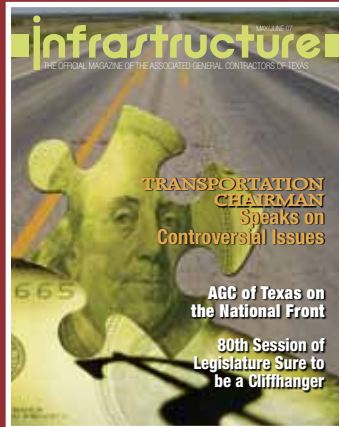
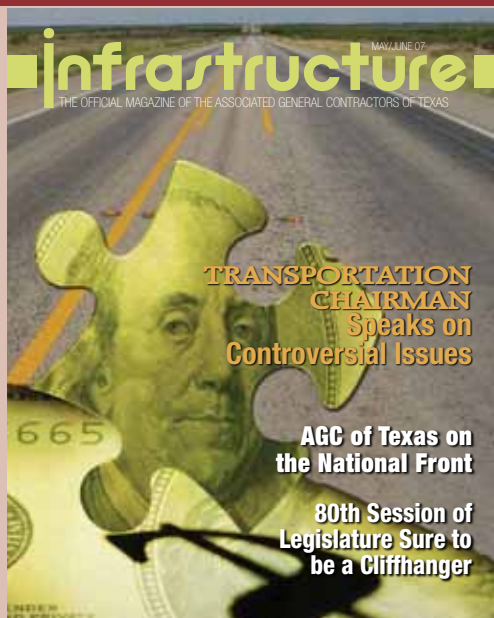


infrastructure

THE OFFICIAL MAGAZINE OF THE ASSOCIATED GENERAL CONTRACTORS OF TEXAS



media kit



Advantages in Advertising

Infrastructure magazine is the official industry publication for those professionals involved with highway, heavy industrial, municipal utility and underground construction.

Reach an audience of more than 3,000 that influence or make purchasing decisions – from the services of a construction manager to specifying the guard rail.

Enjoy access to a more than \$5 billion industry – readers of **Infrastructure** are responsible for more than 95% of the public and private construction for highways, heavy industrial facilities and underground structures within the state of Texas.

Strengthen your business relationship by being part of one of the key information sources for the industry of highway and heavy construction.

Readership Profile

For many years, our readers have depended upon our magazine for the latest in-depth news and information affecting the highway and heavy construction industry. Our magazine has grown to more than 3,000 readers who are involved with highway, heavy industrial, municipal utility and underground construction. Our readers represent all facets of the construction industry, including engineering and architectural firms, developers and owners, general and specialty contractors, city and county governments and the Texas Department of Transportation. Our readers are an integral part of the purchasing decisions representing the following positions:

- *Public & Private Owners*
- *Contractors & Project Managers*
- *Civil & Highway Engineers*
- *Texas DOT Managers & Planners*
- *Public Works Officials*
- *Municipal Superintendents*

About AGC of Texas

The Associated General Contractors of Texas, holding three separate charters from three national trade organizations, was organized to represent the interests of companies that are involved in highway, heavy industrial, municipal utility and underground construction. Our organization is the conduit for influencing sound legislation that affects the construction industry in Texas and provides a broad spectrum of technical and educational programs for its members.



Editorial Calendar

Infrastructure tracks industry trends, presenting new ideas and programs while monitoring changes in laws so readers are kept up-to-date. Vital topics regarding highway construction, legislation, worker's compensation, safety and more is presented between the covers. Our calendar for 2009 covers a variety of dynamic topics and events for our readers.

January/February 2009

Advertising Deadline: *January 14, 2009*

Publication Date: *February 2009*

Issue Focus: Meet the New President, President-Elect and 2009 Board Members.

March/April 2009

Advertising Deadline: *February 26, 2009*

Publication Date: *April 2009*

Issue Focus: AGC of Texas Legislative Agenda for the 80th Legislature.

May/June 2009

Advertising Deadline: *April 21, 2009*

Publication Date: *June 2009*

Issue Focus: 4th Annual Texas Transportation Forum Review: A Closer Look at the Breakout Sessions.

July/August 2009

Advertising Deadline: *May 21, 2009*

Publication Date: *July 2009*

Issue Focus: 4th Annual Texas Transportation Forum Review.

September/October 2009

Advertising Deadline: *August 17, 2009*

Publication Date: *September 2009*

Issue Focus: The 26th Annual AGC of Texas Trade and Equipment Show Preview; Scholarship Recipient Testimonials.

November/December 2009

Advertising Deadline: *November 5, 2009*

Publication Date: *December 2009*

Issue Focus: The 26th Annual AGC of Texas Trade and Equipment Show Highlights; Project

** Publication schedule and content subject to change.*

Messages

President's Message • Executive Vice President's Report

Departments

The Good Roads View • Creating Tomorrow Today • Field Reports • Associate Division News • Around the State • Membership Calendar • Contractors Resource

Advertising Rates

Black/White

Size	1X	3X	6X
Full Page	\$ 1,129	\$1,049	\$ 979
2/3 Page	\$ 929	\$869	\$ 819
1/2 (Island)	\$ 819	\$769	\$ 709
1/2 Page	\$ 779	\$729	\$ 669
1/3 Page	\$ 549	\$509	\$ 479
1/4 Page	\$ 439	\$419	\$ 399
1/6 Page	\$ 329	\$319	\$ 309
1/8 Page	\$ 289	\$279	\$ 269

Cover and Premium Positions

Size	1X	3X	6X
Double Page Spread	\$1,969	\$1,829	\$1,699
Inside Front Cover	\$1,689	\$1,569	\$1,459
Inside Back Cover	\$1,469	\$1,369	\$1,269
Outside Back Cover	\$1,789	\$1,669	\$1,559

Guaranteed Position: Please add 15% to the Black & White Rate

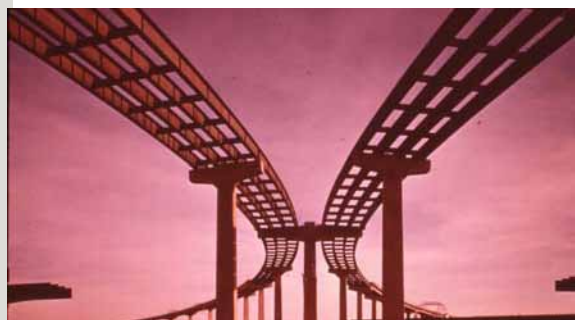
Color Rates

One Process Color	\$300.00
Matched Color	\$450.00
Four Color	\$600.00

50% Color Discount for 1/2 page & smaller

Advertising Agencies: All prices are quoted as net rates

Advertising Inserts: Prices available upon request



Advertising Rates

OVERVIEW

AGC Tx now offers digital enhancements for our print advertisers. After placing a print ad in *Infrastructure*, these upgrades are available to further the impact of your ad in our online digital edition.

\$50

Basic Hyperlink:

Hyperlink your entire ad or components within it to give readers fast, convenient access to your site.

\$75

Hyperlink UPGRADE:

Your advertisement will be more attractive with Flash animation. Purchase one of the four hyperlink upgrades to draw readers' attention to your ad and bring potential customers to your site:

- Pulsate: Flashes your ad or link.
- Frame: zooms in on your ad or link when the reader's mouse passes over it.
- Fade: fades your ad or link from white to visible when the reader's mouse passes over it.

\$250

Video/Audio Files:

Generate greater awareness of a product or promotion and provide additional information right at the point of contact in *Infrastructure* online by embedding a video or sound into your digital ad. Not only will your ad provide multimedia information, but it will draw your readers' attention even more. Complimentary design/creative services are not available for video/audio files. Please see the following page for file submission specifications.

\$1,000

eToolbar Digital Package:

The eToolbar Digital Package includes your company logo at the top of the screen, a Hyperlink upgrade and a listing in the Interactive Index to Advertisers. With one exclusive eToolbar logo per online issue, your logo, linked to your website, will remain at the top of the screen, where it will be visible on every page of the site. This package upgrades a print ad of any size or coloration. Please see the following page for eToolbar logo specifications.

\$1,500

Digital Issue Sponsorship:

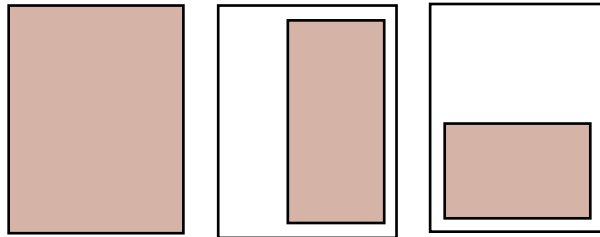
As the digital issue sponsor, yours will be the first name seen when customers open the digital edition. Sponsorship places your full-page ad to the left of the cover on the site's introductory page, and includes one Hyperlink upgrade with the effect of your choice. All readers must pass through this cover-spread portal to begin viewing the digital edition.

You must purchase a full-page ad in the corresponding print issue of *Infrastructure* to be the digital issue sponsor.

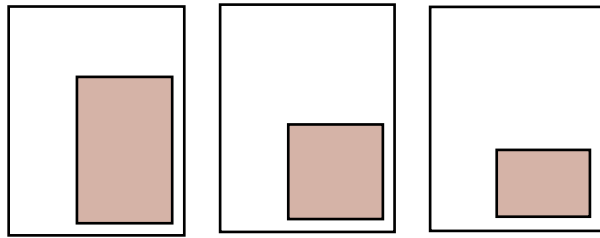
Interactive Index to Advertisers:

(Included with any web purchase) Automatically redirects to your ad within *Infrastructure* for further visibility.

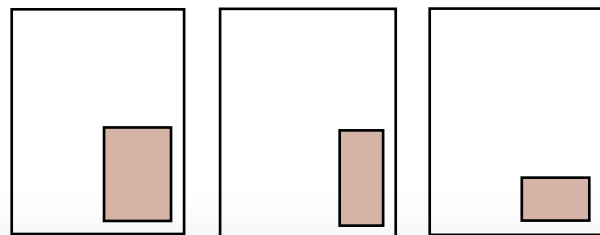
Mechanical Requirements



Full page 2/3 Vertical 1/2 Horizontal



1/2 Vertical 1/3 Square 1/4 Horizontal



1/4 Vertical 1/6 Vertical 1/8 Horizontal

Advertising Sizes

AD SIZE	WIDTH	DEPTH
DPS Bleed	17"	11.125"
Full Page Bleed	8.625"	11.125"
Full Page	7"	9.5"
2/3 Vertical	4.583"	9.5"
1/2 Horizontal	7"	4.583"
1/2 Vertical	4.583"	7"
1/3 Page Square	4.583"	4.583"
1/4 Horizontal	4.583"	3.33"
1/4 Vertical	3.333"	4.583"
1/6 Vertical	2.167"	4.583"
1/8 Horizontal	3.333"	2.167"

Production Specifications

Digital Files: Preferred file format is Adobe PDF, provided all fonts are embedded and all color is converted to CMYK. ALL IMAGES MUST BE 300 DPI. The publisher assumes no responsibility for images provided at less than 300 dpi. Color ads should include a color proof. The publisher assumes no responsibility for ads where no proof has been provided. DO NOT USE PICTURES FROM A WEBSITE, unless the website explicitly states that these images are intended for use in print. Any file over 10 MB in size should be uploaded to our ftp site. Please contact your sales representative for information.

PROOFS: Any changes beyond second proof will have a surcharge of \$50 for each additional proof.

Mechanical Requirements

size in inches	Width	Depth
Trim Size	8.375" x	10.875"
Live Area	7.5" x	10"

Digital Specifications

AUDIO formats accepted: MP3, WAV and WMA.

VIDEO formats accepted: AVI, MPG or MPEG, MOV and WMV.

eToolbar logo must be 150 x 30 pixels in JPEG format only.

Introduction Page Sponsorship ads are a full page PDF.

Audio clips will play automatically.

Ad animation of any format may run for a maximum of thirty seconds.

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