



CALIFORNIA
CONSTRUCTION
EXPO 2012



August 2, 2012 | Pasadena Convention Center

Program Book Ad Rates

AD RATES

All 4-color ads:
Magazine trims to 8.125" w x 10.875" h.
Full bleed ads trim to the above; Please keep
live content 1/2" in from all sides.

Non-bleed ads: full page 7" w x 10" h;
1/2 page 7" w x 4.875" h;
1/4 page 3.375" w x 4.875" h.

(Please check your ad choice, below)

- 2-PAGE Center Spread \$2,300
- 2-PAGE Spread \$1,800
- Inside Front Cover \$1,700
- Inside Back Cover \$1,700
- Opposite Table of Contents \$1,300
- Opposite Inside Front Cover \$1,300
- Opposite Inside Back Cover \$1,300
- FULL PAGE \$975
- 1/2 PAGE \$600
- 1/4 PAGE \$350

Web Banner Ads:

For Registered Exhibitors:

- Add web banner for \$100

For Non-Registered Exhibitors:

- Add web banner for \$250

PRINT AD SPECIFICATIONS

Adobe Acrobat PDF, CMYK colorspace,
high-resolution (300 dpi at 100% size)

WEB BANNER AD SPECIFICATIONS

Jpg format, RGB colorspace, 25KB or
smaller, 170 pixels w x 250 pixels h

Please email your ad artwork to
ads@lentinidesign.com

Join us at the California Construction Expo 2012, the premiere gathering for contractors, designers, construction professionals, suppliers, and construction workers.

Reserve your advertising space in the CalConExpo 2012 Program Guide.

YES! I want to make sure my firm has a presence at the event!

Company Name

Contact Person

Phone

Fax

Company Address

City

State

Zip

Email

Signature (required)

Date

Please make checks payable to California Construction Expo and mail this form and your check to:

California Construction Expo
c/o Metropolitan Water District
700 North Alameda Street, #10-333
Los Angeles, CA 90012

Payment must be received by July 19, 2012 in order to reserve your space in the CalConExpo 2012 Program Book.

Please mail to the address above, or fax to 213-576-5283. For more information, call 1-877-8CalCon or email hiliary@lentinidesign.com

For information about becoming a sponsor or exhibitor, please visit www.calconexpo.com.

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WWW.CALCONEXPO.COM



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA



Los Angeles
World Airports



PORT OF
LONG BEACH
The Green Port



Metro