

## McGraw Hill CONSTRUCTION

October 1, 2009

Dear Readers:



At McGraw-Hill Construction, we are committed to working continuously to better meet the needs of our customers. This includes a commitment to offer innovative, integrated print, digital and event solutions that enable even greater comprehensiveness, reach and speed to market, benefitting the needs of both our advertisers and our readers.

With this goal in mind, and after receiving input from our alliance and association partners within the region, I am pleased to announce a newly developed publication, *Mountain States Construction*, which will debut in December 2009 and combine the former *Colorado Construction* and *Intermountain Contractor* publications. *Mountain States Construction* will offer editorial coverage to the entire mountain region cohesively, including the states of Colorado, Utah, Wyoming, Idaho and Montana.

Accompanying this new publication will be the launch of two new market-specific electronic newsletters, *Mountain States Construction Insider-Colorado Edition*, and *Mountain States Construction Insider-Intermountain Edition*, each serving their respective regional areas. The e-newsletters will enhance the content experience for print subscribers by providing more market-specific information digitally and will also serve an expanded audience of regional construction professionals who prefer to receive their news in a digital format only. The e-newsletter platforms will create new opportunities for our advertisers, offering additional impressions, new audiences, and the measurement and efficiency benefits of targeted digital media.

In addition, look for our redesigned Website to be launched on or about December 1, 2009, and bookmark our new URL, [www.mountainstates.construction.com](http://www.mountainstates.construction.com). This URL will be your destination site for news and information on construction throughout the entire region.

Our events within these regions will continue as before, with frequent collaboration from our many alliance partners and regional associations to ensure the well-rounded offering of print, digital and event opportunities for mountain states construction professionals.

Wishing you the best, as always,

A handwritten signature in blue ink, appearing to read 'John Rhoades', written in a cursive style.

John Rhoades

Publisher

*Mountain States Construction*

[www.colorado.construction.com](http://www.colorado.construction.com)

[www.intermountain.construction.com](http://www.intermountain.construction.com)