# The Professional CONTRACTOR

Official publication of the Associated Subcontractors of Massachusetts, Inc.

### **FOCUS**

Subcontractors, specialty contractors, suppliers, and more – reach thousands of business owners and decision makers through this targeted magazine. Dedicated exclusively to the business issues affecting subcontractors who perform more than 80% of the work on all commercial construction.

### **DISTRIBUTION**

- 8,500 readers 7,000 circulated copies per quarter.
- Mailed to over 1,000 construction professionals in MA.
- Inserted into 5,500 copies of Banker & Tradesman.

#### **EDITORIAL CONTENT**

Market Forecast
Business Best Practices
Procurement
Technology Trends
Legal Briefs
Safety Tips
Year in Review

Many topics and profiles will be featured in each issue. We welcome your articles that will educate our readers, or profile significant organizations, people, and projects.



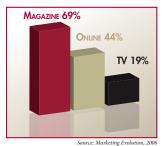
## FOR MORE INFORMATION

CONTACT ADVERTISING AT 617.896.5344 OR EMAIL CUSTOMPUBS@THEWARRENGROUP.COM

# **2009 CALENDAR DATES**

QUARTER	Q1	Q2	Q3	Q4
AD CLOSING DATE:	January 22	APRIL 24	July 16	October 22
MATERIALS DUE:	January 29	May 01	July 23	October 29
ISSUE DATE:	March 02	June 01	August 24	NOVEMBER 30

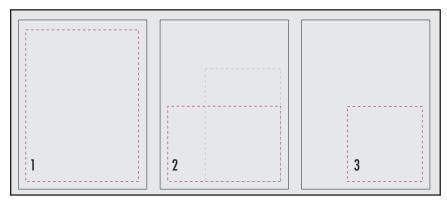
#### RECOMMENDATION FOR REALLOCATION OF MEDIA SPENDING



Percentage of studies where spending should increase for medium

When marketers implemented the recommended reallocation of media, their average return on investment (ROI) increased 23% at comparable budget levels.

## **ADVERTISING SIZES**



1. Full - 7.25" x 9.75" Bleed - 8.375" x 10.875" Trim - 8.125"x 10.625" 2. Half - 7.25" x 4.75" Half - 4.75" x 7.25" 3. Third - 4.75" x 4.75"

# **ADVERTISING COLOR RATES**

AD SIZE	4 TIMES	1 TIME
FULL PAGE	\$1,265	\$1,520
HALF PAGE	\$955	\$1,110
THIRD PAGE	\$825	\$930
BACK COVER	\$1,445	N/A
INSIDE COVER	\$1,375	N/A

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• All rates are net • All members receive a 10% discount