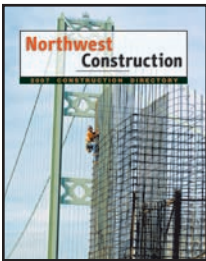


Company Profiles

Northwest Construction can create a special section that focuses on your company. It can be inserted as a center section in an upcoming issue. If your firm is taking a new direction, celebrating an anniversary or re-positioning itself in the marketplace, a company profile should be an important part of your marketing plan. Talk to your sales representative for details.



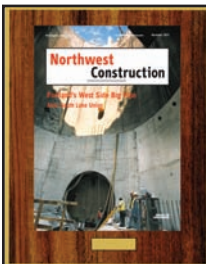
Directories

Northwest Construction publishes a Construction Directory every July that lists the leading firms in the industry in a number of different categories. This resource tool is used throughout the year, so your advertising dollars go further. If there is one issue not to miss, it is the annual directory. In addition, *Northwest Construction* publishes two 'mini' directories, one on equipment rental and the other on the legal and



Reprints and Copy Sales

Was your firm mentioned prominently in a recent feature story? How about making sure that your clients and prospective clients know about your expertise. Get reprints made for your marketing kit, and you can extend the life of that third-party endorsement. Purchase extra copies of the entire magazine for use in promotional mailings to send to key customers.



Plaques

Promote your accomplishments everyday in your lobby. For special recognition of your efforts and industry ranking, *Northwest Construction* offers high-quality wood plaques, with engraved company name and ranking.



Custom Publishing

Professional organizations and industry service entities can make *Northwest Construction* a publishing partner to produce directories, calendars, magazines, and newsletters. Use the distribution, editorial, sales, and production power of *Northwest Construction* to go to market with increased reach and impact. Talk to your sales representative for details.