

PRINT DISPLAY 4-COLOR ADVERTISING RATES

PRINT AD UNIT	1X	3X	6X	9X	12X	15X +
C1 False Cover Flap	\$13,036	\$11,883	\$10,161	\$9,517	\$8,960	\$8,412
Full Page Spread	\$33,732	\$30,150	\$26,486	\$24,600	\$24,100	\$22,856
1/2 Page Spread	\$18,740	\$16,751	\$13,905	\$12,962	\$12,196	\$11,428
Full Page	\$16,866	\$15,075	\$13,243	\$12,300	\$12,050	\$11,428
1/2 Page Vertical	\$10,840	\$9,948	\$8,498	\$7,938	\$7,452	\$6,967
1/2 Page Horizontal	\$10,840	\$9,948	\$8,498	\$7,938	\$7,452	\$6,967
Horizontal Strip	\$6,691	\$6,212	\$5,504	\$5,139	\$4,818	\$4,496
1/4 Page Vertical	\$6,505	\$5,969	\$5,098	\$4,763	\$4,471	\$4,180
1/4 Page	\$6,505	\$5,969	\$5,098	\$4,763	\$4,471	\$4,180

ALL PRINT RATES ARE NET DOLLARS.

Rates reflect cost per ad based on frequency. Frequency = number of 2024 ad units purchased during Jan 2024 – Dec 2024. All product rates are subject to change. See your rep for BW rates. Short rates and rebates apply, refer to T&Cs for details.

PREMIUM POSITIONING

- COVER 1 Opportunities available upon request
- COVER 2 +15%
- COVER 3 no premium
- COVER 4 +20%
- 1ST RHP +10%
- FF RHP +5% (1st 30% of pub)
- Opp TOC +10%
- Opp EDIT +10%

Ask your rep for additional high-impact print ad units.

KNOWING THE NUTS AND BOLTS OF THE INDUSTRY BUILDS A BETTER WAY TO MANAGE THE RISK FOR IT.

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We make it our business to know the business of construction. That specialization translates to exceptional service. With expertise in underwriting, risk engineering and claims, we help develop customized product solutions that mitigate risk for and to help your business thrive every day. The Buck's Got Your Back.

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