

2013 MEDIA GUIDE

CONSTRUCTION BUSINESS OWNER

THE LEADING BUSINESS MAGAZINE FOR CONTRACTORS



IN THE OFFICE

Risk Management
Business Strategy
Legal Notes
Workforce Management
Software & Technology
Finance & Accounting
Marketing



IN THE FIELD

Equipment Matters
Jobsite Safety
Equipment Maintenance
Project Management
Equipment Financing
Project Profiles



CONSTRUCTION BUSINESS OWNER

THE LEADING BUSINESS MAGAZINE FOR CONTRACTORS

Advertising Advantage

Why Advertise in Construction Business Owner?

CBO is the only BPA-audited publication of its kind.

CBO readers are top decision makers.

CBO offers additional penetration and bonus distribution at trade shows.

CBO provides comprehensive coverage of business and equipment management topics.

CBO provides additional web and marketing avenues.

CBO has a verifiable lead-generation system.



I want to say I think you have a great publication with a lot of useful content for contractors like me.

**Charlie Murren, President
C.A. Murren Contractors and Engineers, Inc.
Grayson, Ga.**

I always read Construction Business Owner and especially look forward to George Hedley's column. He has a great way of bringing smart, strategic ideas to practical use and is definitely an inspiration.

**Jessica Weatherford, CFO
UCI Construction
Martinez, Calif.**

Thanks for the good magazine. The focus on 'business' as opposed to construction is a differing viewpoint.

**Robert Dorazio, General Contractor
Robert Dorazio Steel Building
Avila Beach, Calif.**

Advertising in CBO is a great way for us to communicate with contractors who may be interested in how our products can help them be more competitive when bidding on government jobs. The articles are timely and relevant, and we are confident that our message is being seen by decision makers.

**Justin West, Marketing Manager
Fringe Benefit Group
Austin, Texas**





Circulation Advantage

When trying to reach construction industry business owners, you want to know that the audience you reach is engaged, relevant and influential.

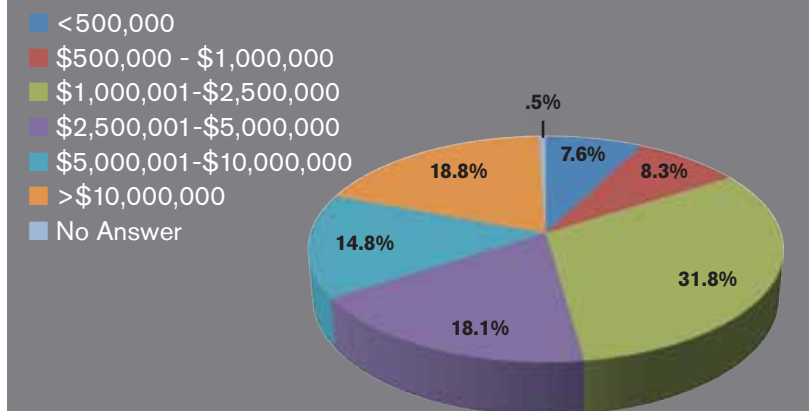
BUSINESS OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION

	Total Qualified	% of Total
General Building Contractor	21,045	52.5
Highway and Heavy Construction	12,575	31.4
Special Trade Construction	1,021	2.5
Highway/Street Construction	3,563	8.9
Water/Sewer/Utility Construction	3,229	8.1
Heavy Construction	1,146	2.9
Concrete Work	1,729	4.3
Excavation Work	1,528	3.8
Wrecking/Demolition Work	359	0.9
Plumbing Contractors	1,326	3.3
Others Allied to the Field	5,104	12.8
TOTAL QUALIFIED CIRCULATION	40,050	100



Source: BPA Report, June 2012

CBO SUBSCRIBERS BY ANNUAL SALES REVENUE



Source: BPA Report, June 2012
Percentages have been rounded; therefore they will not total 100%

RECENT SURVEY

- 21% of our readers have an annual sales volume of \$20 million and up
- 48% of these readers report annual revenue of \$50 million and up

Source: 2012 Litchfield Readership Survey

Our Readers Took the Following Actions as a Result of Seeing Advertisements in *Construction Business Owner Magazine*:

Visited an advertiser's website	71%
Recommended a product/service	26%
Purchased/ordered a product/service	20%
Contacted an advertiser directly by phone	18%
Responded to the reader service email	7%

Our Readers Will Purchase These Products Within the Next 12 Months:

Insurance	56%
Instruments, Tools and Maintenance Supplies	48%
Light Trucks	47%
Safety and Training Equipment	47%
Computer Hardware	43%
Software	43%
Attachments, Parts and Supplies	41%
Finance and Accounting Services	37%
Mobile Communications	33%
Trailers	27%
Compressors, Generators and Pumps	26%
GPS	22%
Employment and Legal Services	19%
Welding Equipment	18%
Earthmoving Equipment	18%
Compact Equipment	15%
Lifting and Hoisting Equipment	14%
Concrete and Paving Equipment	11%

Our Readers Plan to Buy the Following Types of Software in the Next 12 Months:

Estimating Takeoff	46%
Job Costing/Accounting/Payroll	42%
Project Management	38%
Project Scheduling/Time Tracking	29%
CAD/Drafting	25%
Mobile Communications	20%
Service/Maintenance	19%
BIM	11%
Document Imaging/Management	11%
Asset Tracking	9%
Equipment Security	8%
Data Security	3%

Source: 2012 Litchfield Readership Survey

In the Office

Our business management editorial sets *Construction Business Owner* apart from other construction magazines. CBO's "In the Office" content offers the kind of practical business management knowledge that owners of construction companies need for growth. Each month, CBO readers learn how to grow their businesses, manage and reduce risks, cut costs, motivate employees, manage accounting processes and market their companies—the kind of details that can make or break a construction company.



Departments

- ▶ **SOFTWARE SOLUTIONS**
Discusses the advantages of construction-specific software and what to look for in accounting, estimating and project management programs.
- ▶ **WORKFORCE MANAGEMENT**
Covers every management concern, including building a results-oriented team, providing health benefits for employees and managing administrative paperwork.
- ▶ **BUSINESS STRATEGY**
Provides methods to gain a competitive edge and boost profits, as well as insights into the current construction climate.
- ▶ **RISK MANAGEMENT**
Explores the latest strategies for controlling risks and news from the insurance and surety market.
- ▶ **BOTTOM LINE: ACCOUNTING & FINANCE**
Investigates accounting standards and best practices, as well as news about tax updates.
- ▶ **LEGAL NOTES**
Reviews current standards regarding legal practices relevant to the construction industry.
- ▶ **MARKETING**
Examines how to grow the business, including topics such as building a brand, developing creative marketing campaigns and reaching more customers.

Expert Advice



George Hedley

Former contractor and business coach George Hedley provides solutions to readers' pressing problems. Hedley is the author of *Get Your Business to Work!* and *The Business Success Blueprint for Contractors*.



Gregg Schoppman

Gregg M. Schoppman authors "Project Management," a regular column offering insights on how to evaluate estimators, project managers and foremen as well as practical methods for measuring results. As a consultant with FMI, management consultants and investment bankers for the construction industry, Schoppman specializes in the areas of productivity and project management.



Departments

Construction Business Owner recognizes that business management isn't just about what happens in the office. Successful contractors manage their equipment purchases and jobsites just as carefully as their balance sheets. Each month, CBO's "In the Field" content investigates important maintenance guidelines, jobsite safety standards, project management issues and ways to finance equipment and to measure the ROI on equipment purchases.

▶ EQUIPMENT MATTERS

Analyzes different features and benefits for trucks, trailers and heavy, compact and portable equipment, as well as instructions for measuring ROI and managing fleet concerns such as logistics and fuel efficiency.

▶ EQUIPMENT MAINTENANCE

Discusses how to establish proper maintenance programs and employee training to realize the best return on equipment and truck purchases.

▶ EQUIPMENT FINANCING

Investigates different options for leasing, renting or buying, including how to acquire and sell at auction.

▶ JOBSITE SAFETY

Covers best practices for injury prevention and how to encourage employee compliance with proper safety equipment.

▶ TECH SUPPORT

Explores the advantages and capabilities of GPS tracking systems, iPad and tablet computers, mobile phones, wireless technology and ruggedized devices.

▶ PROJECT PROFILES

CBO shares interviews from contractors, risk managers and CFOs about high-profile projects across the nation, paying close attention to innovative building strategies, different kinds of delivery methods and growing market segments.

▶ CASE STUDY

Examines our readers' specific challenges and provides answers to their dilemmas from industry insiders such as equipment providers, risk managers, attorneys, accountants and other expert contractors.

Special Section

TECHNOLOGY IN THE FIELD

TIME TRACKING GETS SMARTER

Tracking software that runs on your mobile device eliminates guesswork in payroll costs, says one expert.

BY THE NUMBERS
50 According to the American Payroll Association, the average business loses \$10 million per day, per worker by using handwritten timesheets in construction. This number is no different.

MOBILE TIME TRACKING SOFTWARE ADVANTAGES
The major benefit of mobile time tracking software is that it allows workers to track their time on a job site. This means that workers can track their time on a job site in real time, which allows them to track their time on a job site in real time. This means that workers can track their time on a job site in real time, which allows them to track their time on a job site in real time.

KEY TAKEAWAYS
• TIME TRACKING GETS SMARTER... 30
• MOBILITY: THE KEY TO PROFITABLE PROJECT MANAGEMENT... 32
• DIVERSION TO DISTRACTION... 34



Reader Response



The RACC Team

“CBO is the only magazine I can't wait to get each month. Keep up the good work!”

Jim Didas, CEO of Range and Civil Construction (RACC)

Editorial Calendar 2013

ISSUE	FEATURED SECTIONS	DEPARTMENTS & REGULAR COLUMNS	TRADESHOWS/ BONUS DISTRIBUTION	DUE DATES	
JAN	<p>State of the Industry: Report on the state of the construction industry, including insight into economic trends and a Q&A with contractors, economists and top equipment and software executives</p> <p><i>Spotlight Section: Heavy Equipment (dozers, wheelloaders, backhoes, excavators)</i></p>	<p>IN EVERY ISSUE:</p> <p>In the Office</p> <ul style="list-style-type: none"> • Business Strategy • Bottom Line: Accounting & Finance • Risk Management • Workforce Management • Software Solutions • Legal Notes • Marketing <p>In the Field</p> <ul style="list-style-type: none"> • Equipment Matters • Equipment Maintenance • Jobsite Safety • Equipment Financing • Project Management • Project Profiles • Tech Support <p>Columns</p> <ul style="list-style-type: none"> • Business Strategy <i>George Hedley, Hard Hat Presentations</i> • Project Management <i>Gregg Schoppmann, FMI</i> <p>Case Studies</p> <ul style="list-style-type: none"> • Real Contractor Challenges, Real Provider Solutions <p>Industry Stats</p> <ul style="list-style-type: none"> • Annual Value of Construction Put in Place • AIA Billings Index <p>On the Record News Briefs</p>	<p>AED Summit & CONDEX Jan. 15-17, 2013 Las Vegas, NV</p> <p>World of Concrete Feb. 5-8, 2013 Las Vegas, NV</p>	<p>Ad Close & Materials Due 12/10/12</p> <p>Editorial Deadline 10/12/12</p>	
	<p>Fleet Management: Maintenance, asset management, fuel efficiency, theft prevention, compliance issues, GPS solutions</p> <p><i>Spotlight Section: Trucks, Trailers and Accessories</i></p>		<p>The Work Truck Show/NTEA Convention Mar. 6-8, 2013 Indianapolis, IN</p>	<p>Ad Close & Materials Due 1/14/13</p> <p>Editorial Deadline 11/14/12</p>	
MAR	<p>Management Strategies: Managing employee disputes, motivating employees, cultivating better customer relationships</p> <p><i>Spotlight Section: Mobile Solutions - Time Tracking and Construction Apps</i></p>				<p>Ad Close & Materials Due 2/11/13</p> <p>Editorial Deadline 12/11/12</p>
APR	<p>Financing Equipment - When to Rent, Lease or Buy: The rental boom, strategies for a better rental experience, common leasing mistakes, the case for ownership, buying and selling at auctions</p> <p><i>Spotlight Section: Compact Equipment and Attachments</i></p>		<p>Real Jobsite Solutions: This is a 2 for 1 special. All advertisers receive the same size complementary advertorial space in return for a paid advertisement.</p>	<p>Waste Expo May 21-23, 2013 New Orleans, LA</p>	<p>Ad Close & Materials Due 3/12/13</p> <p>Editorial Deadline 1/11/13</p>
	<p>State of the Construction Accounting Industry: Including a Q&A with accounting and insurance/bonding professionals, how to prevent profit fade, obtaining adequate bonding, tax and regulation changes, succession planning, how to survive an IRS audit</p> <p><i>Spotlight Section: Accounting, Estimating and Project Management Software</i></p>				
MAY					
JUN	<p>Safety on the Jobsite: The latest in OSHA safety regulations, working safely with lifting equipment, safety tips from successful companies, innovations in safety training</p> <p><i>Spotlight Section: Safety Apparel and Fall Protection Equipment</i></p>			<p>Ad Close & Materials Due 5/13/13</p> <p>Editorial Deadline 3/13/13</p>	



ISSUE	FEATURED SECTION	DEPARTMENTS & REGULAR COLUMNS	TRADESHOWS/ BONUS DISTRIBUTION	DUE DATES	
JUL	<p>Management Challenges: Motivating your employees, prequalifying subcontractors, best recruiting practices to find and retain skilled workers</p> <p><i>Spotlight Section: Survey, Site Prep and GPS Equipment</i></p>	<p>IN EVERY ISSUE:</p> <p>In the Office</p> <ul style="list-style-type: none"> • Business Strategy • Bottom Line: Accounting & Finance • Risk Management • Workforce Management • Software Solutions • Legal Notes • Marketing <p>In the Field</p> <ul style="list-style-type: none"> • Equipment Matters • Equipment Maintenance • Jobsite Safety • Equipment Financing • Project Management • Project Profiles • Tech Support <p>Columns</p> <ul style="list-style-type: none"> • Business Strategy <i>George Hedley, Hard Hat Presentations</i> • Project Management <i>Gregg Schoppmann, FMI</i> <p>Case Studies</p> <ul style="list-style-type: none"> • Real Contractor Challenges, Real Provider Solutions <p>Industry Stats</p> <ul style="list-style-type: none"> • Annual Value of Construction Put in Place • AIA Billings Index <p>On the Record News Briefs</p>		<p>Ad Close & Materials Due 6/10/13</p> <p>Editorial Deadline 4/10/13</p>	
AUG	<p>Software and Technology: How mobile platforms are transforming the industry, how to ensure successful software implementations, technology for business development</p> <p><i>Spotlight Section: Compressors, Generator Sets and Lighting Towers</i></p>			<p>APWA Aug. 25-28, 2013 Chicago, IL</p>	<p>Ad Close & Materials Due 7/15/13</p> <p>Editorial Deadline 5/15/13</p>
SEP	<p>Equipment Maintenance: Remote monitoring and diagnostics, technician training, avoiding downtime, how Tier 4 impacts maintenance</p> <p><i>Spotlight Section: Lifting Equipment, Scissor Lifts, Telehandlers, Cranes</i></p>			<p>ICUEE Oct. 1-3, 2013 Louisville, KY</p>	<p>Ad Close & Materials Due 8/12/13</p> <p>Editorial Deadline 6/12/13</p>
OCT	<p>Better Project Management: Reading AIA and ConsensusDocs contracts, tips for better estimates, surviving the low-bid mentality, different project delivery methods (design-build, IPD, BIM, P3s)</p> <p><i>Spotlight Section: Hand Tools and Maintenance Supplies</i></p> <p>Corporate Capabilities: Profiles of top manufacturing and service companies in the construction industry. This is a 2 for 1 special. All advertisers receive the same size complementary advertorial space in return for a paid advertisement.</p>			<p>GIE+EXPO Oct. 23-25, 2013 Louisville, KY</p>	<p>Ad Close & Materials Due 9/9/13</p> <p>Editorial Deadline 7/9/13</p>
NOV	<p>Risk Management: Structuring your risk management department, how BIM affects risk, general liability insurance and litigation, professional liability coverage, the uncharted territory of cybersecurity</p> <p><i>Spotlight Section: Road Paving and Compaction Equipment</i></p>			<p>IRMI Nov. 17-21, 2013 TBA</p>	<p>Ad Close & Materials Due 10/14/13</p> <p>Editorial Deadline 8/14/13</p>
DEC	<p>Effective Leadership: Examining your management style, establishing a positive workplace culture, top 10 traits of effective leadership</p> <p>Year in Review: A highlight of the most popular stories in 2013 and readers' responses</p> <p><i>Spotlight Section: Trucks and Accessories</i></p>			<p>2 For 1 Ad Space</p> <p>Contact your account executive for Special Advertising Opportunities in this issue only!</p>	<p>Ad Close & Materials Due 11/8/13</p> <p>Editorial Deadline 9/6/13</p>

Editorial calendar subject to change.

Advertising:Print

FULL COLOR GROSS RATE	1X	3X	6X	9X	12X
Two-page Spread	\$9,601	\$9,026	\$8,642	\$8,162	\$7,681
Full Page	\$7,681	\$7,220	\$6,913	\$6,529	\$6,145
1/2 Page Island	\$5,487	\$5,157	\$4,938	\$4,664	\$4,389
1/2 Page Horizontal	\$5,146	\$4,837	\$4,632	\$4,374	\$4,117
1/3 Page	\$3,072	\$2,889	\$2,766	\$2,611	\$2,458
1/4 Page	\$2,458	\$2,310	\$2,212	\$2,090	\$1,967
1/6 Page Showcase	\$995	\$995	\$995	\$995	\$955
Preferred Position:	Add 10% to Display Rate				

MARKETPLACE

1 col x 1"	\$223	\$225	\$200	\$193	\$185
1 col x 2"	\$415	\$393	\$371	\$355	\$342
1 col x 3"	\$587	\$557	\$534	\$521	\$504
1 col x 4"	\$829	\$785	\$744	\$713	\$683
2 col x 2"	\$829	\$785	\$744	\$713	\$683

1 col = 2.25"

Commissions paid to recognized ad agencies.

We reserve the right to reject contracted ads based on content.

PRINT AD SPECS

Binding = Saddle Stitch Line Screen = 150

DIGITAL FILE SUBMISSION REQUIRED:

Preferred file type: High-Resolution PDF using X3 or Press Quality default settings.

Other accepted file types: TIF, EPS, InDesign CS5. CMYK only—no RGB, no spot colors or Pantone color matching. Advertisers are encouraged to keep live material at least 1/4-inch from edge of full page and two-page spread ads. A 1/2-inch gutter is also encouraged on two-page spreads.

ACCEPTABLE SOFTWARE:

Macintosh-based InDesign CS5, Illustrator CS5 and Photoshop CS5. All images must be 300 dpi or greater (web images not accepted). NO Microsoft Publisher, Microsoft Word, Corel Draw, PageMaker, QuarkXPress, BMP or low-resolution PDF files accepted.

ACCEPTABLE MEDIA:

DVD, CD or via email or FTP. Call 205-212-9402 for FTP instructions. A proof of the ad must be submitted with artwork to ensure accuracy. *Construction Business Owner* magazine is not responsible for errors on ads not accompanied by a proof.

INDESIGN:

- Package for output (including all screen and printer fonts) as well as all images.
- If emailing, compress files before attaching.

ILLUSTRATOR:

- Convert all text to outlines. No spot colors.
- Save as an Illustrator EPS. CMYK color mode.

PHOTOSHOP:

- Save as EPS, TIF or PDF. CMYK only—no RGB.
- File must be 300 dpi at the size it is to be used.

Full Page

Trim Size:
7.875" x 10.5"

Bleed Size:
8.125" x 10.75"

Live Image Area:
7.375" x 10"

1/2 Page Island

4.5" x 7.375"

1/3 Page Vertical

2.25" x 9.5"

1/3 Page Square
4.5" x 4.5"

1/4 Page

3.375" x 4.5"

1/2 Page Horizontal

7" x 4.5"



CBO offers a wide variety of electronic media options to complement your print program or serve as independent marketing opportunities.

ConstructionBusinessOwner.com

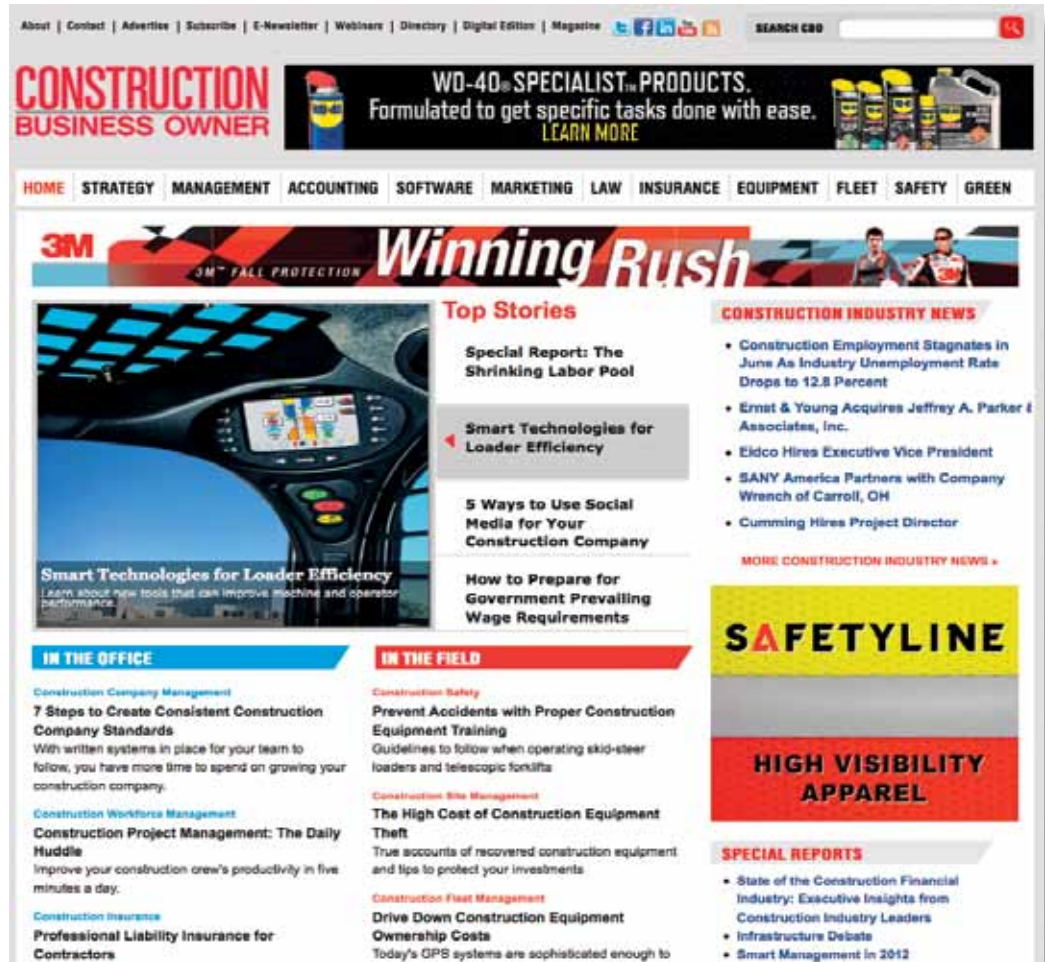
CBO's website provides useful and comprehensive business management advice to thousands of contractors each month. Our website traffic continues to increase, and our audience has become more engaged through our strategic plan to develop practical tools and resources.

Advertise here to reach a targeted, captured audience of contractors who want to learn better business practices.

Equipment & Services Directory



This comprehensive list of manufacturers, professional services and software companies offers an opportunity to reach a target market with a direct link back to your website.



Social media drives traffic to constructionbusinessowner.com

Construction Business Owner maintains an active presence in the social media world to build relationships with our readers and drive contractors to our website. In 2012, our social media pages were three of our top 10 referring sources to our website.



CBO's LinkedIn group has more than 9,200 members.



@CBOMagazine is updated daily with the most pertinent, up-to-date industry news and issues.



CBO's Facebook page provides yet another avenue to engage the reader and further our online conversation.

Advertising: Digital

Digital Display Ads

Run of Site	Price per 1,000 impressions	Pixels
Leaderboard (In Rotation)	\$ 160	728 x 90
Super Ad	\$ 250	960 x 65
Super Ad Expands to		960 x 400
Rectangle (In Rotation)	\$ 110	300 x 250
Tile Ad #1 (In Rotation)	\$ 80	120 x 90
Tile Ad #2 (In Rotation)	\$ 75	120 x 90
Tile Ad #3 (In Rotation)	\$ 75	120 x 90
Tile Ad #4 (In Rotation)	\$ 75	120 x 90
Topic Sponsor Tile (Exclusive)	\$ 500 per month	120 x 60

Minimum order 5,000 impressions.

Other Web Advertising Options

EQUIPMENT & SERVICES DIRECTORY

Advanced Listings **\$ 1,500/year**

Company name, address, phone, fax, PLUS website link, email, 60-word description and 10 images. Video is also an option with additional costs.

Standard listings **\$ 395/year**

Company name, address, phone and fax only.

CONSTRUCTION
BUSINESS OWNER

Leaderboard 728 x 90

Super Ad 960 x 65

Super Ad Expanded 960 x 400

Other rich media ad units and functionality may be available. Please contact your account executive for more information.

Rectangle
300 x 250

Tile 1

Tile 2

Tile 3

Tile 4

* All ad sizes may not be available in a given month depending on the inventory that has been sold.

E-newsletter



Reach more than 16,700 opt-in subscribers by advertising in our e-newsletter. Each issue brings readers online exclusive articles, quick tips, industry news, event listings and other resources.

Choose from four banner ads. Or get your message out with a 50-60 word advertorial. Advertorials are labeled as advertisement within the e-newsletter and include one image (GIF or JPG), a 50-60 word description and a link to the advertiser's website.

Two e-newsletters are delivered each month.

“I read the e-newsletter as soon as it comes in.”

—Paula Egner, McKenzie Concrete

ENEWSLETTER AD SIZES & RATES

Banner #1 (468 x 60)	\$1,800
Banner #2 (468 x 60)	\$1,440
Banner #3 (468 x 60)	\$1,300
Banner #4 (468 x 60)	\$1,200

ADVERTORIAL

1 image (GIF or JPG), a 50-60 word description and a “read-more” link to the advertiser's website.

Custom E-blasts

Get your message to our readers instantly through targeted email blasts. To prevent list fatigue, e-blasts are limited.

List Rentals

Deliver your targeted direct-mail message to a list of our subscribers who are key decision makers.

Webinars

Webinars work! Experience immediate results through our proven live webinar series marketing campaign.

Our webinars average more than 200 high-quality leads for the sponsor.

Produce an unparalleled editorial presence

- ✓ Promotion as the foremost authority on your topic

Benefit from tremendous branding exposure

- ✓ In print, on the web, through targeted email blasts and at major tradeshows

Impressive lead generation

- ✓ Direct leads from your target audience



“CBO has consistently provided us with quality webinars that deliver great value and qualified leads. From preparation to the live event, CBO is always great to work with. They make the process easy, and deliver quality leads.”

Isaiah Walker, Vertical Marketing Manager, Viewpoint Construction Software

White Papers

Showcase your expertise and help our readers understand an issue. Solve a problem or increase productivity with your detailed analysis of a new or useful process or product application.

WHITE PAPERS \$1,900

www.constructionbusinessowner.com

- ✓ Reach Your Target Audience
- ✓ Capture Quality Leads
- ✓ Share An Educational Message

Reprint Services

Reprints are cost-efficient sales tools that can be used for impressive presentations, handouts, direct-mail pieces and educational materials.

Construction Business Owner can provide quality reprints of ads or editorial materials with your advertisement printed within the article. Reprints are printed on 80-pound enamel stock trimmed to magazine size and available in quantities as small as 500 units.

Custom Publishing

Complete publishing services are available for your company, including but not limited to print brochures, marketing collateral, e-newsletters and internal magazines. Exclusive sponsorships of special editions are available, and our team of expert editors can help you craft your company's message. Ask your account executive for details.



CONSTRUCTION BUSINESS OWNER

THE LEADING BUSINESS MAGAZINE FOR CONTRACTORS

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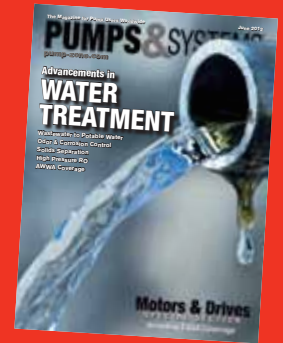
Construction Business Owner is a member of



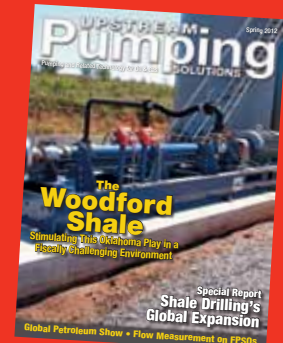
Past member of Inc. 5000 and 2009 voted
one of Publishing Executive's 10 Best
Magazine Publishing Companies to Work For.



OTHER PUBLICATIONS:



www.pump-zone.com



www.upstreampumping.com



www.scpromag.com



www.homecaremag.com

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