



# THE BUILDERS ASSOCIATION MEDIA KIT



- ***Building Chicago***, annual print and digital edition
- **Builders Association Website**, [bldrs.org](http://bldrs.org)
- ***Builders Blueprint*** eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

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[www.bldrs.org](http://www.bldrs.org)

**NAYLOR**   
ASSOCIATION SOLUTIONS



## QUICK FACTS

Our print and online publications distributed to top executives around the Chicagoland area, with more than **3 out of 4 being in upper management positions.**

Members are responsible for working on private and public projects **worth more than \$11 billion** every year.

Our member companies represent a majority of the construction firms that **perform work in 16 counties** surrounding Chicago as well as other regions in Illinois, Wisconsin and Indiana.

**General Contractors**  
**Service Providers**  
**Specialty Contractors**  
**Suppliers**  
**Subcontractors**  
**Architects**  
**Engineers**  
**Owners/Developers**

## COMMUNICATIONS MENU

### **Builders Associate Website**

[www.bldrs.org](http://www.bldrs.org)

### **Builders Blueprint**

Monthly eNewsletter

### **Building Chicago**

Annual magazine

More than  
1,300 visits  
per month!



**Build connections in 2017 by contacting Naylor today!**

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

**Revisions and Proofs:** \$50.00  
**Position Guarantee:** 15% Premium

Full-Color	Rates
Double Page Spread	\$3,039.50
Outside Back Cover	\$2,739.50
Inside Front or Inside Back Cover	\$2,339.50
Full Page	\$2,039.50
2/3 Page	\$1,659.50
1/2-Page Island	\$1,479.50
1/2 Page	\$1,349.50
1/3 Page	\$1,139.50
1/4 Page	\$809.50
1/6 Page	\$599.50
1/8 Page	\$419.50
Black-and-White	Rates
Full Page	\$1,459.50
2/3 Page	\$1,269.50
1/2-Page Island	\$1,169.50
1/2 Page	\$929.50
1/3 Page	\$699.50
1/4 Page	\$519.50
1/6 Page	\$419.50
1/8 Page	\$329.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

**Skyscraper** | \$600    **Leaderboard** | \$550    **Sponsorship** | \$400    **Toolbar** | \$250

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(Rates as of March 2016)

# Building Chicago – digital edition

The Official Annual Magazine and Member Roster of Builders Association



## Digital Edition – [www.naylor.com/bia-nxt](http://www.naylor.com/bia-nxt)

In addition to print, *Building Chicago* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the BA's website. An archive of issues is available, securing your ad a lasting online presence.*

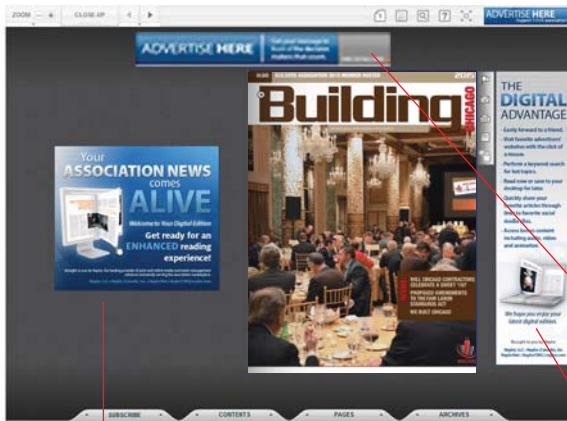
### Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire magazine**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **Read the issue online or download and print for later**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**

### Extend your advertising investment with digital media:

- **Link your ad to the landing page of your choice**
- **Increase website traffic**
- **Interact with viewers to help the buying process**
- **Generate an immediate response from customers**

## Ad Positions



### Digital Sponsorship (550 x 480 pixels) | \$400

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available. Video capabilities not available for Sponsorship MAX.

### Ad Link | *Included in display ad rates*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

### Digital Toolbar (250 x 50 pixels) | \$250

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

### Digital Leaderboard (728 x 90 pixels) | \$550

The leaderboard ad is displayed the entire time the digital edition is open at the top of the digital edition, giving your message constant and lasting exposure.

### Digital Skyscraper (200 x 783 pixels) | \$600

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

**Online Specifications** For more information, visit: [www.naylor.com/onlineSpecs](http://www.naylor.com/onlineSpecs)

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# Builders Blueprint



## About our eNewsletter

Now more than ever, professionals consume information on the go. The *Builders Blueprint* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of decision-makers on a regular basis
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other BA's publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



### Rectangle Banners

12 Months | \$2,265

- Only six spots available – NO ROTATION
- Located between popular sections of the eNewsletter
- 180 x 150 pixels

Online Specifications For more information, visit:  
[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

## Distributed Monthly to top construction professionals!

### Sections include:

- BA Bulletin
- Upcoming Events
- Industry News
- Education & Training
- Member Spotlight

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## Advertising on the BA Website – bldrs.org

Visitors log on to bldrs.org to learn about the latest association and industry news, access information about labor, education, health/safety, legislative issues, view upcoming events and more.

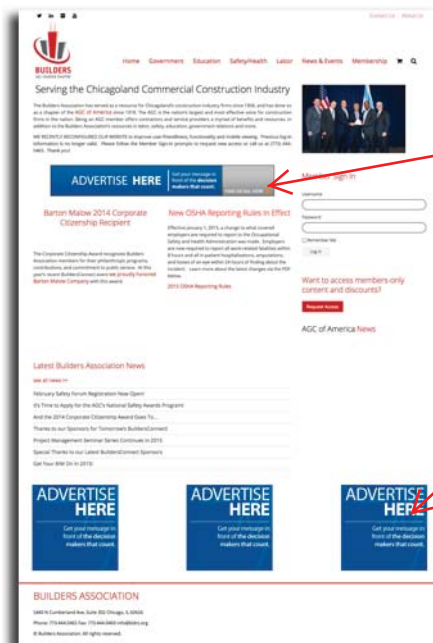
### Features of bldrs.org website advertising:

- Target the majority of Chicagoland's commercial contractors
- Position your company as a leader in front of the leaders who build more than \$11 billion worth of projects annually
- Cross-promoted in other BA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition

### On average, bldrs.org receives:

- 1,300 visits per month
- 3,800 page views per month
- Nearly 3 pages per visit

\*Traffic numbers from Jan. 11, 2016 - July 11, 2016



**Run of Site Leaderboard** (650 X 90 pixels)

**12 months | \$2,265**

One position with three advertisers rotating.

**Run of Site Square Tiles** (250 x 250 pixels)

**12 months | \$2,060**

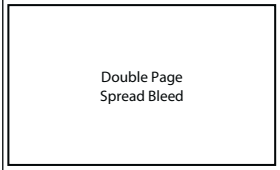


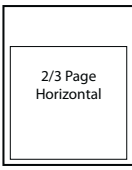
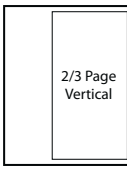
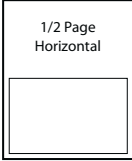
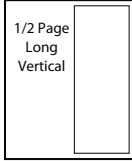
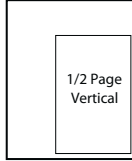
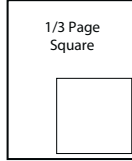
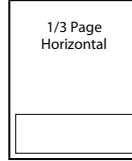
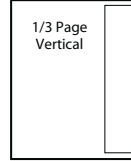
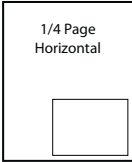
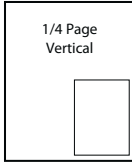
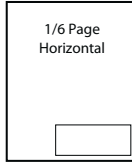
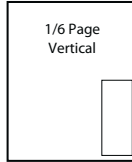
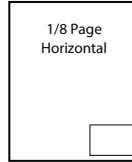
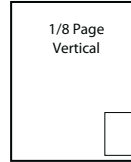
Three positions with two rotations each for a total of 6 ads.

**Online Specifications** For more information, visit:

[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

## Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"

 Double Page Spread Bleed 17" x 11.125"	 Full-Page Bleed 8.625" x 11.125"	 Full-Page No Bleed 7" x 9.5"	 2/3 Page Horizontal 7" x 6.333"	 2/3 Page Vertical 4.583" x 9.5"	
 1/2 Page Horizontal 7" x 4.583"	 1/2 Page Long Vertical 3.333" x 9.5"	 1/2 Page Vertical 4.583" x 7"	 1/3 Page Square 4.583" x 4.583"	 1/3 Page Horizontal 7" x 3"	 1/3 Page Vertical 2.166" x 9.5"
 1/4 Page Horizontal 4.583" x 3.333"	 1/4 Page Vertical 3.333" x 4.583"	 1/6 Page Horizontal 4.583" x 2.166"	 1/6 Page Vertical 2.166" x 4.583"	 1/8 Page Horizontal 3.333" x 2.166"	 1/8 Page Vertical 2.166" x 3.333"

## Specs for Outsert/Inserts

1 Pg / 1 Surface 8.375" x 10.875"  
1 Pg / 2 Surface 8.375" x 10.875"  
2 Pg / 4 Surface 8.375" x 10.875"

Postcards 6" x 4.25"  
Heavy Card Stock Insert 8.25" x 10.75"  
Postal flyersheets 8.5" x 11"

**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**DPS Live Area:** 15.417" x 9.5"  
**Full-Page Live Area:** 7" x 9.5"

## Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

## Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

## Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**Digital Edition - For more information, visit:** [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |                                                                    |                                                            |
|--------------------------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Accounting Services                       | <input type="checkbox"/> Landscape Contractors             |
| <input type="checkbox"/> Acoustical Materials & Contractors        | <input type="checkbox"/> Lubricants                        |
| <input type="checkbox"/> Aggregates                                | <input type="checkbox"/> Masonry Contractors               |
| <input type="checkbox"/> Asphalt Paving & Products                 | <input type="checkbox"/> Mechanical Contractors            |
| <input type="checkbox"/> Attorneys                                 | <input type="checkbox"/> Metal Fabrication & Erection      |
| <input type="checkbox"/> Auctioneers/Appraisers                    | <input type="checkbox"/> Metal Roofing & Siding            |
| <input type="checkbox"/> Bid Reporting Services/Software           | <input type="checkbox"/> Mobile Offices/Modular Buildings  |
| <input type="checkbox"/> Blasting                                  | <input type="checkbox"/> Painting Contractors              |
| <input type="checkbox"/> Building Materials/Wholesale Distributors | <input type="checkbox"/> Pavement Markings/Traffic Control |
| <input type="checkbox"/> Caulking                                  | <input type="checkbox"/> Plumbing Contractors              |
| <input type="checkbox"/> Commercial Signs                          | <input type="checkbox"/> Protective Coatings               |
| <input type="checkbox"/> Composite Panels                          | <input type="checkbox"/> Pump Sales & Service              |
| <input type="checkbox"/> Concrete Accessories                      | <input type="checkbox"/> Ready Mix Concrete                |
| <input type="checkbox"/> Concrete Breaking & Cutting               | <input type="checkbox"/> Renovations                       |
| <input type="checkbox"/> Concrete Contractors                      | <input type="checkbox"/> Reproductions-Printing            |
| <input type="checkbox"/> Concrete Precast                          | <input type="checkbox"/> Restoration                       |
| <input type="checkbox"/> Construction Consultants                  | <input type="checkbox"/> Retaining Walls                   |
| <input type="checkbox"/> Construction Management                   | <input type="checkbox"/> Roofing Contractors               |
| <input type="checkbox"/> Cranes/Hoists/Forklifts                   | <input type="checkbox"/> Safety Products                   |
| <input type="checkbox"/> Demolition Contractors                    | <input type="checkbox"/> Sand Blasting                     |
| <input type="checkbox"/> Doors & Frames                            | <input type="checkbox"/> Scaffolding                       |
| <input type="checkbox"/> Drilling Contractors                      | <input type="checkbox"/> Sheet Metal                       |
| <input type="checkbox"/> Drywall Contractors                       | <input type="checkbox"/> Signs                             |
| <input type="checkbox"/> Electrical Contractors                    | <input type="checkbox"/> Software Programs                 |
| <input type="checkbox"/> Employment Services                       | <input type="checkbox"/> Steel Erection                    |
| <input type="checkbox"/> Engineering Services                      | <input type="checkbox"/> Steel Fabrication                 |
| <input type="checkbox"/> Equipment Rental, Sales & Service         | <input type="checkbox"/> Storage                           |
| <input type="checkbox"/> Erosion Control                           | <input type="checkbox"/> Stucco                            |
| <input type="checkbox"/> Excavating/Hauling Contractors            | <input type="checkbox"/> Tank Removal                      |
| <input type="checkbox"/> Fence Contractors                         | <input type="checkbox"/> Temporary Fencing                 |
| <input type="checkbox"/> Fire Control Systems                      | <input type="checkbox"/> Tiles                             |
| <input type="checkbox"/> Floor Coverings                           | <input type="checkbox"/> Trucking/Hauling                  |
| <input type="checkbox"/> General Contractors                       | <input type="checkbox"/> Trusses                           |
| <input type="checkbox"/> Generators-Gas & Diesel                   | <input type="checkbox"/> Utility Contractors               |
| <input type="checkbox"/> Glass Contractors/Glazing                 | <input type="checkbox"/> Waste Control                     |
| <input type="checkbox"/> Grading/Paving Contractors                | <input type="checkbox"/> Waterproofing Contractors         |
| <input type="checkbox"/> Hauling                                   | <input type="checkbox"/> Wireless Communications           |
| <input type="checkbox"/> HVAC Contractors                          | <input type="checkbox"/> Wood-Grinding & Chipping          |
| <input type="checkbox"/> Insulation Contractors                    | <input type="checkbox"/> Workers' Compensation             |
| <input type="checkbox"/> Interior Finishers                        | <input type="checkbox"/> Other: _____                      |

*One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.*

\_\_\_\_\_ **Additional Categories X \$20 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_



## **THANK YOU TO OUR CURRENT AND PAST ADVERTISERS!**

**Alliance Co.**  
**AMS Mechanical Systems Inc**  
**Ardmore Associates, LLC**  
**Athletico**  
**Bryce Downey & Lenkov, LLC**  
**Bulley & Andrews**  
**Central Contractors Service, Inc.**  
**Chicago Area LECET**  
**Chicago Regional Council of Carpenters**  
**Chicagoland Roofing Council**  
**Clark Construction**  
**Conway & Mrowiec**  
**Equipment International, LTD.**  
**Hard Rock Concrete Cutters**  
**McShane Construction Company**  
**National Construction Rentals**  
**Networkfleet, Inc.**  
**Oakwood Contractors, Inc.**  
**Ogletree Deakins Nash Smoak & Stewart, P.C.**  
**Pepper Construction**  
**Professionals Associated**  
**Ray Chevrolet**  
**Safety Hats - Direct Digital Manufacturing Services**  
**Seyfarth Shaw, LLP**  
**Shipley Law Group**  
**Solid Platforms, Inc.**  
**WipFli, LLP**