

MEDIA KIT

- **Membership Directory and Resource Guide**, print and digital edition
- **Building Chicagoland**, annual print and digital edition
- **Chicagoland Website**, chicagolandagc.org
- **The Blueprint** eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

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chicagolandagc.org

NAYLOR 
ASSOCIATION SOLUTIONS

QUICK FACTS

Our print and online publications are distributed to top executives around the Chicagoland area, with more than **4 out of 5 being in upper management positions.**

Our general contractor members range from large, national firms to smaller, specialized companies and build private and public projects worth more than **\$17 billion annually.**

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

COMMUNICATIONS MENU

Chicagoland AGC Website

www.chicagolandagc.org



The Blueprint

Monthly eNewsletter



Building Chicagoland

Annual magazine



Membership Directory and Resource Guide



Build connections in 2018 by contacting Naylor today!

Net Advertising Rates

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

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

Full-Color	1x	2x
Double Page Spread	\$2,899.50	\$2,609.50
Outside Back Cover	\$2,599.50	\$2,389.50
Inside Front or Inside Back Cover	\$2,399.50	\$2,189.50
Full Page	\$2,099.50	\$1,889.50
2/3 Page	\$ 1,709.50	\$ 1,539.50
1/2 Page	\$ 1,389.50	\$ 1,249.50
1/3 Page	\$ 1,169.50	\$ 1,049.50
1/4 Page	\$ 799.50	\$ 719.50
1/6 Page	\$ 619.50	\$ 559.50
1/8 Page	\$ 429.50	\$ 389.50
Black-and-White	1x	2x
Full Page	\$ 1,499.50	\$ 1,349.50
2/3 Page	\$ 1,209.50	\$ 1,089.50
1/2 Page	\$ 959.50	\$ 859.50
1/3 Page	\$ 719.50	\$ 649.50
1/4 Page	\$ 539.50	\$ 489.50
1/6 Page	\$ 429.50	\$ 389.50
1/8 Page	\$ 339.50	\$ 309.50

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 **Bellyband** | \$500

Online Specifications - For more information, visit: 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 2018)

Digital Edition – www.naylornetwork.com/bia-nxt

In addition to print, *Building Chicagoland* and the directory are 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 CAGC's website. An archive of issues is available, securing your ad a lasting online presence.*

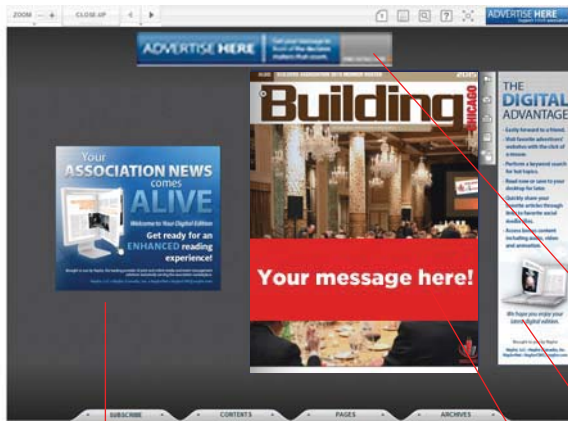
Readers can:

- **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 | \$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

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 | \$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 | \$600

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

Digital Bellyband | \$500

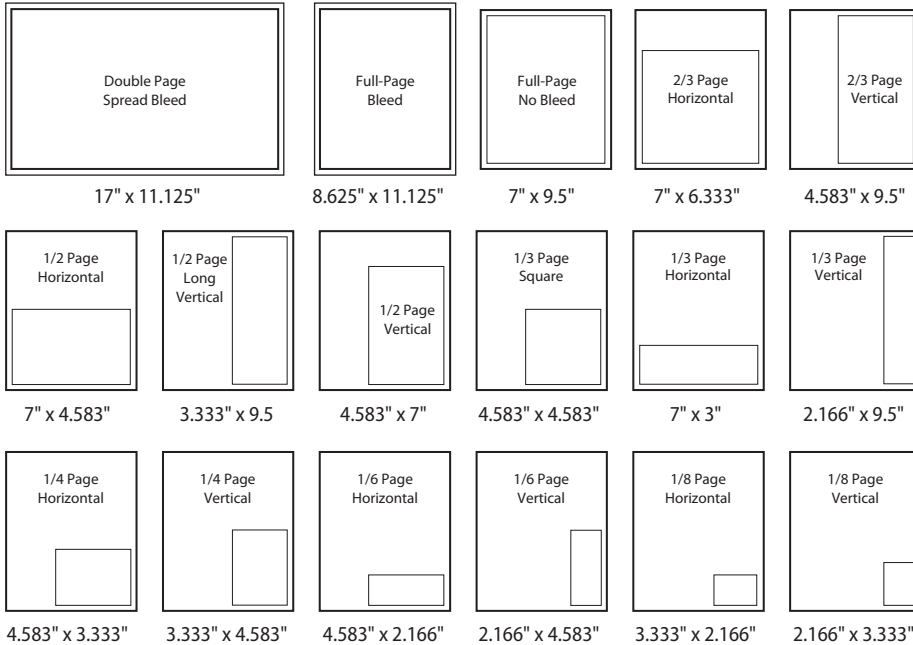
The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting

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Online Specifications For more information, visit:
www.naylor.com/onlinespecs

Print Advertising Specifications

Magazine & Directory Trim Size: 8.375" x 10.875"



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

Proofs and Revisions

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Specs for Outsert/Inserts

- 1 Pg / 1 Surface 8.375" x 10.875" Postcards 6" x 4.25"
- 1 Pg / 2 Surface 8.375" x 10.875" Heavy Card Stock Insert 8.25" x 10.75"
- 2 Pg / 4 Surface 8.375" x 10.875" 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"

Digital Edition - For more information, visit: 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 = \$** _____

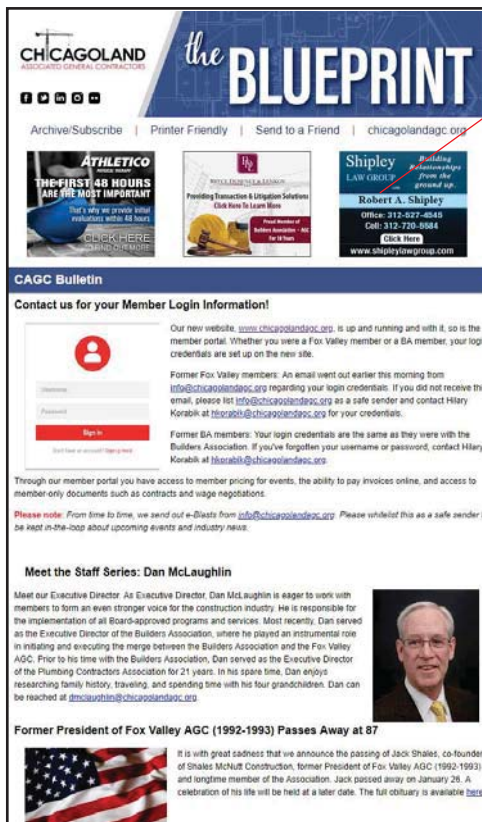
Initial: _____ **Date:** _____

About our eNewsletter

Now more than ever, professionals consume information on the go. *The 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 CAGC 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

The screenshot shows the desktop layout of the eNewsletter. At the top is the header with the CHICAGOLAND logo and 'the BLUEPRINT' title. Below the header are navigation links: 'Archive/Subscribe', 'Printer Friendly', 'Send to a Friend', and 'chicagolandagc.org'. The main content area features three rectangular banners: 'ATHLETICO' (with text 'THE FIRST 60 MINUTES ARE THE MOST IMPORTANT'), 'PROFESSIONAL LIABILITY' (with text 'Providing Contractors & Litigation Solutions'), and 'Shipley LAW GROUP' (with text 'Building professional trust from the ground up'). Below the banners is a 'CAGC Bulletin' section with a 'Contact us for your Member Login Information!' heading and a form for email and password. Further down is a 'Meet the Staff Series: Dan McLaughlin' section with a photo of Dan McLaughlin and a bio. The final section is 'Former President of Fox Valley AGC (1992-1993) Passes Away at 87' with a photo of Jack Shales and an obituary notice.

Rectangle Banners

12 Months | \$2,330

- 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

Distributed monthly to top construction professionals!

Sections include:

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

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Advertising on the CAGC Website – chicagolandagc.org

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

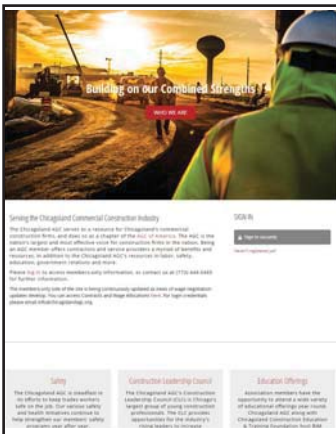
Features of chicagolandagc.org website advertising:

- 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 CAGC publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition

On average, chicagolandagc.org receives:

- Nearly 1,100 visits per month
- More than 3,000 page views per month
- Nearly 3 pages per visit

**Traffic numbers from Jan. 2017 - June 2017*



Run of Site Leaderboard (650 X 90 pixels)

12 months | \$2,330

One position with three advertisers rotating.

Run of Site Square Tiles (250 x 250 pixels)

12 months | \$2,120

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



Online Specifications For more information, visit:

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