



2025 Advertising Media Kit

www.ctconstruction.org



CCIA CONNstruction Magazine, a 2023 MarCom Award winning publication, is mailed quarterly to CCIA's membership comprising nearly all sectors of Connecticut's \$8.2 billion commercial construction industry. Each edition covers commercial construction industry trends and key issues, policies, events, and programs. The magazine is posted on CCIA's website for expanded access and reach.

CCIA Members Include:

- General Contractors
- Subcontractors
- Building Owners
- Material Producers
- Professional Companies
- Product Suppliers
- Engineers
- Architects
- Developers
- Equipment Dealers

CCIA 2025 Media Opportunities

- CCIA CONNstruction Magazine
- ctconstruction.org Advertising



CCIA CONNstruction Magazine

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Print Dates

Issue	Ad Copy Due	Mailed to Members
CCIA CONNstruction Magazine – Spring 2025	March 5, 2025	April 2025
CCIA CONNstruction Magazine – Summer 2025	April 24, 2025	June 2025
CCIA CONNstruction Magazine – Fall 2025	July 23, 2025	September 2025
CCIA CONNstruction Magazine – Winter 2025	October 23, 2025	December 2025

Promoting your business through print channels offers several key benefits:

- **Credibility & Trust:** Align with respected industry publications to boost your brand's reputation.
- **Memorable Impact:** A well-designed print ad creates a lasting impression.
- **Targeted Reach:** CCIA publications connect you with top decision-makers in Connecticut's construction industry.
- **Increased Visibility:** Ads in industry-specific magazines capture attention and have a long shelf life, ensuring repeated exposure.



CCIA CONNstruction

Magazine Rates & Specs:

FULL-COLOR RATES

	1x	4x
Outside Back Cover	\$2,450.50	\$2,205.50
Inside Front Cover	\$2,100.50	\$1,890.50
Double Page Spread	\$2,950.50	\$2,565.50
Full Page FC	\$1,750.50	\$1,575.50
1/2 Page FC	\$1,125.50	\$1,012.50
1/4 Page FC	\$615.50	\$553.50
1/8 Page FC	\$429.50	\$389.50

15% guarantee for premium positions.

SPECS

Ad Size	Width	Height
Double Page Spread	17"	11.125"
Full Page w/Bleed	8.625"	11.125"
Full Page No Bleed	7"	9.5"
1/2 Page FC	7"	4.583"
1/4 Page FC	3.333"	4.583"
1/8 Page FC	3.333"	2.166"

All rates are net.
CCIA members receive a 10% discount.



CTconstruction.org

Website Opportunities

The CCIA website is a vital industry resource that provides quality and timely information to its members. Visitors to ctconstruction.org access association news, education and training opportunities, CCIA's membership directory, calendar of events, and industry resources, including CCIA's CONNstruction Magazine.

- Cross-promoted in other CCIA publications and communication
- Directs visitors to a landing page of your choice
- Consistent visibility throughout the year boosts brand awareness

Home Page Rectangle (300x250 pixels)

- Two rotations
- Located on the home page only
- \$1,910 / 12 months

Sub Page Leaderboard (728x90 pixels)

- Two rotations
- Located at the top of interior pages
- \$1,685 / 12 months

Sub Page Rectangle (300x250 pixels)

- Two rectangles with two rotations each (four spots total)
- Located on right side of interior pages
- \$1,120 / 12 months

