handling Charges:** Inserts that require any special handling will be charged to the advertiser at our prevailing rate. All special charges will be in addition to space rates and are not commissionable.

## MAILING AND SHIPPING INSTRUCTIONS

**General:** Space contracts, insertion orders, and correspondence should be addressed to the Advertising Sales Department, *Design•Build*, Two Penn Plaza, 9th Floor, New York, NY 10121-2298.

**Printing Material:** All printing, reproduction materials and proofs should be addressed to Production Manager, *Design•Build*, Two Penn Plaza, 9th Floor, New York, NY 10121-2298. *Design•Build/ENR* does not accept ads by email.

**Furnished Inserts:** Ship furnished inserts prepaid to *ENR*, c/o Perry/Judd's, 377 Industrial Park Road, Mt. Jackson, VA 22842. Samples should be sent to the Production Dept., *Design•Build*, Two Penn Plaza, 9th Floor, New York, NY 10121-2298. Inserts should be shrink-wrapped and skid-packed, and clearly marked with publication, issue date, and quantity.

Two Penn Plaza, 9th Floor, New York, NY 10121-2298

Production Phone: 212.904.3977

Fax: 212.904.6800

Rates Phone: 1.800.458.3842

Internet Address: [www.designbuild.construction.com](http://www.designbuild.construction.com)