



2026

California

Constructor

Media Kit



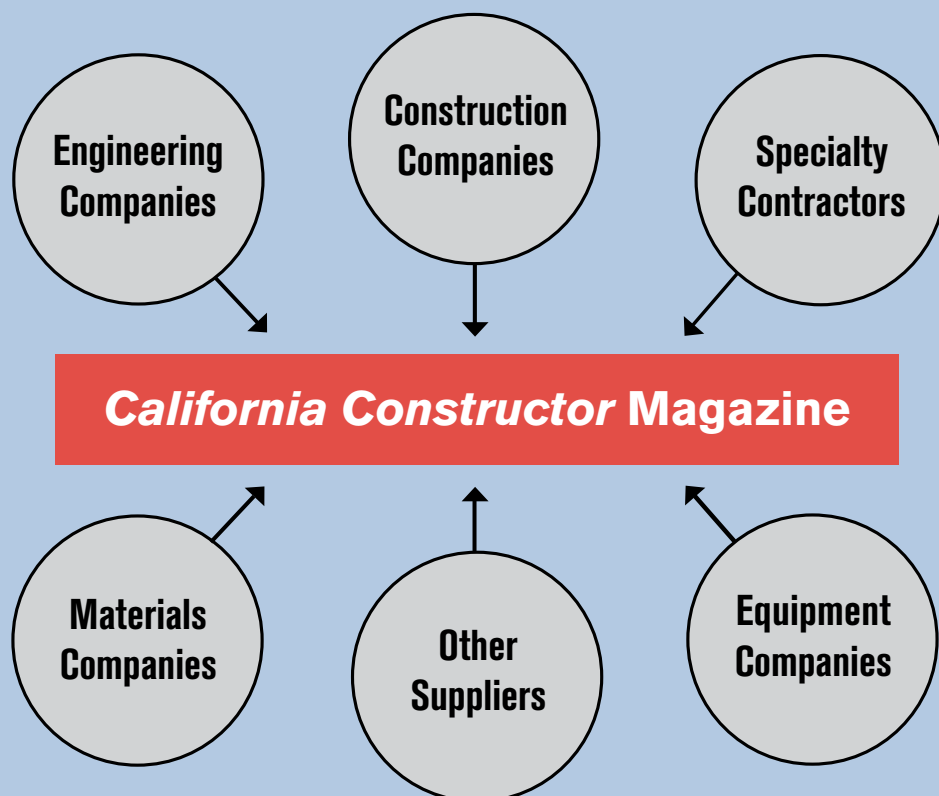
The *California Constructor* Advantage

California Constructor magazine is the only publication that reaches all segments of the construction industry throughout the entire state. It is the official magazine of the Associated General Contractors (AGC) of California. It has a broad reach and influence, reaching all AGC of California members, which consists of contractors, specialty, and associate members.

AGC of California contractor members coordinate and supervise a wide variety of projects, including building all types of public, private, commercial, and industrial structures, as well as roads, highways, bridges, underground projects, and utilities.

AGC of California specialty contractors offer unique and specialized contracting work that supports prime/general contractors on major projects. AGC of California associate members are suppliers and professional service providers within the construction industry. This includes attorneys, CPAs, insurance providers bankers, marketers, and consultants who serve the industry.

The circulation of **California Constructor** is 1,800 print subscribers and 5,800 online subscribers. The chart below shows the range of readers.



Powerful Online Presence

California Constructor is on the leading edge of digital publishing with an attractive, easy-to-use online magazine that includes:

- Sophisticated page-turning software for quick and easy browsing
- Weblinks to all website addresses in editorial and advertising
- Hyperlinks from the cover and table of contents to all articles and advertisements
- “Share” button to send the online magazine to colleagues
- Keyword searches of all editorial content
- Zooming and printing capability

California Constructor by the Numbers

84%

Readers rating *California Constructor* as “useful” or “extremely useful” for their business.

97%

Readers rating *California Constructor* as a “quality publication.”

63%

Readers saying that getting product information in *California Constructor* is “important” or “extremely important” to their company.

California Constructor Contacts

Publisher and Advertising Director

Al Rickard

703-402-9713

arickard@associationvision.com

Editor

Carol Eaton

Eaton Communications

707-789-9520

eatonc@comcast.net

AGC of California

Teresa Kent

Communications &

Marketing Manager

916-371-2422

kentt@agc-ca.org

Editorial Calendar

California Constructor is the official magazine of the AGC of California. Every issue reaches 7,600 contractors and associate members with the important news, major achievements and milestones of AGC of California, including its awards, leadership, recognition of emerging construction industry leaders, and the annual CONSTRUCT conference. It forecasts and analyzes key trends in the industry, including advocacy, legal issues, workforce development and training, sustainable construction, and more. The magazine also spotlights many of California's most significant construction projects. It is a must-read publication for thousands of California construction industry professionals.

JANUARY/FEBRUARY 2026

(Ad reservation deadline: **November 20, 2025**)

Review and Forecast Issue – A Look at the Year Ahead

- Review and forecast of the California construction market for 2026
- Spotlight on inspiring people, projects and programs that are impacting the construction industry
- Build California career counseling and placement – spotlighting the success of this complimentary AGC of California member service

MARCH/APRIL 2026

(Ad reservation deadline: **February 6, 2026**)

Special Issue: AGC of California Awards Issue

- Spotlight on Constructor, Achievement and Education Friend Award winners
- Meet 2026 AGC of California President Ryan Aukerman, Griffith Company
- AGC of California 2026 Leadership Lineup

MAY/JUNE 2026

(Ad reservation deadline: **March 20, 2026**)

Focus on Safety and Mental Health in Construction

- Mental Health in construction in the spotlight for May Mental Health Awareness Month
- Construction Safety Week: AGC of California companies stand down for safety and mental health
- Top Legal trends and major cases impacting California contractors in 2026

JULY/AUGUST 2026

(Ad reservation deadline: **May 22, 2026**)

Industry Innovation: Technology's Role in Construction

Includes Bonus Distribution at the AGC of California Small Business Construction Expo

- Industry Innovation – the latest technology transforming the construction industry and boosting efficiency on the modern jobsite
- Special Market Focus: Sustainable design and construction/green building trends
- Market Focus: Transportation construction in California – airports, highways, bridges and light rail

SEPTEMBER/OCTOBER 2026

(Ad reservation deadline: **July 24, 2026**)

Construction Workforce Development - Investing in our Future and Building your Competence

Includes Bonus Distribution at the AGC of California CONSTRUCT 2026

- Build California Update: Program highlights and successes in Year 7
- Spotlight on AGC of California training and education, student chapters, emerging leaders, and more
- Preview of 2026 CONSTRUCT

NOVEMBER/DECEMBER 2026

(Ad reservation deadline: **September 25, 2026**)

Special Issue: Construction Safety Excellence Awards 2026

- Spotlight on AGC of California Construction Safety Excellence Awards (CSEA) winners
- Spotlight on Advocacy: AGC of California leading in the legislative, regulatory and labor arenas
- Project/Market spotlight TBD

JANUARY/FEBRUARY 2027

(Ad reservation deadline: **November 30, 2026**)

Review and Forecast Issue – A Look at the Year Ahead

- Review and forecast of the California construction market for 2027

Advertising Rates

Advertisement	1X	3X	6X
Back Cover	\$ 3,175	\$ 3,050	\$ 2,900
Inside Front Cover or Inside Back Cover	\$ 2,950	\$ 2,900	\$ 2,850
Full Page	\$ 2,850	\$ 2,800	\$ 2,750
Half Page Island or Half Page Horizontal	\$ 2,050	\$ 1,900	\$ 1,775
Third Page Square	\$ 1,525	\$ 1,475	\$ 1,375

2026 California Constructor Advertising Contract

Order date: _____ Accepted by: _____

Company: _____

Contact: _____

Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Email: _____

Issue Date	Net Rate	Size and Color	Ad Material Due Date
Jan/Feb 2026			December 3, 2025
Mar/April 2026			February 13, 2026
May/June 2026			March 31, 2026
July/Aug 2026			May 29, 2026
Sept/Oct 2026			July 31, 2026
Nov/Dec 2026			September 30, 2026
Jan/Feb 2027			December 2, 2026

Net billing amount per ad: _____ Total billing for this order: _____

Special billing instructions:

ADVERTISING PAYMENT INFORMATION

Advertisers will be invoiced for ads upon publication of each issue. If you wish to pay by credit card, please fill out the information below. Fill in the per-issue dollar amount and your card will be charged upon publication of each issue.

Circle Credit Card Type: ☐ VISA ☐ MC ☐ AMEX

Name on Card _____

Card # _____ Code # _____

Billing Address (if different from above) _____

City _____ State _____ Zip Code _____

Expiration Date _____ Dollar Amount to Charge _____

ADVERTISING CONTACTS

**Email this contract and
advertising materials to:**

Al Rickard, Publisher

arickard@associationvision.com

703-402-9713

California Constructor Material Specifications

Trim Size:

8 1/2" x 11"

Preferred Materials:

- Press quality PDF files are preferred.
- Pre-flighted, digital files may be supplied on CDs, DVDs, or via e-mail. All files must include all linked scans, artwork, and fonts used in the file.
- Very large files can also be uploaded to sites such as www.yousendit.com or www.sendbigfiles.com.

Software Programs

We recommend files to be prepared using the following software programs: Adobe CS 4 or later in InDesign, Illustrator, or PhotoShop.

File Format Information

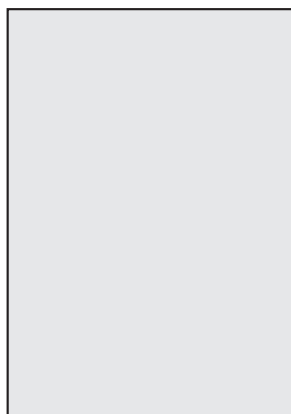
- **Compression:** Files may be compressed.
- **Resolution:** Grayscale and color images/files should have a resolution of 300 dpi, 133 line screen. Scanned black and white line art should have a minimum resolution of 600 dpi at 100%.

No Ad? No Worries!

If you don't have an ad, we can create one for you! Contact Al Rickard at 703-402-9713 or arickard@associationvision.com.

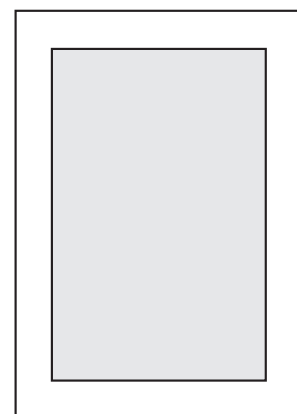
Send advertising materials to:

Al Rickard
Publisher
Association Vision
4501 Hazelnut Court
Chantilly, VA 20151
703-402-9713
arickard@associationvision.com



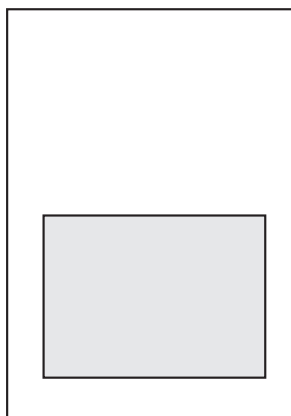
**Full Page
Bleed**

8 3/4" x 11 1/4"



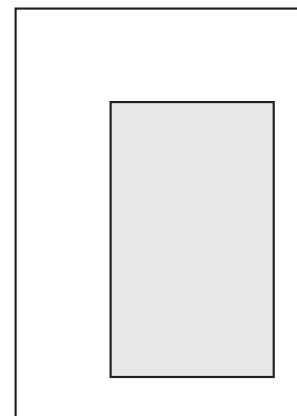
**Full Page
Non-Bleed**

7 1/4" x 10"



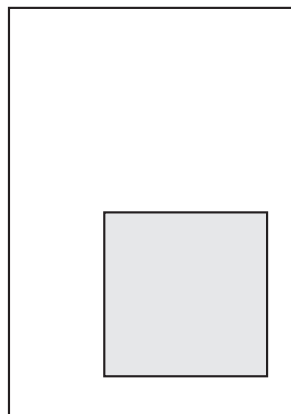
**Half Page
Horizontal**

7 1/4" x 4 3/4"



**Half Page
Island**

4 3/4" x 7 1/2"



**Third Page
Square**

4-3/4" x 4-3/4"