2015 ENR MEDIA KIT

ENR MEDIA NETWORK National impact + regional focus

AT A GLANCE	THE MARKET		ADVERTISING AND	CONTACTS
THE ENR	EDITORIAL		MARKETING SERVICES	CONFERENCES AND EVENTS
MEDIA NETWORK	AUDIENCE, CIRCULATION AND READERSHIP		> **MEDIA PLANNING**	
			RESOURCES	

PRINT SPECIFICATIONS

Space	Size (wxh)	Trim size
Spread with Bleed	16" x 10.75"	15.75" x 10.5"
Spread Non-Bleed	14" x 9.75"	
Full Page with Bleed	8.125" x 10.75"	7.875" x 10.5"
Full Page Non-Bleed	7" x 9.75"	
2/3 Vertical	4.625" x 9.75"	
2/3 Vertical Bleed	5.375" x 10.75"	5.25" x 10.5"
1/2 Horizontal	7" x 4.75"	
1/2 Horizontal Bleed	8.125" x 5.5"	7.875" x 5.25"
1/2 Horizontal Spread	15.25" x 4.75"	
1/2 Horizontal Spread Bleed	16" x 5.5"	15.75" x 5.25"
1/2 Island	4.625" x 7.25"	
1/2 Vertical (Regional Editions Only)	3.25" x 9.75"	
1/3 Square	4.625" x 4.75"	
1/3 Vertical	2.25" x 9.75"	
1/4 Vertical (Regional Editions Only)	3.25" x 4.75"	
1/6 Horizontal	4.625" x 2.25"	
1/6 Vertical	2.25" x 4.75"	

Issuance and Closing

Engineering News-Record is published 3 times monthly with Monday cover dates.

- Closing dates for orders: 3 weeks prior to cover date.
- Closing dates for materials: 2 weeks prior to cover date (unless otherwise noted).
- No cancellations accepted after close.
- Printing: *ENR* is printed web offset.

- **Paper:** *ENR* uses coated 28# body stock and coated 60# cover.
- **Binding:** *ENR* is saddle-stitched. Special issues are perfect-bound.
- **Trim size:** *ENR* trim size is 7.875" x 10.5".
- **Safety:** Live matter safety is .25".
- **Supplied Inserts:** Suplied inserts are available on a limited basis subject to availability, bindery and postal limitations. Contact your media campaign manager for additional information.

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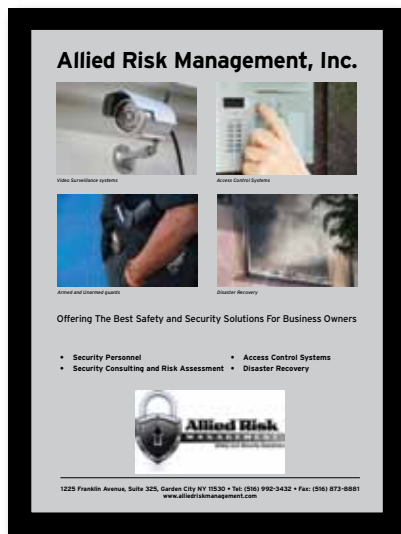
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PRINT SPECIFICATIONS

Advertising Information

AD SUBMISSION GUIDELINES

Publisher requires that ad materials be supplied in PDF x1-a (2001) format. (Note that this format is an output option in InDesign and will embed fonts and flatten transparencies automatically.)

• For optimal reproduction, a maximum ink density of 300 is recommended.

• Images must be high resolution (300 dpi).

• Color space must be CMYK or Grayscale. No spot colors, RGB, LAB color or embedded color profiles

• All transparencies must be flattened.

• All fonts must be embedded.

• Minimum size of type intended to knock out is 8pt.

• Ads that are intended to bleed must be supplied with .125" extra image beyond the trimmed edge.

• Please submit ad materials through our online portal at www.adshuttle. com. Follow the system prompts to set up an account and submit the PDF. Adshuttle will perform a pre-flight test on your file during the submission process.

AD STORAGE

• Material will be stored for 12 months only and then destroyed unless otherwise requested by advertiser in writing.

• Publisher recommends that a SWOP-certified color proof be submitted for press color guidance. Send proof to:

ENR
Production Manager
2 Penn Plaza, 10th Floor
New York, NY 10121-2298

Contact your media campaign manager or call 1-800-367-7987 with any questions.

Supplied Inserts: Supplied inserts are available on a limited basis subject to availability, bindery and postal limita-tions. Contact your media campaign manager for additional information.

Reproduction Quality: The publisher cannot assume liability for the quality of the printed ad if the files and proof supplied do not conform to specifica-tions. Any costs incurred to make material meet specifications will be billed back to advertiser.

ADVERTISING DESIGN AND PRODUCTION INFORMATION

Allied Risk Management, Inc.

Video Surveillance systems

Access Control Systems

Armed and Unarmed guards

Disaster Recovery

Offering The Best Safety and Security Solutions For Business Owners

- Security Personnel
- Security Consulting and Risk Assessment
- Access Control Systems
- Disaster Recovery

1225 Franklin Avenue, Suite 325, Garden City NY 11530 • Tel: (516) 992-3432 • Fax: (516) 873-8881
www.alliedriskmanagement.com

Specialty Manufacturing
by Advanced Cast Stone, Inc.

Louisiana Museum: Natchitoches, Louisiana

The Louisiana Sports Hall of Fame is a one of a kind structure and design using curvaceous panels of cast stone and architectural precast in a process flow never before accomplished. There was a full utilization of BIM/Rivit modeling and 5 axis robotic CNC machining of 1250 molds. With little attachment space, a mathematician with a specialty written computer code precisely identified the points of cast stone attachment to steel structure.

Architect: Trahan Architects
Manufacturer: Advanced Cast Stone Inc.;
Performance Data: Cast Stone (4720) and Architectural Precast (3450)
Other Projects: Trammel Crow Offices @ Old Parkland, Dallas, TX, Sundance Square Fort Worth, TX

Advanced Cast Stone, Inc. 115 Lee Street, Fort Worth, Texas • Tel: (817) 572-0018 • Fax: (817) 293-6378
www.advancedcaststone.com

ENR is pleased to offer design and production services to meet your needs and budget.

OPTION 1: FREE*
ENR Studio Templates: Our design team will create your ad using Studio templates, based on the information you submit online. Please see the following page for information.

OPTION 2: LOW-COST**
ENR Production Revisions: For a fee of $75, ENR's production team can make minor changes to your existing print or digital ad. Please provide an unflattened PDF or native files for a same-size ad along with detailed instructions of changes to your media campaign manager or email MHC_Ad-Operations@McGraw-Hill.com.

OPTION 3: CUSTOM-QUOTED
ENR Custom Design: ENR offers custom print and digital design services at a rate of $100 per hour.

For a custom quote, please provide details regarding materials and copy to be submitted, along with design expectations, to MHC_AdOperations@McGraw-Hill.com, and a Media Consultant will contact you. There is a minimum charge of $100 for custom ads.

*ENR will supply a proof for review prior to publication. Proofing options for ENR Studio templates are limited to minor text and color changes only. Ad layout and font styles for templates cannot be changed. Ads requiring more than three rounds of changes will be charged a $50 fee for each additional round of changes.

**Minor text changes only. No resizing.

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ENR STUDIO FREE TEMPLATED OPTIONS

1. BUSINESS CARD AD

Sizes: 1/6 page, 1/4 page

Headline-and-logo-only print ad within an existing template—
Visit enr.construction.com/adsubmission/businesscard.asp to submit:

- eight-word headline

- logo

- contact information

2. TEXT-ONLY AD

Sizes: Full page, 1/2 horizontal, 1/3 square

Includes a headline, logo, body copy, and contact information.
Visit enr.construction.com/adsubmission/textonly.asp to submit:

- 11-word headline
- logo
- 35-word body copy
- company contact information

3. STANDARD AD

Sizes: Full page, 1/2 island, 1/2 horizontal, 1/3 square

Includes a headline, logo, body copy, bullet points, two images with captions,
and contact information. Visit enr.construction.com/adsubmission/standard.asp to
submit:

- 22-word headline
- 2 captions 12 words each
- 40-word body copy
- logo
- 6 bullets max. 6 words each
- company contact information
- 2 high-resolution images

4. PORTFOLIO AD

Sizes: Full page

Include up to four photos, in addition to your logo and text.
Visit enr.construction.com/adsubmission/portfolio.asp to submit:

- 15-word headline
- 4 captions 12 words each
- 50-word body copy
- logo
- 4 high-resolution images
- company contact information

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ONLINE DISPLAY/BANNERS

Ad Unit	Dimensions *(In Pixels, WxH)*	Max Expandable Dimensions* *(User-Initiated On Click)*	File Type	Max Initial File Load Size	Additional File Weight* *(Polite Download)*	Audio Initiation*	Maximum Animation Length*	Maximum Loops*	Notes
Leaderboard	728x90	728x270; Must expand downwards; Must be supplied as a third-party tag	GIF, JPG, Rich Media**	45K	100K	User Initiated *(On Click)*	15 seconds	3	Expandable units must be 3rd-party served; All publisher-served ads require a SWF, FLA, GIF or JPG and click-through URL; Please consult Flash and HTML Specs for additional rich media details.

SWF files should be accompanied by back-up GIF or JPG file to ensure delivery on non-flash-supported platforms.

If no back-up provided one will be created for you. |
Medium Rectangle	300x250	500x500; Available for upper rectangle only; Must expand left; Must be supplied as a third-party tag	GIF, JPG, Rich Media**	45K	100K	User Initiated *(On Click)*	15 seconds	3	
Wide Leaderboard	1000x90	1000x270; Must expand downwards; Must be supplied as a third-party tag	GIF, JPG, Rich Media**	60K	100K	User Initiated *(On Click)*	15 seconds	3	
Half-Page	300x600	500x600; Must expand left; Must be supplied as a third-party tag	GIF, JPG, Rich Media**	60K	100K	User Initiated *(On Click)*	15 seconds	3	
ENR Homepage Digital Billboard	296x376	N/A	Unanimated GIF or JPG preferred; Animated GIF or Rich Media** accepted upon approval	60K	100K	N/A	5 seconds; animation discouraged	N/A	Ads must be project or product focused and follow the general format of surrounding editorial slides; Ad must include a logo (min 120x60 pixels); All homepage digital billboards are subject to publisher and editorial review and approval; 2 pixel border and 296x16 header overlayed on top of ad.
Homepage Wallpaper	Single Image 1680x1050 **OR**	N/A	Unanimated GIF or JPG only	100K	N/A	N/A	N/A	N/A	To reduce file size, ENR recommends leaving blank the portion of wallpaper covered by the page's content; no text or logos accepted
	Vertical Strip Image 120x2080	N/A	Unanimated GIF or JPG only	100K	N/A	N/A	N/A	N/A	No text or logos accepted
Homepage Horizontal Strip Ad	Main banner: 1000x25	N/A	Unanimated GIF or JPG only	7K	N/A	N/A	N/A	N/A	Strip ad should be one solid color with text and/or logo only.
	Edging: 6x25	N/A	Unanimated GIF or JPG only	1K	N/A	N/A	N/A	N/A	This is a color block matching the main part of the banner that allows extending the edges of the ad to fit the page.
ENR.com Industry Jobs Featured Employer Button	120x60 logo	N/A	Unanimated GIF or JPG only	5K	N/A	N/A	N/A	N/A	Company's featured jobs will display next to the Featured Employer logo
Construction.com Training & Certification Sponsor Button	250x100 logo; 10-word header; 25-word company description	N/A	Unanimated GIF or JPG only	5K	N/A	N/A	N/A	N/A	Click-through URL required

A signed Agreement and all corresponding creative elements must be received by ENR a minimum of three (3) business days before the ad campaign start date indicated in the Insertion Order. For all file formats not previously used by ENR, ENR requires an additional two (2) business days for testing purposes. Creative type may be rejected due to technical complications. ENR will use reasonable efforts to make requested creative types function properly, but cannot be held responsible if technical problems arise which ENR cannot address. ENR will require a minimum of two (2) additional business days if Advertiser asks ENR for assistance with preparation of ad creative.

*Noted specs are applicable only to animated and/or rich media ads. These specs do not apply to unanimated GIF and JPG files. Expandable units must be supplied as third-party tags.
**Please consult our Flash and HTML Specs. A back-up GIF or JPG file is required for all rich media ads.

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EMAIL

Ad Unit	Dimensions (In Pixels, WxH)	File Type	Max File Load Size	Maximum Animation Length*	Maximum Loops*	Notes
Leaderboard	728x90	GIF† or JPG only	45K	15 seconds	3	Publisher-served only; 25-word text default recommended; A client-supplied 1x1 tracking pixel may be inserted upon request.
Medium Rectangle	300x250	GIF† or JPG only	45K	15 seconds	3	†Animated GIFs may not be supported by all email interfaces and the initial frame of all animated GIFs should therefore be designed so that it can serve as a static ad if animation is disabled.
Daily News Alerts Sponsorship	Company name or 120x120 logo, 50 words and link	Text preferred; Unanimated GIF or JPG logo accepted upon approval	20K	N/A	N/A	Publisher-served only; If logo is used, a text default is required; A client-supplied 1x1 tracking pixel may be inserted upon request.
ENR FutureTech Press Release Corner	120x120 image with up to 15 words plus url.	Unanimated GIF or JPG only	20K	N/A	N/A	Publisher-served only
ENR RiskReview advertorial	120x120 image with up to 15 words plus url.	Unanimated GIF or JPG only	20K	N/A	N/A	
ENR Sponsorship Spotlight	700x126 top image 126x126 logo up to 70 words of body copy, up to 10 words of subject line	Unanimated GIF or JPG only	45K	N/A	N/A	
Custom Email Blasts	Varies	HTML** and/or Text	30K	N/A	N/A	Advertiser must be included in the "From" address. Advertiser responsible for maintaining their own opt-out database. Promotion file must be in HTML format and have a text version backup; All images must be hosted by advertiser. Client to supply "From" line, "Subject"line (no more than 100 characters), Opt Out File, Link to Privacy Notice and Unsubscribe, Full Physical Address, Seed list for pre-deployment testing and final approvals, File/List Selection criteria and Signed List Rental Agreement (will be emailed to client by ePost Direct); Please consult Flash and HTML Specs for additional details.

SOCIAL

Ad Unit	Dimensions (In Pixels, WxH)	File Type	Max File Load Size	Maximum Animation Length*	Maximum Loops*	Notes
Sponsored Tweet	140 characters plus image (1024x512 max) must include # ad	text only, GIF, JPG or PNG images	n/a	n/a	n/a	image not to exceed 3MB Must be product or project focused
Facebook Post	1 image plus 25 words with url; must include # ad	unanimated GIF† or JPG only	5MB	n/a	n/a	image must be product or project focused.

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ENR DIGITAL EDITION

Ad Unit	Dimensions *(In Pixels, WxH)*	File Type	Audio Initiation*	Maximum Animation Length*	Notes
Video	HD 720p	Quicktime (.mov)	N/A	30 seconds or less	No more than 20MB
Slideshows	1028 pixels wide	jpeg	N/A	N/A	5-8 images per slideshow, no more than 200k per image.
Bellyband	1050 x 375 pixels	jpeg	N/A	N/A	
In-App Banner	2048 x 600 ipad 1600 x 600 android	jpeg	N/A	N/A	
Links			N/A	N/A	

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**Please consult our Flash and HTML Specs. A back-up GIF or JPG file is required for all rich media ads.

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FLASH AND HTML SPECS

Flash Creative Requirements (When not supplied as a third-party tag)

Set Up Steps for Flash 7-10 using ActionScript 2.0:

1. A clickable flash object such as a button or "hitarea" in the flash movie clip will require some actionscript attached to it.

2. Associate the on(release) event with that object.

3. The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.

4. Place the click tag actionscript (listed below) as the instructions for the "on(release)" event

```
on(release)
{
getURL(_root.clickTAG, "_blank");
}
```

5. Make sure to check off the "Expression" checkbox for the URL field that is the variable for the getURL actionscript function.

Set Up Steps for Flash 9-10 using ActionScript 3.0:

1. Create a Button. If the button is not already on the stage, drag it to the stage.

2. Give the button an instance name (myButton) on the stage

3. Right click on the first key frame for the layer that contains the button (in the timeline pane). From the context menu select "Actions" (this will open the Actions Frame for that layer).

4. Place the click tag actionscript (listed below) in the Actions Frame

```
// ActionScript 3.0
/* Requires
* - Button symbol on Stage with instance name "myButton"
*/
myButton.addEventListener(MouseEvent.CLICK, buttonSymbol_click);
function buttonSymbol_click(evt:MouseEvent):void {
var clickTAG:String = loaderInfo.parameters.clickTAG;
// Check for malicious code injections, only use URLs if they begin with http: or https:
if ((clickTAG.substr(0, 5) == "http:") || (clickTAG.substr(0, 6) == "https:"))
{
var req:URLRequest = new URLRequest(clickTAG);
navigateToURL(req, "_blank");
}
}
```

In order for a flash ad to properly track clicks, the original source file must be prepared to receive click-through parameters. This preparation is typically handled in the .fla by the flash developer.

Please note: A back-up GIF or JPG file is required for all rich media ads. This back-up will display when a user is unable to view rich media on their device.

Specific instructions for setting up the proper click-through parameters can be found for Flash versions 7-10 using ActionScript 2.0 and Flash versions 9 and 10 using ActionScript 3.0.

Additional Notes:

1. If the whole file is meant to be clickable, a transparent button should be placed on the top layer of the SWF.

2. In order to track clicks within OAS, the SWF **must not** be setup with a hardcoded click URL.

HTML Email Blast Creative Requirements

Message File Format

The HTML-coded messages should be sent to us in plain text (.txt file) or HTML (.htm, .html file) format. Plain text files are easier to work with, so HTML-coded files should be sent as plain text whenever possible.

Multimedia Content

Because different email programs have widely varying capabilities, we strongly recommend using only standard HTML in mailings. Embedded JavaScript and java may be incorporated if necessary, but should be kept to a minimum. Every multimedia element you add increases the chance that some of your recipients won't be able to read the message correctly. Because of these differing capabilities, all HTML submissions must also include a non-HTML version of the message (this version will be read by mailing list subscribers who cannot read the HTML-coded version).

Images and Links

Because images take up a large amount of space, we cannot attach image files to every message we send. If you use graphics in an HTML mailing, you must host all of the image files on your own server — the same way you do for images that appear on your web site. The image tags in your HTML message must contain the complete URL for the file (see the examples below). You should also make sure that you have complete URLs for any links to your site that you put in the mailing.

```
<img src=/graphics/bluedot.gif>
SHOULD BE
<img src=http://www.YOURSERVER.com/graphics/bluedot.gif>

<a href=c:/products/santahat.html>
SHOULD BE
<a href=http://www.YOURSERVER.com/products/santahat.html>
```

File Size

Limit messages to 30K of HTML coding. Remember that this includes only the actual HTML code: any graphics files that you link to will remain on your server and be called when the recipient opens the message.

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2015 CONTENT AREA SPONSORSHIPS

	Jan	Feb	Mar	Apr	May	Jun
BUILDINGS						
All sections (Types, Methods, Design, Sustainability)	$4,200	$4,200	$4,200	$4,200	$4,200	$4,200
BIZ MANAGEMENT						
Companies	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500
Ethics & Corruption	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500
Finance	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500
Project Delivery	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500
Safety/Health	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
Workforce	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
IFRASTRUCTURE						
Environment	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500
Power/Industrial	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800
Transportation	$5,500	$5,500	$5,500	$5,500	$5,500	$5,500
Water/Dams	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
EQUIPMENT						
Equipment	$6,200	$6,200	$6,200	$6,200	$6,200	$6,200
Materials	$2,200	$2,200	$2,200	$2,200	$2,200	$2,200
Product Snapshot	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500
TECHNOLOGY						
BIM	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500
Construction Technology	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500
Information Technolgoy	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
TOP LISTS						
Top 500 Design Firms	$4,000	$4,000	$4,000	$4,000	$10,000	$10,000
Top 400 Contractors	$5,000	$5,000	$5,000	$5,000	$12,000	$12,000
Top International Design Firms	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000
Top 250 International Contractors	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000
Top 200 Environmental	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500
Top Green Contractors	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500
Top 600 Specialty Contractors	$4,500	$4,500	$4,500	$4,500	$4,500	$4,500
Top Owners	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500

Pricing based on historical trends; impressions are not guaranteed
Red indicates Premium Pricing

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	Jul	Aug	Sep	Oct	Nov	Dec
BUILDINGS						
All sections (Types, Methods, Design, Sustainability)	$4,200	$4,200	$4,200	$4,200	$4,200	$4,200
BIZ MANAGEMENT						
Companies	$3,500	$3,500	$3,500	$3,500	$3,500	$3,500
Ethics & Corruption	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500
Finance	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500
Project Delivery	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500
Safety/Health	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
Workforce	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
IFRASTRUCTURE						
Environment	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500
Power/Industrial	$1,800	$1,800	$1,800	$1,800	$1,800	$1,800
Transportation	$5,500	$5,500	$5,500	$5,500	$5,500	$5,500
Water/Dams	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
EQUIPMENT						
Equipment	$6,200	$6,200	$6,200	$6,200	$6,200	$6,200
Materials	$2,200	$2,200	$2,200	$2,200	$2,200	$2,200
Product Snapshot	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500
TECHNOLOGY						
BIM	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500
Construction Technology	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500
Information Technolgoy	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
TOP LISTS						
Top 500 Design Firms	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000
Top 400 Contractors	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000
Top International Design Firms	$6,000	$6,000	$3,000	$3,000	$3,000	$3,000
Top 250 International Contractors	$6,000	$6,000	$3,000	$3,000	$3,000	$3,000
Top 200 Environmental	$2,500	$4,000	$4,000	$2,500	$2,500	$2,500
Top Green Contractors	$2,500	$4,000	$2,500	$2,500	$2,500	$2,500
Top 600 Specialty Contractors	$4,500	$4,500	$4,500	$9,000	$4,500	$4,500
Top Owners	$2,500	$2,500	$2,500	$2,500	$3,500	$2,500

Pricing based on historical trends; impressions are not guaranteed
Red indicates Premium Pricing