

# 2017 PCCA Media Planner

For more than 70 years, the Power & Communication Contractors Association has represented the interests of contractors working in power and communication construction, and the *PCCA Journal* is your direct connection to decision makers at the industry's leading contracting companies. PCCA members are exactly the people you want to reach – ones with hefty budgets for the products and services your company provides and with the authority needed to make the purchase.

PCCA publications, meetings, and [www.pccaweb.org](http://www.pccaweb.org) provide you with unparalleled access to leaders in the power, telecommunications, cable television, and directional drilling industries. PCCA members rely on the association to expand their knowledge base, share ideas, and build their businesses. Your presence in these publications and at the meetings shows support for the power and communication construction industry and provides you with repeated exposure to your primary customers.

Published quarterly, each issue of the *PCCA Journal* explores the vast world of power and communication construction and covers topics developed by association members. Articles are written by industry experts who understand the unique challenges faced by power and communication contractors, manufacturers, and suppliers.

**Quarterly Circulation:** 1,500

## 2017 PCCA Publication Deadlines

**Quarter 1 Journal** – publishes in January  
Space 1/16, Art 1/23

**Convention Program** – publishes in March  
Space 1/30, Art 2/6

**Quarter 2 Journal** – publishes in May  
Space 4/14, Art 4/21

**Membership Directory** – publishes in June  
Space 5/12, Art 5/19

**Quarter 3 Journal** – publishes in August  
Space 8/4, Art 8/11

**Quarter 4 Journal** – publishes in December  
Space 11/3, Art 11/10

## PCCA Special Advertising Package

Advertise in **all six** PCCA publications for one special price. Placement includes ads in all four issues of the *PCCA Journal*, the PCCA Annual Convention Program, and the PCCA Membership Directory and Buyer's Guide. All rates are net and are non-commissionable.

### 4-Color Ads

Full-page – \$10,000  
Half-page Island – \$8,800  
Half-page – \$6,000  
Quarter-page – \$3,600

### Black & White Ads

Full-page – \$3,500  
Half-page Island – \$2,900  
Half-page – \$2,600  
Quarter-page – \$1,500

# 2017 Print Advertising Rates

## PCCA Journal – Published Quarterly

### Black & White

Size	6-Time	3-Time	1-Time
Full Page	\$700	\$770	\$800
2/3 Page	\$600	\$660	\$690
1/2 Island	\$540	\$568	\$598
1/2 Page H or V	\$500	\$543	\$572
1/3 Page	\$417	\$439	\$462
1/4 Page	\$265	\$278	\$293

#### Position Charges:

Back cover 20%

Other preferred positions 15%

### 4-Color

Size	6-Time	3-Time	1-Time
Full Page	\$1,900	\$1,970	\$2,000
2/3 Page	\$1,800	\$1,860	\$1,890
1/2 Island	\$1,740	\$1,768	\$1,798
1/2 Page H or V	\$1,316	\$1,342	\$1,372
1/3 Page	\$1,217	\$1,239	\$1,262
1/4 Page	\$762	\$778	\$793

## The Annual PCCA Directory & Buyer's Guide – Published in June

Space deadline is May 12, Materials due May 19

### Advertising Rates

Size	b/w	4/c
Full Page	\$950	\$1,950
2/3 Page	\$850	\$1,850
1/2 Island	\$750	\$1,750
1/2 Page	\$700	\$1,500
1/3 Page	\$500	\$1,000
1/4 Page	\$300	\$800
Listing Logo		\$500

#### Position Charges:

Back cover 20%

Other preferred positions 15%

## Annual Convention Program & Exhibit Guide – Published in March

Space deadline is January 30, Materials due February 6

### Advertising Rates

Size	b/w	4/c
Full Page	\$720	\$1,720
2/3 Page	\$613	\$1,613
1/2 Island	\$540	\$1,540
1/2 Page	\$502	\$1,502
1/3 Page	\$450	\$950
1/4 Page	\$265	\$760

#### Position Charges:

Back cover 20%

Other preferred positions 15%

# PCCA Publication Artwork Specifications

All publications are printed offset on 8 1/2" x 11" pages with a total live area of 7 1/2" x 10". Digital submissions are required. Minimum resolution is 300 dpi.

<u>Ad Size</u>	<u>Live Area</u>	<u>Bleed Size</u>	<u>Trim Size</u>
Full Page	7 3/4 x 10 3/4"	8 3/4 x 11 1/4"	8 1/2 x 11"
2/3 Page	4 3/4 x 10"	N/A	N/A
1/2 Island	4 3/4 x 7 1/2"	N/A	N/A
1/2 Horizontal	7 1/4 x 5"	8 3/4 x 5 5/8"	8 1/2 x 5 1/2"
1/2 Vertical	3 1/2 x 10"	4 3/8 x 11 1/4"	4 1/8 x 11"
1/3 Page	4 3/4 x 4 7/8"	N/A	N/A
1/4 Page	3 1/2 x 4 7/8"	N/A	N/A

## PCCA Journal Digital Edition

The *PCCA Journal* Digital Edition opens a new world for advertisers and readers. As an advertiser in *PCCA Journal's* print edition, your ad will also appear in the electronic edition with active links to your website. The digital edition provides global distribution of your message.

**For more information, please contact the PCCA sales and marketing team:**

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