

# Bulletin

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The Official Publication of the Washington Building Congress | **Feb./Mar. 2015**



## WE'VE MOVED!

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# Bulletin

February / March 2015

Washington Building Congress is a nonprofit association made up of professionals from a variety of disciplines, all with an active interest or involvement in the Washington Metropolitan Area's real estate, design, and construction community. The organization was established in 1937 to represent the collective interests of its members by providing education and networking opportunities and by promoting the advancement of the building industry. For additional information about membership, joining a committee or the WBC Bulletin, call (202) 293-5922 or visit us on the web at [www.wbcnet.org](http://www.wbcnet.org).

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## Chairman's Letter

### Dear Members and Colleagues:



The Washington Building Congress is on the move! Member participation is at an all time high and we achieved a record 91 percent member retention rate this year. To date we have 15 new company members, 13 small business and 49 additional reps, for a total of 1,001 members. The Membership Services Committee, led by Chair Greg Koger (Holland & Knight), Vice-Chair Julie Forsht (Cummins Power Systems), and Board liaison Emerson Teer (Clark Construction Group), is doing an amazing job this year.

Since the beginning of 2015, WBC has held the Craftsmanship judging day, winter networking, Star Awards judging, Hammerheads networking, Hall of Fame video shoot, data center evening program, small business seminar and St. Patrick's Membership Party. To top it off, the 59th annual Craftsmanship Awards Banquet took place on March 20 and WBC moved to its new office at 1100 Vermont Avenue, NW on March 28. WBC continues to flourish and we are well positioned for another outstanding year.

I would like to thank the Community Services Committee and the record 28 member firms who participated in the 6th annual "Members Giving Back" edition of the *Bulletin*. The committee's next major initiative will be the April 25 Rebuilding Together Workday. This year's team, lead by House Captain Ken Ellis (Langan), will be reaching out to the membership asking for necessary donations of labor, materials and cash. Thanks again to the Community Services Committee, Chair Kent Fee (Lehman Smith McLeish) and Vice-Chair Ken Ellis (Langan), and Board Liaison Allen Slaughter (Dynalectric Company).

The Program and Education Committee put together the well received Data Center Overview panel in early March with over 200 in attendance. The evening program featured presentations from Digital Realty Trust, Loudoun County, HITT Contracting Inc. and Jones Lang LaSalle. Please visit the WBC website to view the informative PowerPoint presentation. Thank you to the Program Committee, Chair Dan Alexander (Grunley Construction), Vice-Chair Bob Freas (Exponent) and Board Liaison Paul Elias (The JBG Companies). Special thanks to Ross Rebraca (HITT Contracting Inc.) who served as program moderator and was instrumental in putting the event together.

The WBC Craftsmanship Awards Banquet, "Celebrating Quality Craftsmanship", was held on March 20. We proudly recognized close to 400 individual craftsmen for their significant contributions to our industry. WBC received 282 entries this year, of which 80 were selected for Craftsmanship Awards. Out of these 80 winners, the eight "best of the best" entries were nominated for Star Awards. The three Star Award winners were announced at the end of the awards banquet. We also inducted three new members into the WBC Craftsman Hall of Fame. Please be sure to check out the April/May special edition of the *Bulletin* where we will be featuring all 2015 Craftsmanship/Star Awards winners, Hall of Fame inductees and event sponsors. This information is also currently available on the WBC website, [www.wbcnet.org](http://www.wbcnet.org).

I would like to conclude with a special thank you to the Craftsmanship Awards Committee, Chair Sean Frazier (HSU Builders), Vice-Chair Nik Salvi (Forrester Construction), and Board Liaison Lynne Coville (Boston Properties). We sincerely appreciate your time and support of this important industry event.

I look forward to seeing you at an upcoming WBC program or event. Thank you for your active participation and ongoing support of our great association!

Best regards,

**Tamara McNulty**

WBC Chairman of the Board

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## GORDON Welcomes Verdi as New Project Director



Anthony Verdi, Jr.

**Anthony Verdi, Jr., PE** recently joined GORDON as project director and will lead a variety of commercial, residential, and mixed-use development projects in GORDON's

Chantilly, Va. headquarters. Verdi brings a wealth of urban and private development experience to GORDON that includes a diverse portfolio of projects throughout Northern Virginia and Washington, DC. He was previously with Bowman Consulting and has served as project manager for several developments in Arlington, Va., such as Rosslyn Central Place (JBG), Founders Square (Shooshan), 3001 Washington Boulevard (Penzance), and Marymount University "Blue Goose" (Shooshan).

## SK&A Group Announces Latest Group of Employee Promotions

Approximately one year after a prior promotion to senior project manager, **Joe Uchno, PE** is joining the ranks as an Associate with SK&A Group. Located in the Potomac office, he has been with SK&A since 2005, after a previous stint working in New York City. Uchno boasts a diverse project portfolio, managing projects ranging from high-rise office, residential, and mixed-use buildings with grocery stores, to hotels, specialized structures, government design-build projects, and parking garages.

A member of SK&A's Structural Repair & Restoration Division, **Cindy Garman, PE**, joined the firm in 2004 as a project engineer and was later promoted to project manager in 2006 and is now a sr. project manager. In addition to managing repairs for façade, plaza, and garage projects, Garman specializes in providing waterproofing consulting, conducting peer reviews, designing waterproofing detailing, and troubleshooting "pesky" leaks for various project types.

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**Rupa Patel, PE** joined SK&A as a project engineer in 2003, shortly after receiving her Master's degree in Civil Engineering from the University of Virginia, where she also received her Bachelor's degree in 2000. Over her 12-year tenure with SK&A, Patel has provided structural design and construction administration services for just about every type of project that SK&A engineers and has been promoted to project manager.

A member of SK&A's Structural Repair and Restoration Division, **Antonio Paz, III, PE**, originally joined the firm in 2006 as a project engineer. In his current promoted role as project manager, Paz provides planning, direction, and project solving projects ranging from water intrusion and waterproofing repairs, to garage, commercial and high-rise building structural repairs, as well as load analyses and strengthening for improvements or tenant renovations.

**Rony Paredes, EIT**, originally joined SK&A's Structural Repair and Restoration Division as a project engineer in 2006. As a project manager, Paredes leads structural repair efforts on projects, including the preparation of condition surveys, drawings specifications, shop drawing approvals, field inspection of projects for conformance with design drawings and the preparation of specifications.

Since joining SK&A as a project engineer in 2012, **David Pirnia, PE**, has quickly risen through the firm's ranks to assistant project manager. Pirnia is experienced in concrete and steel building design and has contributed to a variety of projects, including academic (Ballou Senior High School), residential (Wardman West and Concordia) and office (2055 L Street, NW).

A member of SK&A's Structural Repair and Restoration Division since 2007, **Manjunath Rao** manages repairs for garages, plazas and façades for commercial, residential, and high-rise buildings as well as below-grade parking facilities. In his new role as assistant project manager, he performs on-site structural surveys and condition assessments in addition to conducting observations of work while still in progress.



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**Ananth Avadhani, PE**, joined SK&A's Structural Repair and Restoration Division in 2007. As a new assistant project manager, his responsibilities include performing structural surveys and condition assessments on commercial, residential, and high-rise buildings as well as parking facilities.

**Jessica Wakeman, EIT** joined SK&A in 2011 as a project engineer, just after receiving her Master's degree in Structural Engineering from Lehigh University in Pennsylvania and has now been promoted to structural engineer III. Wakeman has provided structural design and analysis, and construction administration services since joining SK&A on a number of projects of varied construction types, including high-rise and podium residential buildings such as: the Atlantic Plumbing Site in Washington, DC, Annapolis Town Center, Crown Farm, Park Potomac Apartments, and 8300 Wisconsin Avenue, all in Maryland.

Since joining the firm in 2011 as a project engineer, **Catherine N. Pastoor, EIT**, has provided structural design, analysis, and construction administration services on a number of SK&A's larger projects, including L'Enfant Plaza's Southeast Office Building, Blocks 10 and 11 of Pike and Rose, The Elan high-rise residential building at Springhill Station, and 3rd and Poplar residential in Charlotte, NC. Catherine has been promoted to structural engineer III.

**Michael (Mike) Camarda, EIT**, joined SK&A's Structural Repair and Restoration Division in 2011 as a project engineer and has since been promoted to Structural Engineer III. Since joining SK&A, Camarda has worked on many large concrete restoration and waterproofing projects, as well as due diligence/property condition assessments. Prior to joining SK&A, Camarda previously spent a summer during college as a Concrete/Laboratory Technician working for the firm's affiliate, Eastern Testing and Inspection.

Also a member of SK&A's Structural Repair and Restoration Division, **Justin Long, EIT**, joined the firm in 2012. He specializes in concrete repairs, particularly post-tensioned concrete and strengthening of existing cast-in-place concrete elements and has been promoted to structural engineer III.



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Photos by Greg Hadley



Promoted to Structural Engineer III, **Alex Bernal, EIT** has been a project engineer with SK&A's Structural Repair and Restoration Division since 2012. Over his tenure with SK&A, Bernal has become proficient in performing building envelope condition evaluations as well as providing repair consultations, particularly troubleshooting leaks in roofs, façades and garages.

## WCS Announces New Additions to the Company



Cris Shaw

**Cris Shaw** joins WCS as a project executive with over 23 years of experience in the local construction market including estimating, project management, site supervision,

procurement of new work, and operations management. The types of projects he has overseen and managed include multi-family residential apartments and condominiums, retail, mixed-use, senior living and commercial office projects. Prior to starting his career in construction, he served in the U.S. Air Force as a United States presidential honor guardsman and is a Desert Storm veteran. Shaw is graduate of the University of Maryland University College. In 2013, he received the Sid Foulger VIP Award. He has also been honored as PROS best project manager in the Multifamily Category by the Maryland National Capital Building Industry Association. Shaw will part of the Pike and Rose Block 6 project team.



Robert Munson

**Robert Munson** has joined WCS as a project manager. A graduate of James Madison University, B.S. Integrated Science and Technology degree with a concentration in Energy, Munson has more than 11 years in the local construction market. He has performed in several

aspects on the jobsite from carpenter in his early years to field engineer, assistant superintendent, superintendent and project management. The types of projects he has overseen and managed include multi-family residential apartments and condominiums and commercial office projects. Munson will be part of the New Jersey at H project team.



Maggie Finamore

**Maggie Finamore** has joined WCS as a project manager with over 20 years of experience in the local construction market. A graduate of the construction management

program at Montgomery College, the types of projects Finamore has managed include multi-million dollar base building, tenant fit-out, and task order commercial construction projects. Finamore will be part of the Reserve at Tinner Hill project team.

## PSI Announces Recent Hires

Professional Service Industries, Inc. (PSI) recently hired **Kevin Zmetra, EIT**, as project engineer in its Herndon, Va. office. Zmetra is a Ph.D candidate at the University of Connecticut. He earned his Master of Science in Structural Engineering and his Bachelor of Science in Civil Engineering from the University of Connecticut.

PSI also appointed **Christopher Vovak, PE**, as principal consultant for its Construction Services line. He will be based out of PSI's Fairfax office. Vovak has over 17 years of project management experience. He earned his Master of Engineering in GeoConStruct from George Mason University and his Bachelor of Science in Construction Engineering Technology from the University of Akron. He has been a member of the PSI team since 2014. **B**

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# Are Rumbblings of an Impending Labor Shortage Real? Not in DC's Electrical Industry.

By: Michael Mock

Construction spending in the U.S. increased by \$40 billion in the past year according to a report from the Gilbane Building Company's chief economist. This substantial increase has some general contractors and local developers expressing concern that finding skilled workers to complete their projects will become an issue.

Highly-trained workers are needed on new projects now more than ever. In fact, according to the Associated General Contractors of America (AGC of America) 83 percent of contractors in the U.S. are having difficulty finding qualified skilled labor to meet the growing demand. Fortunately there's a solution in the Washington D.C.'s metro area electrical trade.

With an annual training budget of over \$7.5 million, the Washington D.C. Electrical Alliance's Joint Apprenticeship and Training Committee (JATC) closes the gap between the demand for skilled workers and the supply. The JATC is jointly funded by the Washington chapter of the National Electrical Contractors Association and the International Brotherhood of Electrical Workers, Local 26 and provides accredited three- and five-year training programs to its students, with an intense combination of on-the-job training and classroom learning taught by skilled journeyman electricians.

"The Electrical Alliance is responding to labor demand by investing the time, effort and funds necessary to deliver highly skilled electricians into the industry," said Thang Nguyen, assistant executive director of the Washington, D.C. Chapter of the National Electrical Contractors Association.

The JATC adds 120 to 150 skilled electricians into the workforce each year with the ability to train more to meet the growing demand. Its graduates have worked on some of the most visible projects in the DC area, such as the Smithsonian's National Museum of African American History and Culture, CityCenterDC and I-495 Express Lanes.



Apprentices are taught at a state-of-the-art learning facility that provides the perfect environment to ensure the highest levels of electrical training and safety, including:

- Alternative Energy
- AutoCAD
- High Voltage Cable Splicing
- Electrical Vehicle Charging Station Installation
- Building Automation
- LED Lighting Systems and Daylighting
- Fire Alarm Systems
- OSHA Safety Training
- Security Systems

The Gilbane report also notes, total spending for all types of construction has grown 5.4 percent from 2013 to 2014.

"It's crucial to use highly-skilled workers on these projects," said Nguyen. "When contractors try to get work done with less-qualified people, projects can fall behind schedule due to incorrect work, less productivity and inexperienced workers."

Highly skilled tradespeople, trained by professional electricians in real-world settings, come to the job ready, willing and able to work—something that will be immensely helpful as developers and general contractors deal with an increasing project work load. The JATC's training programs provide the construction industry with a steady stream of reliable workers who consistently and correctly complete their work on schedule.

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About the author

**Michael Mock** is vice president of industry development for the Electrical Alliance. Michael has a commercial building, real estate, and construction industry background with more than 20 years' experience, most recently serving as a strategic consultant for Maryland-based Performance Rx. Previously, Michael held the roles of vice president of business development at Morgan-Keller Construction, and Lehigh Portland Cement Company's Mid-Atlantic vice president and sales manager.



## WBC Sustainability Committee Update

# Energy Upgrade Rebates

Got cold feet and don't want to invest that money in energy upgrades to your building or home? Well maybe this could sway your decision. Many local utility companies offer rebates that could offset the costs of energy upgrades. There are rebates on top of any state and federal rebates, as well as long term energy savings you might obtain. As is usually the case with rebates, funds are available until exhausted.

Before we discuss the rebates available a few general notes:

- Typically one must obtain pre-approval from the utility company before you performing the upgrades.
- It is a one for one replacement for the quantity you are installing. So if you take out 50 lights and only put in 45, you only get a rebate for the 45 fixtures.
- Look closely to verify the items you are purchasing actually qualify for the rebate.
- It can take some time to get the pre-approval.

### ► Dominion Virginia Power

Rebates for non-residential customers only applies to those firms with demand of 10MW or less and have not opted out of participation. The firm seeking a rebate must pay its own power bill, and either own the building or obtain approval from landlord to perform the upgrades. You can reserve funds for up to 6 months.

Here is a list of the programs available to non-residential customers. <http://tiny.cc/u473vx>

Lights need to be UL-listed and DLC rated. Work must be completed by a qualified contractor. To register as a licensed contractor go to this link: <http://www.dom-vendor.com/>

Lighting rebates: <http://tiny.cc/yxbqvx>

*Note that sensors and devices are not on this list.*

There are also rebates for HVAC equipment upgrades and installation of window film

Dominion Virginia Power also has several Renewable Energy Programs. <http://tiny.cc/3wbqvx>

### ► Washington, DC

Energy rebates in Washington, DC are administered by the DC Sustainable Energy Utility. <http://www.dcseu.com/>

Rebates are available for lighting, HVAC, compressed air, refrigeration, food service and vending. Although the website is a bit confusing, the program is up, running and funded for 2015. Note that rebate amounts may be revised on March 31, 2015.

In DC, any contractor may perform the qualifying energy upgrades. The total value of rebates is limited to \$80,000 per location per fiscal year. <http://tiny.cc/mvbqvx>

### ► Pepco Maryland

Pepco Maryland recently approved incentives from 2015 through 2017. <http://tiny.cc/arbqvx>

Incentives are available for existing building projects, small business, new construction and major renovation projects, and combined heat and power projects.

The maximum annual incentive per individual electric account is \$1,000,000. Like the incentive programs for many other utilities, program pre-approval is required for all projects.

### ► BGE Maryland

BGE Maryland also has an active rebate program. <http://tiny.cc/3nbqvx>

For incentives less than \$5,000, pre-approval is not required. Rebates are available for the following categories:

- Prescriptive Measures: Includes Lighting & Controls, HVAC Systems, Variable Frequency Drive, Commercial Refrigeration Equipment, Commercial Kitchen Equipment, Commercial Plug Load Equipment and Multi-family Tenant Equipment
- Custom Measures and Projects
- Technical Services
- Comprehensive New Construction
- Retrocommissioning
- Enhanced Operations and Maintenance Services

These are just the rebates offered by utility companies. Some jurisdictions may also offer rebates and tax incentives to further incentivize you to improve the energy efficiency of your building.

---

**Benjamin Cohen**, LEED AP ID+C

Vice Chair, WBC Sustainability Committee

Vice President, James G. Davis Construction Corporation

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## Member Projects



Trump International Hotel, Washington, DC

**GCS-SIGAL, LLC** celebrated the groundbreaking of the **Duke Ellington School of the Arts** in Washington, DC. This Design-Build project will expand the historic facility from 176,000 square feet to approximately 295,000 square feet in order to accommodate its current and future needs. Named after composer/musician and DC-native Edward Kennedy “Duke” Ellington, the School of the Arts guides students through a full academic course of study and a pre-professional art major. The school has received an Exemplary School designation since 2012 and, according to its website, ensures “that our students are prepared for post-secondary education

and/or careers in the arts by offering an intensive arts-based program.”

**Frost Miller Group (FMG)** was selected for the fourth consecutive time by National Mining Association—organizer of **MINExpo INTERNATIONAL**—to promote its 2016 quadrennial expo. The trade show will be held in Las Vegas, September 26-28, 2016 and is the world’s largest and most comprehensive exposition for the mining industry. In 2012, the show set records with more than 52,000 people from 126 countries participating in educational opportunities and seeing the most advanced equipment, products, parts and services in the expo’s 860,000-square-



foot exhibit halls. FMG will again create exhibitor and attendee promotional campaigns that include digital and print tactics, website development and social media marketing to constituents across the globe.

FMG was also selected by Tradeshow Logic—a full service event solutions company, to produce a comprehensive strategic marketing campaign for the **Electronic Security Expo (ESX)**, to be held June 24-26, 2015 at the Baltimore Convention Center in Baltimore, Md. FMG will develop the graphic theme for the event, as well as creating materials to support exhibit, sponsor and attendee sales. In addition,



## Member Projects

FMG will provide graphic design, digital marketing, copy writing, and social media marketing services. FMG will also be working with Tradeshow Logic to produce a comprehensive strategic marketing campaign for the SMI Metal Engineering Expo, to be held October 19-22, 2015 at the Charlotte Convention Center in Charlotte, NC.

In addition FMG just completed a full redesign of the **AEGIS Project Controls** website.

**Lend Lease**, one of the world's largest property, infrastructure and construction management firms, has been selected by The Trump Organization to provide Construction Management Services for **Trump International Hotel, Washington, DC**. Demolition began in September, commencing the \$200 Million redevelopment of The Old Post Office into what will be one of the newest additions to the rapidly growing Trump Hotel Collection. The transformation of the iconic national landmark on Pennsylvania Avenue, which will preserve the architectural character and integrity of the building, is scheduled to be complete in mid-2016. Trump International Hotel, Washington, DC will feature 272 richly furnished guestrooms, averaging more than 600 square feet, making them the largest in Washington, DC, with lofty 16-foot ceilings, soaring windows, beautifully restored historic millwork, and glittering crystal sconces and chandeliers.

**SIGAL Construction Corporation** has completed the interior build-out of **Al Jazeera's Washington, DC Bureau** at 1200 New Hampshire Avenue, NW. Located two blocks southwest of DuPont Circle, the 46,000 square-foot Bureau was designed by Lawson & Associates. The new space for Al Jazeera features studios and work spaces on two floors accessible by an interconnecting stair. The first floor comprises two broadcast studios, an insert studio, control rooms, and set and studio storage. The second floor houses an open floor plan for office and support space with custom lighting, a master control room, a large server room,



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## Member Projects



*Al Jazeera's Washington, DC Bureau, Washington, DC*

multiple edit suites, and a single news studio. Coordination with Al Jazeera's systems integrator and set designer was a challenging yet crucial part of getting the space built-out to meet Al Jazeera's construction timeline. The building remained occupied and operational with its current tenants throughout construction.

**WCS Construction, LLC** has been selected by Federal Realty Investment Trust to construct **Pike and Rose Block 6**, Bethesda, Md. The 13-story 413,825 gross square-foot brick, precast and gypsum fiber reinforced concrete mixed-use building located on Grand Park Ave, will not only provide housing, a fitness area, rooftop pool and other retail, but will include two levels of below grade parking and two levels of retail use. Pike and Rose Block 6, part of Phase II of this new authentic urban neighborhood in affluent Montgomery County, Md. consists of 264 high-end apartments. Phase II continues the main street, Grand Park Ave, with a vibrant blend of retail, residential and a boutique lifestyle hotel that complements the unique mix of shops and entertainment venue in Phase I. LEED Silver level certification is targeted with a projected completion date in the first quarter of 2018.

WCS Construction has also broken ground on **New Jersey at H**, 800 New Jersey Avenue, SE an 11-story luxury apartment building on top of a Whole Foods supermarket located one block from the Navy Yard Metro station with direct views of the U.S. Capitol.



*Pike and Rose Block 6, Bethesda, Md.*



# Member Projects



*New Jersey at H, Washington, DC*

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# WBC Calendar & Advertising Information

## Events Calendar

### April 2015

- **April 9**, 8:00–11:00 a.m.  
Joint Utility Seminar  
Springfield, VA
- **April 18**, 10:00 a.m.–12:00 p.m.  
Food & Friends  
219 Riggs Road, NE, Washington, DC
- **April 23**, 7:30–9:15 a.m.  
WBC Board of Governors  
Columbia Country Club, MD

- **April 25**, 8 a.m.–4 p.m.  
Rebuilding Together  
Alexandria, VA

### May 2015

- **May 16**, 10:00 a.m.–12:00 p.m.  
Food & Friends  
219 Riggs Road, NE, Washington, DC
- **May 28**, 5:00–7:00 p.m.  
Spring Networking  
Spider Kelly's  
Arlington, VA

### June 2015

- **June 8**, 8:00 a.m.–4:00 p.m.  
WBC Golf Outing  
Lansdowne, VA
- **June 20**, 10:00 a.m.–12:00 p.m.  
Food & Friends  
219 Riggs Road, NE, Washington, DC

## Editorial Calendar

**February / March**  
Labor Shortage

**April/May**  
Craftsmanship Awards &  
Hall of Fame

**June/July**  
Sustainability / Green Building

**August/September**  
Rebuilding Together/Community  
Services

**October/November**  
WBC New Board & Leadership

The **Bulletin** covers issues of importance to the building industry, news about WBC members and information about upcoming events. The topics listed below will be covered as feature articles in upcoming issues of the **Bulletin**. Persons interested in contributing information or advertising should contact WBC before the third week of the month preceding the issue. The **Bulletin** is published ten times a year by WBC. To place an ad, submit material or for more information call **(202) 293-5922**.

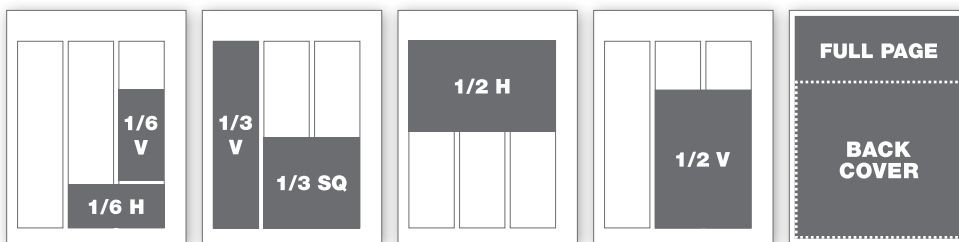
## Ad Rates

	1 time	5 times	10 times
<b>Member Rates:</b>			
<b>Black and White</b>			
1/6 horizontal or 1/6 vertical	\$155	\$130	\$110
1/3 vertical or square	\$230	\$190	\$150
1/2 horizontal or vertical	\$430	\$350	\$290
Full-page	\$630	\$510	\$410
<b>Color</b>			
Inside Front Cover	\$730	\$590	\$480
Inside Back Cover	\$730	\$590	\$480
Back Cover	\$830	\$670	\$540

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<b>Member Rates:</b>			
<b>Black and White</b>			
1/6 horizontal or 1/6 vertical	\$210	\$176	\$149
1/3 vertical or square	\$311	\$257	\$203
1/2 horizontal or vertical	\$581	\$473	\$392
Full-page	\$851	\$689	\$554
<b>Color</b>			
Inside Front Cover	\$986	\$797	\$648
Inside Back Cover	\$986	\$797	\$648
Back Cover	\$1,121	\$905	\$729

Magazine trim size: 8.5" w x 11" h | Live area: 8.375" w x 10.875" h

## Ad Sizes



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1/6 vertical	2.1" w x 4.2" h
1/3 square	4.43" w x 4.2" h
1/3 vertical	2.1" w x 8.6" h
1/2 horizontal	6.75" w x 4.2" h
1/2 vertical	4.43" w x 6.38" h
Back Cover	8.0" w x 7.5" h
Full-page	8.25" w x 10.75" h
Full-page + bleed	8.5" w x 11" h +125" bleed