



ECA

Magazine Ad Rates

2023

Magazine Advertising Rates

www.ecasocal.org

Get More From Your Ad Dollar

Put ECA to work for you! Advertise in 2023 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

2023 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

2023 ECA MAGAZINE RATES

1 x Rates =	___ 1 pg. \$417	___ 2/3 pg. \$329	___ 1/2 pg. \$254	___ 1/3 pg. \$188	___ 1/4 pg. \$151	___ 1/6 pg. \$ 121
3 x Rates =	___ 1 pg. \$403	___ 2/3 pg. \$317	___ 1/2 pg. \$242	___ 1/3 pg. \$177	___ 1/4 pg. \$146	___ 1/6 pg. \$ 115
6 x Rates =	___ 1 pg. \$388	___ 2/3 pg. \$297	___ 1/2 pg. \$231	___ 1/3 pg. \$168	___ 1/4 pg. \$142	___ 1/6 pg. \$ 114
9 x Rates =	___ 1 pg. \$376	___ 2/3 pg. \$286	___ 1/2 pg. \$229	___ 1/3 pg. \$155	___ 1/4 pg. \$140	___ 1/6 pg. \$ 111
11 x Rates =	___ 1 pg. \$364	___ 2/3 pg. \$274	___ 1/2 pg. \$208	___ 1/3 pg. \$147	___ 1/4 pg. \$135	___ 1/6 pg. \$ 105
Card Rates =	___ Card ad \$66 (6 months minimum)		___ Card ad \$66 ea. @ 12 months			

2023 ECA DIRECTORY & BUYER'S GUIDE (Deadline February 7, 2023.)

___ 1 pg. \$478	___ 2/3 pg. \$380	___ 1/2 pg. \$291	___ 1/3 pg. \$216	___ 1/4 pg. \$173	___ 1/6 pg. \$140
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COLOR & AD PRODUCTION

___ Reserve full/four color in addition to the space rate above: ___ \$407 Full Page ___ \$205 Half Page ___ \$115 1/4 Page ___ \$70 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 most professional programs are accepted 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.