



# ECA

# Magazine Ad Rates

**2021**

**Magazine Advertising Rates**

**www.ecasocal.org**

## Get More From Your Ad Dollar

Put ECA to work for you! Advertise in 2021 in ECA Magazine or on our web site and take advantage of the resource for the southern California heavy construction contractor.

Since 1976, ECA's 3,000+ readers and online viewer are owners or top management decision makers in the heavy construction industry. The publications and online features of the Engineering Contractors' Association, including **ECA Magazine**, the annual **ECA Directory & Buyer's Guide**, and **ecasocal.org** have been essential tools for today's industry professional for both information and business development. ECA 's circulation reaches 11 counties from San Luis Obispo to Las Vegas to the Mexican border. Call us at 714/937-5000, or FAX 714/937-5030. Email info@ecasocal.org

## Insertion Order Form

### 2021 ECA MAGAZINE EDITORIAL CALENDAR

___ Jan., Public Works	___ Feb., ECA Directory
___ Mar., Safety Awards	___ Apr., Construction Finance
___ May, Risk Mgmt.	___ June, ECA Scholarships
___ July, Eqpt. Rentals	___ Aug., Trenchless Technology
___ Sept., Forecasts	___ Oct., DIG Award Preview
___ Nov., New Products	___ Dec., Holiday issue

### 2021 ECA MAGAZINE RATES

1 x Rates =	___ 1 pg. \$404	___ 2/3 pg. \$319	___ 1/2 pg. \$246	___ 1/3 pg. \$182	___ 1/4 pg. \$146	___ 1/6 pg. \$ 117
3 x Rates =	___ 1 pg. \$391	___ 2/3 pg. \$307	___ 1/2 pg. \$235	___ 1/3 pg. \$171	___ 1/4 pg. \$141	___ 1/6 pg. \$ 111
6 x Rates =	___ 1 pg. \$376	___ 2/3 pg. \$288	___ 1/2 pg. \$224	___ 1/3 pg. \$163	___ 1/4 pg. \$137	___ 1/6 pg. \$ 110
9 x Rates =	___ 1 pg. \$365	___ 2/3 pg. \$277	___ 1/2 pg. \$222	___ 1/3 pg. \$150	___ 1/4 pg. \$136	___ 1/6 pg. \$ 107
11 x Rates =	___ 1 pg. \$353	___ 2/3 pg. \$266	___ 1/2 pg. \$203	___ 1/3 pg. \$142	___ 1/4 pg. \$131	___ 1/6 pg. \$ 102
Card Rates =	___ Card ad \$64 (6 months minimum)		___ Card ad \$64 ea. @ 12 months			

### 2021 ECA DIRECTORY & BUYER'S GUIDE (Deadline February 15, 2021.)

___ 1 pg. \$464	___ 2/3 pg. \$368	___ 1/2 pg. \$282	___ 1/3 pg. \$209	___ 1/4 pg. \$168	___ 1/6 pg. \$136
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### COLOR & AD PRODUCTION

\_\_\_ Reserve full/four color in addition to the space rate above: \_\_\_ \$395 Full Page \_\_\_ \$199 Half Page \_\_\_ \$111 1/4 Page \_\_\_ \$68 1/6 Page  
 \_\_\_ Please call regarding ad production assistance.

NAME/TITLE.....

COMPANY.....

ADDRESS.....

CITY..... STATE..... ZIP.....

PHONE..... FAX..... EMAIL.....

\_\_\_ MasterCard \_\_\_ Visa Card # \_\_\_\_\_ Exp: \_\_\_\_\_ Total \$ \_\_\_\_\_

Name on Card \_\_\_\_\_ CVV Code \_\_\_\_\_

Card billing address \_\_\_\_\_ Card billing Zip \_\_\_\_\_

Signature/Date: \_\_\_\_\_

**Or return with check payable to ECA, 2390 E. Orangewood Av., #585, Anaheim, CA 92806.** We agree to pay ECA's invoice within 30 days of receipt and any legal or collection fees incurred by ECA for non-payment after 60 days. If the full amount of space designated in this contract is not used within the prescribed period, we agree to pay for the space actually used at the earned rate. If production-ready advertisements are not furnished, the publisher is authorized to insert advertisements or editorial matter of choice.

### Ad Dimensions:

### W x H

Magazine trim size . . . . .	8 1/2" x 11"
Full Page, bleed . . . . .	8 3/4" x 11 1/4"
Full Page, no bleed. . . . .	7 1/2" x 9 13/16"
Two Thirds Page. . . . .	4 7/8" x 9 13/16"
Half Page. . . . .	7 1/2" x 4 13/16"
One Third Page. . . . .	2 5/16" x 9 13/16"
One Quarter Page. . . . .	3 9/16" x 4 13/16"
One Sixth Page. . . . .	2 5/16" x 4 13/16"
Business Cards . . . . .	3 9/16" x 1 5/8"

### PRODUCTION/SCREENS:

Advertisements should be submitted press-ready: Digital files in Mac or PC formats. Files under 8 megabytes may be emailed to: **Innovators@aol.com**. Larger files should be sent via ftp (call for instructions) or other memory media to ECA, 2390 E. Orangewood Av., Ste. 585, Anaheim, CA 92806. Production service available for ads not press-ready, please call in advance for assistance. There is no charge for simple or card-size ad typesetting. Photo screens: 300 dpi or 150 lines per linear inch.

**SUBMISSION DEADLINE:** The 10th day of the month prior to issue month (i.e. March 10 for April issue).

### ADS:

Display ads should be submitted to: **Innovators@aol.com**. Call 562/708-4601 for more info.