



BUILDING TRADES NEWS

THE OFFICIAL PUBLICATION OF THE LOS ANGELES/ORANGE COUNTIES BUILDING AND CONSTRUCTION TRADES COUNCIL

2021 RATE CARD, SCHEDULE AND SPECIFICATIONS FOR ADVERTISERS

ADVERTISING RATES

COLOR AD UNIT	1X	4X	6X	12X
FULL PAGE	\$4,610	\$4,075	\$3,630	\$3,315
HALF PAGE	\$2,325	\$2,120	\$1,990	\$1,730
QUARTER PAGE	\$1,300	\$1,175	\$1,060	\$980

AD SPECIFICATIONS

FULL PAGE
No bleed: 10" wide x 14" high
Bleed: 11.25" wide x 15.25" high

HALF PAGE HORIZONTAL
10" wide x 6.75" high, no bleed

HALF PAGE VERTICAL
4.875" wide x 14" high, no bleed

QUARTER PAGE
4.875" wide x 6.75" high, no bleed

FORMATS:
Regardless of format, all images used must be 300 dpi CMYK
Preferred Format: PDF X1/A
Others (in order of preference):
High Res PDFs: Images not compressed, fonts embedded
EPS: All fonts outlined; save MAC or JPEG preview
InDesign: Mac CS3 PostScript and Open Type fonts only; fonts and images included
JPEG: Save at highest quality/least compression

SCHEDULE

ISSUE	RESERVATION DEADLINE	MATERIALS DEADLINE	DATE ISSUED
JANUARY	JANUARY 8	JANUARY 12	JANUARY 18
FEBRUARY	FEBRUARY 8	FEBRUARY 10	FEBRUARY 17
MARCH	MARCH 8	MARCH 10	MARCH 16
APRIL	APRIL 7	APRIL 9	APRIL 16
MAY	MAY 7	MAY 11	MAY 17
JUNE	JUNE 7	JUNE 10	JUNE 17
JULY	JULY 7	JULY 9	JULY 16
AUGUST	AUGUST 6	AUGUST 11	AUGUST 16
SEPTEMBER	SEPTEMBER 8	SEPTEMBER 10	SEPTEMBER 17
OCTOBER	OCTOBER 6	OCTOBER 11	OCTOBER 15
NOVEMBER	NOVEMBER 5	NOVEMBER 9	NOVEMBER 16
DECEMBER	DECEMBER 6	DECEMBER 9	DECEMBER 16

SPECIAL SECTIONS

JANUARY	Pandemic Health Update
MARCH	Finance Special Section
APRIL	Infrastructure: Our Country's Backbone
MAY	Apprenticeship: Future Generations
JUNE	Medical Special Section
AUGUST	Labor Day: Saluting the Building Trades
SEPTEMBER	Apprenticeship-Readiness Programs: Outreach
OCTOBER	Finance Special Section
NOVEMBER	Legal Special Section
DECEMBER	Year-End: Highlights of 2021

LET US CUSTOMIZE AN AD PROGRAM FOR YOU

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