DDC Journal’s mission is to enlighten, engage and entertain its readers through thought-provoking content geared towards the senior-level construction and real estate business professional. By both print and online avenues, we strive to empower our readers in their efforts to gain valuable insight by showcasing notable projects and success stories, and highlighting strategic business and best-practice methodologies. For our advertisers, we look to promote a forum in which to showcase their work or product in front of a qualified, decision-making readership. In doing this, we target the people who influence purchasing decisions to provide the best return on investment for your advertisement.

The real estate and construction markets have been inching back to pre-recession levels, but the recovery is by no means complete—that’s why it’s especially important to get insight into the industry from its leaders, those people who are surviving and thriving in a fast-changing business landscape.

DDC Journal (Design, Develop, Construct) is the magazine for those professionals with the vision to build North America. Each quarterly issue delivers expert information from the individuals and companies that are making their mark in a competitive industry.

All major market segments are covered, including commercial, industrial, office, mixed-use, government and military, healthcare, education, hospitality, retail and residential. In addition to in-depth project and company case studies, DDC Journal provides insight into the latest topics and trends including green building, financial and market drivers, project financing and product advances.

Each of the market segments we feature carries with it its own set of challenges—and we specifically ask executives at each of the organizations what they are doing to overcome their unique challenges. In this way our case studies deliver a toolbox of information and insight geared to helping readers solve the challenges that affect their projects and the way they do business.
EDITORIAL CALENDAR

DDC JOURNAL’S UNIQUE EDITORIAL FOCUS

on senior executives makes your media buying activities easier, offering direct access to construction and real estate’s key players. We produce carefully targeted content to inspire and inform, reaching executives at a time when they are most involved and engaged.

Q1 - SPRING 2020
Sales Deadline: 1/17/20
Copy Deadline: 1/24/19
Cover: Multifamily
Green Building: Net-Zero Building
Special Feature: Ultra-Luxury Residential
Development Trends: Modular Building
US Focus: Region: Southeast
Metro Area Highlight: South Florida
Canadian Focus: Real Estate Boom in the Greater Toronto Area

Q2 - SUMMER 2020
Sales Deadline: 4/10/20
Copy Deadline: 4/17/20
Cover: Transportation and Infrastructure
Green Building: TBD
Special Feature: Labor Shortage Challenges
Development Trends: Transit-Oriented Developments
US Focus: Region: Midwest
Metro Area Highlight: New York City
Canadian Focus: Region: British Columbia

Q3 - FALL 2020
Sales Deadline: 7/10/20
Copy Deadline: 7/17/20
Cover: Green Building Issue
Green Building: Green Building Products & Trends
Special Feature: Green Builders Highlight
Development Trends: Guide to LEED Certification
US Focus: Region: West
Metro Area Highlight: Vancouver
Canadian Focus: Region: Alberta

Q4 - WINTER 2020
Sales Deadline: 10/9/20
Copy Deadline: 10/16/20
Cover: Commercial
Green Building: TBD
Special Feature: Job Training Challenges
Development Trends: Hospitality and Resort Building
US Focus: Region: Northeast
Metro Area Highlight: Los Angeles
Canadian Focus: Region: Quebec

* Please note that Sales and Copy deadlines listed above are provisional and subject to change without notification by the publisher.
EACH ISSUE DELIVERS A TOOLBOX OF INFORMATION

and insight geared toward helping you solve the challenges that affect your projects and the way you do business. You will also find incisive and informative editorials that address lessons learned, government and policy issues surrounding the construction industry and how economic and other factors will impact business-making decisions over the next few years.
WE'RE FOCUSED ON PROVIDING YOU,
the industry professional, knowledge and information about individuals and companies in
the market who are making big strides in all aspects of construction.

- ACS Infrastructure
- AMLI Residential
- Balfour Beatty
- Cadillac Fairview
- CenterPoint Properties
- Con-Real / Manhattan Construction JV
- Confluence Companies
- Cottonwood Group
- D&S Builders
- Duke University
- EllisDon
- FCL Builders
- Gensler
- Greystar
- Harrod Properties
- Hines
- Infrastructure Ontario
- L&L Holdings
- Lennar Multifamily Communities
- Lightstone Group
- Milender White
- Pomerleau
- Related Group
- Reliance Construction
- Rogers O'Brien Construction
- Senior Lifestyle Corporation
- TF Cornerstone
- Trammell Crow Company
- W.E. O'Neil Construction
- Westbank
- Wood Partners
### ADVERTISING SPECIFICATIONS

**Magazine Size**: 8.5" x 11"

#### File Submission Specs:
- **file types**: PDF - No Crop Marks, Color Bars, etc. Artwork Only!
- **resolution**: 300dpi and at 100% of output size
- **mode**: CMYK
- **fonts**: all fonts must be embedded or supplied

#### File sizes:
The file sizes can reflect the print quality of a JPEG. Most high resolution images should be between 1 and 2 mb in size.

#### Paper Stock Specs:
- Print on high-quality matte finished paper stock, creating a perfect bond publication.
- 4-color, 8.5" x 11".
- 70lb paper stock for interior pages, heavy 92lb matte laminated paper stock used for the cover affording us the use of bold, bright colors on subsequent pages.

#### Color Rates:

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### Terms And Conditions

The following conditions apply to every advertisement submitted to Avenir Publishing:

- No change to these terms is valid unless Avenir Publishing expressly agrees in a signed writing. All representations to the advertiser or agency are included within this document. The state and federal courts located in Chicago, Illinois shall provide exclusive jurisdiction and venue over any claim regarding this agreement, unless both parties agree to arbitration. The laws of the state of Illinois shall be applicable to all contracts performed completely within Illinois.

- Avenir Publishing reserves the right to refuse to publish any advertisement at its own discretion for reasons including, but not limited to, content that Avenir Publishing believes may cause confusion to subscribers as to whether the content is an advertisement. Advertiser agrees to pay for advertising previously published as though the entire order was completed.

- Any advertisement that Avenir Publishing believes may cause confusion to subscribers as to whether the content is an advertisement must be clearly labeled as an advertisement, and Avenir Publishing may insert “ADVERTISEMENT” as Avenir Publishing believes is necessary.

- Advertiser shall only use advertisements for its own organization, product, or service. Only Avenir Publishing can authorize the use of advertising space. An advertisement accepted by Avenir Publishing is not an endorsement of the advertiser or any claims therein.

- Requests for placement and positioning may be honored, but any restrictions are subject to Avenir Publishing’s discretion unless the advertiser has paid for a specific placement. If the advertiser cancels any order, fails to fulfill an order, or Avenir Publishing reasonably believes that the advertiser will fail to fulfill an order, the advertiser must pay any discounts on previously published advertisements. If the advertiser fails to provide their artwork in a timely manner, Avenir Publishing reserves the right to submit the advertisement copy on behalf of the client.

- Orders for front covers, back covers, and single insertions cannot be cancelled. All other advertisements cannot be cancelled within 30 days of the closing date (e.g. closing date is May 31, cancellation must occur prior to May 1). Advertiser is responsible for all costs, including services and materials, related to the advertisement incurred prior to cancellation.

- Orders for advertisements submitting different rates than those listed in this media kit may be changed to reflect the rates in this media kit, and advertiser will be charged accordingly.

Interest will be charged the lesser of the highest legal rate on past due balances or 2% per month beginning 30 days from the date of the invoice. Advertiser agrees to pay costs, including attorney’s fees, necessary to collect any unpaid charge for any advertisement.

In the event any third parties are employed to collect any outstanding monies owed by said business the undersigned agrees to pay reasonable collection costs, including attorney fees, whether or not litigation has commenced, and all costs of litigation incurred. By submitting an advertisement, advertiser represents that the content submitted does not violate any applicable law. Advertiser agrees jointly and severally to indemnify and hold harmless Avenir Publishing against any action, liability, loss, claim, or any other expense, including attorney’s fees, incurred by Avenir Publishing due to receiving, possessing, copying, printing, distributing, or any dissemination of material supplied by, or created for or approved by, the advertiser.

If Avenir Publishing makes an error or omission in an advertisement, the damage owed by Avenir Publishing is limited to the amount paid for said advertisement. The advertiser may only receive a refund if the advertiser has submitted or approved a proof of the advertisement, and the proof differs from the advertisement. The advertiser is responsible for the production quality of materials submitted to Avenir Publishing, and the advertiser is responsible for any charges resulting from changes made to submitted materials necessitated by advertiser’s failure to meet Avenir Publishing’s specifications listed in this media kit. The advertiser must notify Avenir Publishing of any error within 30 days of receiving an invoice. All orders placed by an agency acting with authority, bind the advertiser and agency, including any legal obligations relating to the advertisement. Avenir Publishing may bill either advertiser or agency. Billing the agency serves as notice to advertiser. Joint and several liability shall not be limited by agency receiving the bill. Advertiser’s liability to Avenir Publishing is not discharged by paying agency. Disputes between advertiser and agency shall not affect the rights of Avenir Publishing.

Avenir Publishing owns any copyright in any advertisement it creates, and the copyrighted material may not be used by anyone but Avenir Publishing without Avenir Publishing’s prior written consent. All advertisements may be reproduced by Avenir Publishing in any form of media the issue appears in, whether the issue is reproduced in whole or in part.

By submitting an advertisement, advertiser represents that the content submitted does not violate any applicable law. Advertiser agrees jointly and severally to indemnify and hold harmless Avenir Publishing against any action, liability, loss, claim, or any other expense, including attorney’s fees, incurred by Avenir Publishing due to receiving, possessing, copying, printing, distributing, or any dissemination of material supplied by, or created for or approved by, the advertiser.
DEDICATED TO THOSE WHO DESIGN, DEVELOP AND CONSTRUCT,

DDC Journal is the title for those with the vision to build North America. The modern construction market constantly challenges those at the heart of the industry to perform to ever-higher levels at each stage of the project process.

**READERSHIP**

- 14.98% - Western US
- 16.25% - Midwestern US
- 13.88% - Northeastern US
- 21.94% - Southeastern US
- 8.06% - Western Canada
- 12.13% - Central Canada
- 12.76% - Eastern Canada

**ADVERTISERS**

- ACS Infrastructure Canada, Inc
- AECOM
- Aecon Infrastructure
- Algoma Central Corporation
- Amec Foster Wheeler
- BancorpSouth Insurance Services, Inc.
- Bank of Montreal
- Beton Prefabrique Du Lac
- Cappelli Organization
- CBRE
- CHANDOS
- CertainTeed Gypsum Canada
- City Real Estate Advisors, Inc.
- Coats Rose
- Cohn Reznick
- Curran Architecture
- CVR Associates
- Domain Communities
- Dow Solar
- Edgewood Management
- EllisDon Corporation
- Everyday Energy
- Facchina Construction
- Farmer, Fuqua & Huff, P.C.
- First American Title Insurance Company
- Flatiron
- Foster Pepper PLLC
- George K. Baum & Company
- Gibbs Construction
- Grohe AG
- Guyder Hurley P.C.
- Hathaway Dinwiddie Construction
- Herzog Contracting Corp.
- Hunt Construction Group
- IBG Construction Services
- Jensen Hughes Consulting Canada Ltd.
- JIMBA + Architects
- Jones Lang LaSalle
- Jorgensen-Reeve Builders, Inc.
- JP Morgan Chase
- Keystone Development, LLC
- Kier Construction
- KMK Capital Inc.
- Lake City Bank
- Lendlease Corporation
- Love Funding
- Moen
- Monarch Bank
- MTE Consultants
- Murtha Cullina LLP
- National Development Council
- National Equity Fund
- NBT Bank
- Nokia
- Norstar Development
- NorthMarq Capital
- Nova Investment Realty
- Novogradac & Company LLP
- Ohio Capital Corporation
- PCL Civil Constructors
- PCL Constructors Canada
- Placer Title
- PlanWorks Architecture Inc.
- Plaza Construction
- PSL Architects
- Quanta Power
- Red Capital Group
- Red Stone Equity
- Residential Title
- RKR Construction Company
- Sabak, Wilson & Lingo, Inc.
- Shutts & Bowen
- SunTrust Bank
- TCF Bank
- TD Bank
- Telus
- Turner Construction Co
- The Arker Companies
- The Core Companies
- The Richman Group
- The Weitz Company
- tvsdesign
- Union Savings Bank
- Urban Quotient
- US Bank Commercial Real Estate
- Valbridge Property Advisors
- W.E. O’Neil Construction Company
- Walsh PCL
- Wells Fargo
- Winthrop & Weinstine, P. A.
- Wisconsin Housing Preservation Corporation
- WSP Parsons Brinckerhoff
- Yard Systems
- Yisrael A. Seinuk, P.C.
EVERY ISSUE IS NOW AVAILABLE
ONLINE WITH INTERACTIVE CAPABILITIES

• Keyword Searching
• Rich Media Integration
• Direct Links to Advertiser Websites

• Faster Delivery
• Clickable Table of Contents
• Eco-Friendly

PROFILE YOUR COMPANY,
PRODUCT, NEWS OR SERVICE
IN DDC JOURNAL.
We can structure content to maximize your visibility and exposure,
while ensuring an 'evergreen' nature to the coverage by guaranteeing
three months coverage in print and a year's coverage online.

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North America’s Resource For Building And Real Estate Professionals

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