

THE CORNERSTONE

A CONSTRUCTION PUBLICATION FOR WORKFORCE DEVELOPMENT PROFESSIONALS

media kit

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WHAT IS *THE CORNERSTONE*?

It has never been more important for the industry to stay focused on workforce development and training. NCCER is excited to debut its new publication, *The Cornerstone*, for the construction, maintenance and pipeline industries. Our innovative publication will provide the necessary tools and practical resources for addressing the workforce development needs of our industry. If you are training new entrants into the workforce, developing employee skills or looking to start a new training program or enhance your existing program, this is the publication for you.

WHY ADVERTISE IN *THE CORNERSTONE*?

The Cornerstone magazine is distributed to 15,000 professionals, including:

- Training Directors
- Project Managers
- Safety Directors
- Presidents
- CEOs.

These professionals represent top construction and construction-related firms across America. Readership also includes career and technical educators representing secondary and post-secondary programs across the country.



WHAT KIND OF CONTENT CAN I EXPECT?

The Cornerstone is a premier publication focused on industry-recognized training products, methods and events in the construction, maintenance and pipeline industries. Editorial content will feature innovative and quality construction education programs around the country. Topics will include the many facets of addressing workforce development, including how-to articles, craft training, safety and management education, recruitment and image enhancement and return on investment.

Each issue will have a distinct theme, providing the most intriguing, up-to-date information for our readers. As an advertiser, you will have the opportunity to coordinate your ad with our content to provide our readers a customized compilation of information.

ABOUT NCCER

NCCER is a not-for-profit 501(c)(3) education foundation created in 1996 to develop standardized construction, maintenance and pipeline curricula with portable credentials and to help address the critical skilled workforce shortage. Our mission is to build a safe, productive and sustainable workforce of craft professionals.

FEEDBACK

MAGAZINE FEEDBACK

"The magazine looks very good and contains great information. Good Job!"

"I thought it to be a worthy publication, up to the standard of excellence expected of NCCER! The graphics and photography are very good."

DIGITAL ISSUE FEEDBACK

"I LOVE IT! No paper to fuss with unless you WANT to print a copy of the article. It took only a few seconds to familiarize yourself with how everything worked, how to zoom, etc. Great articles and great color!"

"I think it's great! Easy to use and handy to share with coworkers across the country."

NEW ONLINE OFFERINGS

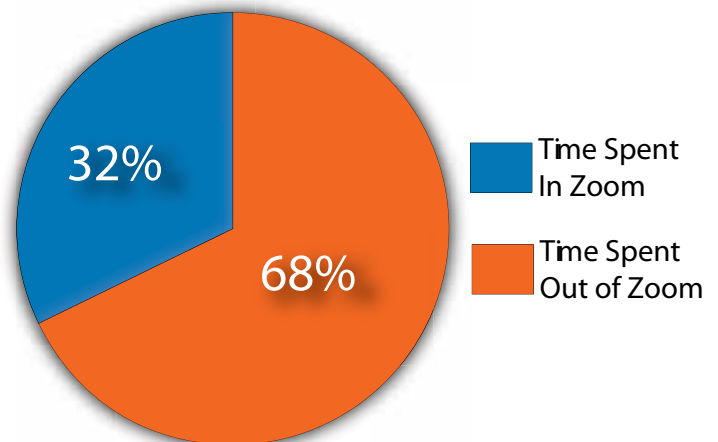
OVERVIEW

NCCER now offers digital enhancements for our print advertisers. After placing a print ad in *The Cornerstone*, these upgrades are available to further the impact of your ad in our online digital edition.

- \$50** **Basic Hyperlink:**
Hyperlink your entire ad or components within it to give readers fast, convenient access to your site.
- \$75** **Hyperlink UPGRADE:**
Your advertisement will be more attractive with Flash animation. Purchase one of the four hyperlink upgrades to draw readers' attention to your ad and bring potential customers to your site:
- Pulsate: Flashes your ad or link.
 - Frame: zooms in on your ad or link when the reader's mouse passes over it.
 - Fade: fades your ad or link from white to visible when the reader's mouse passes over it.
- \$250** **Video/Audio Files:**
Generate greater awareness of a product or promotion and provide additional information right at the point of contact in The Cornerstone online by embedding a video or sound into your digital ad. Not only will your ad provide multimedia information, but it will draw your readers' attention even more. *Complimentary design/creative services are not available for video/audio files. Please see the following page for file submission specifications.*
- \$1,000** **eToolbar Digital Package:**
The eToolbar Digital Package includes your company logo at the top of the screen, a Hyperlink upgrade and a listing in the Interactive Index to Advertisers. With one exclusive eToolbar logo per online issue, your logo, linked to your website, will remain at the top of the screen, where it will be visible on every page of the site. This package upgrades a print ad of any size or coloration. *Please see the following page for eToolbar logo specifications.*
- \$1,500** **Digital Issue Sponsorship**
As the digital issue sponsor, yours will be the first name seen when customers open the digital edition. Sponsorship places your full-page ad to the left of the cover on the site's introductory page, and includes one Hyperlink upgrade with the effect of your choice. All readers must pass through this cover-spread portal to begin viewing the digital edition.

You must purchase a full-page ad in the corresponding print issue of *The Cornerstone* to be the digital issue sponsor.
- Interactive Index to Advertisers:**
(Included with any web purchase) Automatically redirects to your ad within *The Cornerstone* for further visibility.

Time Spent



ADVERTISING RATES

Color Rates

Size	1x	2x
Full Page	\$2,179	\$2,029
1/2 Page	\$1,439	\$1,349
1/2 Page (Island)	\$1,739	\$1,649
1/3 Page	\$1,319	\$1,229
1/4 Page	\$ 1239	\$1,179
1/8 Page	\$ 749	\$ 689

Black/White Rates

Size	1x	2x
Full Page	\$1,579	\$1,429
1/2 Page	\$1,139	\$1,049
1/3 Page	\$1,019	\$ 929
1/4 Page	\$ 939	\$ 879
1/8 Page	\$ 449	\$ 389

Cover and Premium Positions

Size	1x	2x
Double Page Spread	\$3,609	\$3,499
Inside Front Cover	\$2,749	\$2,619
Inside Back Cover	\$2,749	\$2,619
Outside Back Cover	\$3,409	\$3,299

Additional Premium Advertising Opportunities

Additional premium advertising opportunities include Inserts, Outserts, CDs, Belly Bands and Post-Its. For additional information or a custom quote, contact your account executive.

PUBLICATION SCHEDULE

Spring 2011 – Volume 3 Issue 1

Advertising Deadline: March 18, 2011

Publication Date: May 2011

Features:

Career Path

Recap of Careers in Construction Week

Ace Mentor Program

Construction Education and High School Students

Community Builders: Skills USA Welding Competitors

Tech Talk: Power Generation

Inside the Industry: Worker Satisfaction

Sponsor Spotlight: Navajo Technical College, Trident Technical College, and National Technical Honor Society

Fall 2011- Volume 3 Issue 2

Advertising Deadline: August 12, 2011

Publication Date: October 2011

** Editorial content and dates subject to change.*

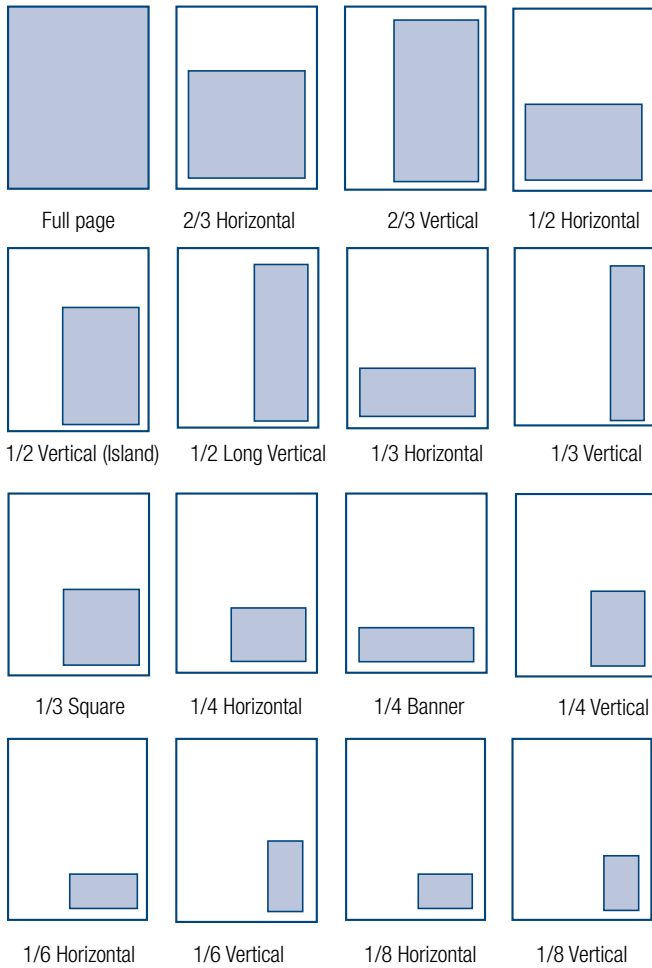
Gain Maximum Exposure with the Digital Issue!

Each issue, an interactive digital edition will be e-mailed out to over 4,000 viewers after the print issue is mailed. The digital edition will also be posted on nccer.org until the next issue is printed. New for 2010: All advertisements will be linked to their company's website for FREE!"

NCCER Accredited Sponsors receive a 10% discount.



ADVERTISING SPECIFICATIONS



Advertising Sizes

AD SIZE	WIDTH	DEPTH
DPS Bleed	17"	11.125"
Full Page Bleed	8.625"	11.125"
Full Page	7"	9.5"
2/3 Horizontal	7"	6.333"
2/3 Vertical	4.583"	9.5"
1/2 Horizontal	7"	4.583"
1/2 Vertical (Island)	4.583"	7"
1/2 Long Vertical	3.333"	9.5"
1/3 Horizontal	7"	3"
1/3 Vertical	2.167"	9.5"
1/3 Page Square	4.583"	4.583"
1/4 Horizontal	4.583"	3.333"
1/4 Banner	7"	2.167"
1/4 Vertical	3.333"	4.583"
1/6 Horizontal	4.583"	2.167"
1/6 Vertical	2.167"	4.583"
1/8 Horizontal	3.333"	2.167"
1/8 Page Vertical	2.167"	3.333"

Guaranteed Position: 15% extra
 Advertising Agencies: Please add 15%
 Advertising Inserts: Rates on request

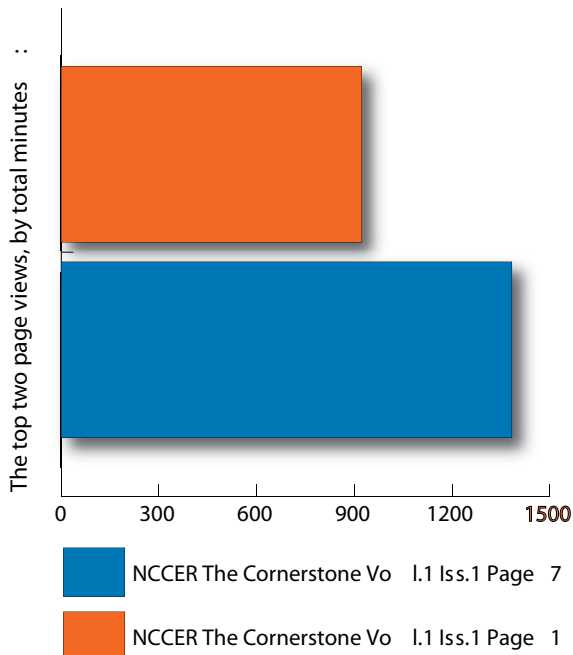
Production Specifications

Preferred file format is Adobe PDF, provided all fonts are embedded and all color is converted to CMYK. ALL IMAGES MUST BE 300 DPI. The publisher assumes no responsibility for images provided at less than 300 DPI. Color ads should include a color proof. The publisher assumes no responsibility for ads where no proof has been provided. DO NOT USE PICTURES FROM A WEB SITE, unless the web site explicitly states that these images are intended for use in print. Any file over 10 MB in size should be uploaded to our FTP site. Please contact your sales representative for information. Any changes beyond second proof will have a surcharge of \$50 for each additional proof.

Mechanical Requirements

Size in Inches	Width	Depth
Trim Size	8.375" x	10.875"
Live Area	7.5" x	10"

1,062 Total Views (Our Most-Read Z-Mag)



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