



| Online Banner Ad Rates  |                             |               |
|-------------------------|-----------------------------|---------------|
| Ad Unit                 | Average Monthly Impressions | Monthly Rates |
| 728x90                  | 41,500*                     | \$2,700       |
| 300x250 Upper Rectangle | 41,500*                     | 2,300         |
| 300x250 Lower Rectangle | 41,500*                     | 1,870         |

\*Average monthly impressions based on historical data from January 01- June 30, 2009; Numbers are rounded down to the nearest 500; Actual impression levels may be higher or lower with no effect on sponsorship cost.

| Online e-Newsletter Rates                                   |               |         |         |         |
|---|---------------|---------|---------|---------|
|   | 6x            | 12x     | 18x     | 24x     |
| <b>New York Construction Insider - Distribution 29,000*</b> |               |         |         |         |
| Ad Unit   | Rates (Gross) |         |         |         |
| 728x90 Leaderboard  | \$2,300       | \$2,185 | \$2,070 | \$1,955 |
| 300x250 Rectangle   | 1,150         | 1,095   | 1,035   | 980     |

Minimum order: 6X schedule. Schedule may consist of any combination of ad placements within a 6-month period. \*Distribution based off number of emails sent as of August 2009; numbers are subject to change with no effect on rates

| Print Rates              |         |         |         |         |
|--------------------------|---------|---------|---------|---------|
|                          | 1x      | 4x      | 7x      | 12x     |
| <b>Black &amp; White</b> |         |         |         |         |
| Full                     | \$1,990 | \$1,795 | \$1,635 | \$1,495 |
| 2/3                      | 1,485   | 1,340   | 1,215   | 1,110   |
| 1/2                      | 1,215   | 1,100   | 1,005   | 945     |
| 1/3                      | 915     | 790     | 735     | 690     |
| 1/4                      | 750     | 690     | 645     | 590     |

|  |         |         |         |         |
|--|---------|---------|---------|---------|
| <b>Two Color *Black plus one color</b> |         |         |         |         |
| Full                                   | \$2,230 | \$2,035 | \$1,875 | \$1,735 |
| 2/3                                    | 1,725   | 1,580   | 1,455   | 1,350   |
| 1/2                                    | 1,455   | 1,340   | 1,245   | 1,185   |
| 1/3                                    | 1,155   | 1,030   | 975     | 930     |
| 1/4                                    | 990     | 930     | 885     | 830     |

|                   |         |         |         |         |
|-------------------|---------|---------|---------|---------|
| <b>Four Color</b> |         |         |         |         |
| Full              | \$2,540 | \$2,345 | \$2,185 | \$2,045 |
| 2/3               | 2,035   | 1,890   | 1,765   | 1,690   |
| 1/2               | 1,765   | 1,650   | 1,555   | 1,495   |
| 1/3               | 1,465   | 1,340   | 1,285   | 1,240   |
| 1/4               | 1,300   | 1,240   | 1,195   | 1,140   |

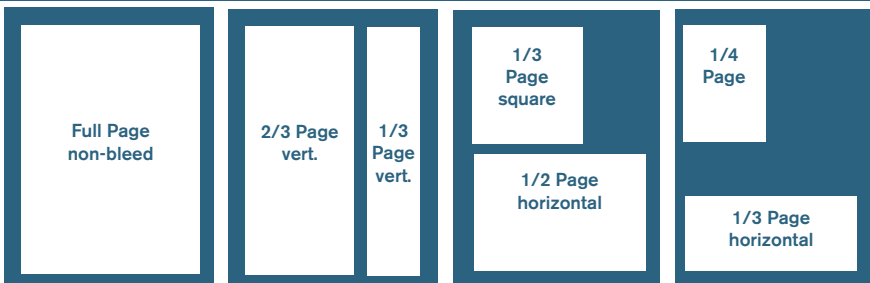
|                            |         |     |         |         |
|----------------------------|---------|-----|---------|---------|
| <b>Classified Ad Rates</b> |         |     |         |         |
| 1 Page                     | \$1,400 | --- | \$1,200 | \$1,000 |
| 2/3                        | 1,000   | --- | 800     | 800     |
| 1/2                        | 800     | --- | 700     | 700     |
| 1/3                        | 600     | --- | 400     | 400     |
| 1/4                        | 400     | --- | 400     | 300     |
| 1/6                        | 300     | --- | 200     | 200     |
| 1/8                        | 200     | --- | 100     | 100     |

|  |     |                                |     |
|--|-----|--------------------------------|-----|
| <b>Premium Positions/Additional Cost</b> |     |                                |     |
| Inside Front Cover                       | 15% | Second Spread or Center Spread | 10% |
| Page 1                                   | 15% | Inside Back Cover              | 15% |
| Page 2 through 9                         | 10% | Outside Back Cover             | 20% |

**Ad Material Requirements**

- Ads must be supplied in a suitable electronic form.
- Proof prints must be supplied with ads.
- Color proof required for color ads.
- Digital files may be sent in by disk or with special permission, email.
- Macintosh or PC compatible files are acceptable.
- All digital image files must be supplied at 300 dpi at actual size in EPS, TIFF or PDF formats (with fonts embedded).
- Programs supported are Adobe InDesign, Adobe Photoshop, Adobe Illustrator and QuarkXPress

**Ad Layouts & Sizes**



| Ad Sizes          | Inches  |   |          |
|-------------------|---------|---|----------|
| Trim size         | 8 1/8 w | X | 10 7/8 h |
| Page bleed        | 8 3/8 w | X | 11 1/8 h |
| Page non-bleed    | 7 w     | X | 10 h     |
| 2/3 page vertical | 4 1/2 w | X | 10 h     |
| 1/2 page horiz.   | 7 w     | X | 4 7/8 h  |
| 1/3 page square   | 4 1/2 w | X | 4 7/8 h  |
| 1/3 page vertical | 2 1/8 w | X | 10 h     |
| 1/3 page horiz.   | 7 w     | X | 3 3/8 h  |
| 1/4 page          | 3 3/8 w | X | 4 7/8 h  |